



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Consent

F.14.

9/13/2022

Subject:

Approval, Re: Tourist Development Council FY 2022-2023 Cultural Support Grant Program recommendations.

Fiscal Impact:

FY 2022-2023: \$375,000 , Cultural Fund 1446/293020.

Dept/Office:

Tourism Development Office

Requested Action:

It is requested the Board of County Commissioners approve the Tourist Development Council's recommendation to approve funding for the following FY 2022-2023 Cultural Support Grant Program applications listed:

- Florida Surf Museum - \$22,500
- Maxwell C. King Center for the Performing Arts, Inc. - \$30,000
- Greater Cocoa Community Partnership Inc. DBA Historic Cocoa Village Main Street - \$30,000
- Brevard Symphony Orchestra - \$15,000
- The Historic Cocoa Village Playhouse - \$30,000
- Melbourne Municipal Band Association - \$15,000
- Melbourne Art Festival, Inc. - \$15,000
- U.S. Space Walk of Fame Foundation - \$22,500
- Museum of Dinosaurs & Ancient Cultures - \$30,000
- American Police Hall of Fame & Museum - \$30,000
- Brevard Regional Arts Group - \$30,000
- Melbourne Civic Theatre - \$15,000
- Space Coast Art Festival - \$15,000
- Brevard Renaissance Fair - \$30,000
- Valiant Air Command, Inc - \$30,000
- Native Heritage Gathering, Inc. - \$15,000

granted

Further, based on the facts specified for each grant, by approving this agenda item, the Board will make the legislative finding that Tourist Development Tax funds are authorized for cultural grants pursuant to section 125.0104(5)(a)3, Florida Statutes, and Section 102-119(3)d, of the Brevard County Code of Ordinances. Each of the tourist oriented cultural and special events have as one of its main purposes the attraction of tourists,

and the entity and the Space Coast Office of Tourism both intend to ensure marketing and promotion of these events to Tourists.

Additionally, request authority for the Director, Tourism Development Office, to negotiate and sign all necessary grant agreements, budget change requests, and related documents to support the grants upon County Attorney and Risk Management Approval. It is also requested to authorized the County Manager to execute necessary budget change requests.

Summary Explanation and Background:

The Cultural Support Grant Program is designed to promote cultural tourism in Brevard County by funding tourist-oriented cultural and special events such as visual and performing arts including theater, concerts, recitals, opera, dance, art exhibitions and other tourist-related activities. The grants are administered by the Cultural Committee of the Tourist Development Council in coordination with Brevard Cultural Alliance. The grant program assists applicants in attracting tourists to attend high quality cultural events in order to generate significant economic impact through participant spending.

The Cultural Committee at their August 11, 2022 meeting and the Tourist Development Council at their August 24, 2022 meeting unanimously recommended the Board approve funding the following FY 2022-2023 Cultural Support Grant Program applications as well as make the necessary legislative findings for each grant listed above.

During a previous grant cycle, the Board asked for more detailed information on Return on Investment (ROI), or a calculation of the visitor spending that reflects the season/event impact of out-of-county visitor's on Brevard County tourism. This request has resulted in significant changes to the Cultural Support Grant Program Guidelines. These include:

- Events/Activities must be held in-person with in-person attendees
- Main purpose to attract out-of-county visitors to Brevard County
- Virtual or Media events will not qualify
- Out-of-county visitors must account for 1,000 of total visitation

The Cultural Support Grant Program Guidelines also require applicants to establish and track ROI by measuring visitor attendance and spending.

This updated information is found in the attached scoresheet. This document includes Total Score, Average Score (Total Score divided by the number of Committee who scored that application), Trimmed Mean, Cultural Committee Funding Awards (8-11-2022), Adjusted Award Funding (8-11-2022), and reported attendance outside Brevard County (out-of-county attendees to the event or program) for each application. Additionally, listed is the Total Funding and ROI per application.

Sixteen (16) applications have been approved by both the Cultural Committee and TDC, and funding will be on a reimbursement basis. The awards were based on the approved funding tiers listed in the Guidelines. The tiers are determined by the number of out-of-county visitors that attend the event/season. As per the tier system, an applicant's event/season that draws 1,000-2,500 out-of-county attendees will be eligible for \$10,000, an applicant's event/season that draws 2,501-5,000 out-of-county attendees will be eligible for \$15,000, an applicant's event/season that draws +5,001 out-of-county attendees will be eligible for \$20,000. After allocating the appropriate funds per their out-of-county attendees to each application the Total Funding request of all approved applications totaled \$250,000. The budget amount for the FY 2022-2023 Cultural Support Grant Program is \$500,000. The Cultural Committee, at their August 11, 2022 meeting, voted to an equal, proportionate adjustment to all approved (16) applicants resulting in spending of \$375,000 of the budget. Revised award funding is listed on the attached Cultural Grant Scores and Funding document, in the column labeled "Revised Total Funding".

Clerk to the Board Instructions:

Please return a memo of the Board's action to the Director, Tourism Development Office and County Attorney's Office.

September 14, 2022

FLORIDA'S SPACE COAST



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MEMORANDUM

TO: Peter Cranis, Tourism Development Director

RE: Item F.14., Approval for Tourist Development Council (TDC) FY 2022-2023 Cultural Support Grant Program recommendations

The Board of County Commissioners, in regular session on September 13, 2022, discussed the TDC recommendation for funding of FY 2022-2023 Cultural Grant Program applications; authorized the funding level, to not include the additional 50 percent requested by the TDC, for the following FY 2022-2023 Cultural Support Grant Program applications:

- Florida Surf Museum
- Maxwell C. King Center for the Performing Arts, Inc.
- Greater Cocoa Community Partnership, Inc. DBA Historic Cocoa Village Main Street
- Brevard Symphony Orchestra
- The Historic Cocoa Village Playhouse
- Melbourne Municipal Band Association
- Melbourne Art Festival, Inc.
- U.S. Space Walk of Fame Foundation
- Museum of Dinosaurs & Ancient Cultures
- American Police Hall of Fame & Museum
- Brevard Regional Arts Group
- Melbourne Civic Theatre
- Space Coast Art Festival
- Brevard Renaissance Fair
- Valiant Air Command, Inc.
- Native Heritage Gathering, Inc.;

granted the legislative finding that Tourist Development Tax funds are authorized for cultural grants pursuant to Section 125.0104(5)(a)3, Florida Statutes, and Section 102-119(3)d, of the Brevard County Code of Ordinances, with each of the tourist oriented cultural and special events having as one of its main purposes the attraction of tourists, and the entity and the Space Coast Office of Tourism both intend to ensure marketing and promotion of these events to tourists; authorized you to negotiate and sign all necessary grant agreements, Budget Change Requests, and related documents to support the grants upon County Attorney and Risk Management approval; and authorized the County Manager to execute necessary Budget Change Requests.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

A handwritten signature in cursive script that reads "Kimberly Powell".
Kimberly Powell, Clerk to the Board

/pp

cc: County Manager
County Attorney
Finance
Budget

CS - Authorizing the payment minus the 50 percent or mixing it all together

KZ – That's what I would recommend, is that they receive the funding that had asked for and not the extra funding just because

RP – I would make that motion, that we would approve the original funding and not the extra amount to these projects

RP/CS-JT-NAY – Motion to approve the funding level at the amount requested and not the additional 50 percent

Cultural Support Grant Program - 2022-23

Project #	Project Name	Out-of-County attendees	Out of County Visitor Spending	Judge #1 Andrea Young	Judge #2 Jim Platman	Judge #3 Steven Heron	Judge #4 Aaron Collins	Judge #5 Juliet Misconi	Judge #6 Bonnie King	Judge #7 Laura Kutryb	Judge #8 Kim Agee	Judge #9 David Schilhammer	TOTAL points earned	Average	Trimmed Mean Average (deleting the high/low)	Rank Order	Proposed Funding Award	Additional Funding	Revised Total Funding	ROI (Funding /Visitor Spending)
9	Surfing Santa	4,290	\$ 230,845	100	90	92	89	100	100	NS	93	86	750	93.75	94.00	1	\$15,000	\$ 7,500	\$22,500	10.26
12	Maxwell C King Center for the Performing Arts, Inc.	15,838	\$ 852,243	97	89	90	92	94	100	NS	93	90	745	93.13	92.67	3	\$20,000	\$ 10,000	\$30,000	28.41
	Greater Cocoa Community Partnership Inc DBA Historic Cocoa Village Main Street	5,513	\$ 296,655	96	81	91	92	91	96	NS	89	92	728	91.00	91.83	4	\$20,000	\$ 10,000	\$30,000	9.89
6	Brevard Symphony Orchestra	1,619	\$ 87,118	88	89	91	84	100	100	NS	89	NS	641	91.57	91.40	5	\$10,000	\$ 5,000	\$15,000	5.81
22	The Historic Cocoa Village Playhouse Melbourne Municipal Band	7,301	\$ 392,867	58	89	91	99	82	100	NS	94	89	702	87.75	90.67	7	\$20,000	\$ 10,000	\$30,000	13.10
16	Association, Inc.	1,068	\$ 57,469	98	77	88	92	85	99	NS	91	86	716	89.50	90.00	8	\$10,000	\$ 5,000	\$15,000	3.83
13	Melbourne Art Festival, Inc	1,973	\$ 106,167	80	83	88	95	92	100	NS	93	84	715	89.38	89.17	9	\$10,000	\$ 5,000	\$15,000	7.08
24	US Space Walk of Fame Foundation Museum of Dinosaurs and Ancient Cultures	4,484	\$ 241,284	93	80	87	88	73	98	NS	93	82	694	86.75	88.00	10	\$15,000	\$ 7,500	\$22,500	10.72
17	American Police Hall of Fame & Museum	14,040	\$ 755,492	80	85	91	86	96	100	NS	89	72	699	87.38	87.83	11	\$20,000	\$ 10,000	\$30,000	25.18
2	Brevard Regional Arts Group, Inc.	12,512	\$ 673,271	90	86	80	84	99	93	NS	88	78	698	87.25	86.83	12	\$20,000	\$ 10,000	\$30,000	22.44
4	Melbourne Civic Theatre	7,429	\$ 399,754	83	78	91	84	82	100	NS	95	86	699	87.38	86.83	13	\$20,000	\$ 10,000	\$30,000	13.33
14	Space Coast Art Festival	1,122	\$ 60,375	75	71	90	90	89	98	NS	84	90	687	85.88	86.33	15	\$10,000	\$ 5,000	\$15,000	4.02
19	Brevard Renaissance Fair	1,108	\$ 59,621	35	77	87	90	87	97	NS	90	82	645	80.63	85.50	16	\$10,000	\$ 5,000	\$15,000	3.97
5	Valiant Air Command, Inc.	12,365	\$ 665,361	43	82	94	70	95	100	NS	91	80	655	81.88	85.33	17	\$20,000	\$ 10,000	\$30,000	22.18
25	Native Heritage Gathering, Inc.	11,170	\$ 601,058	82	79	90	84	77	98	NS	88	82	680	85.00	84.17	19	\$20,000	\$ 10,000	\$30,000	20.04
18		103,905	\$ 55,591,128	29	81	91	88	89	97	NS	77	78	630	78.75	84.00	21	\$10,000	\$ 5,000	\$15,000	7.44
																	\$250,000	\$ 125,000	\$375,000	14.91

Project Name: Florida Surf Museum #9

\$22,500

Description of the Project: What started out as a fun family outing in 2009 has exploded into a global phenomenon that draws thousands of surfing and Christmas enthusiasts from around the world to Cocoa Beach. This family-friendly event called Surfing Santas has become a tradition for many. On the morning of Christmas Eve, over 1,000 surfers dressed as Santa enter the water to catch a wave while entertainment, such as live bands and Hula dancers, provides a festive atmosphere for crowd watchers. Plus, the costume contest is a fun activity and gives those participating a chance to win a special edition Surfing Santas surfboard.

Over the past decade, Surfing Santas has grown into one of the most unique and fun-filled events in Cocoa Beach that raise tens of thousands of dollars for local charities.

Surfing Santas, by far, is the top-performing Space Coast event for total earned media numbers. With more than 6.2 billion impressions since 2016, we have been featured on Good Morning America, the Hallmark Channel, Huffington Post, and many other outlets inside and outside of the United States. The total value is over \$13 million dollars and counting.

Florida Surf Museum and Surfing Santas brings awareness to East Coast surfing culture, which is a huge part of our Space Coast culture, especially Cocoa Beach. Our hometown boy, Kelly Slater, the greatest surfer of all time, actually attended Surfing Santas in 2021. And we believe wholeheartedly that this event puts Cocoa Beach back on the map as a surf destination.

Project Name: Maxwell C. King Center for the Performing Arts, Inc. #12

\$30,000

Description of the Project: The King Center's upcoming season includes a wide array of programming with well-known artists and events that are sure to attract diverse audiences, including visitors from outside Brevard County. These events and performances draw people from outside of Brevard to the Space Coast, which in turn promotes the Space Coast as a cultural destination. By booking popular touring and musical acts, the King Center is attracting fans of these artists to travel to the Space Coast to attend these performances. For example, Foreigner is widely considered one of the most popular rock acts in the world, so their upcoming Greatest Hits show is bound to bring fans from other areas to Brevard County to see the performance. The King Center also includes programming from big names in entertainment and the performing arts outside of music. The upcoming Broadway at the King Center series is highly anticipated and will draw crowds from outside the Space Coast to see popular Broadway shows like Chicago and Fiddler on the Roof. Also, the performance of Disney Princess – The Concert will bring people of all ages to Brevard. Disney is one of the biggest brands in entertainment, and by putting on this performance, the King Center will attract Disney fans from other areas to the Space Coast. The King Center's carefully selected programming for the 2022-2023 season is sure to attract visitors to Brevard County, thus promoting the Space Coast as a cultural destination to both visitors and residents and will make a positive impact on

Brevard County tourism.

Project Name: Greater Cocoa Community Partnership Inc., DBA Historic Cocoa Village Main Street #10

\$30,000

Description of the Project: Each year, Historic Cocoa Village Main Street hosts four Art & Craft Fairs with a mission to generate economic development in the downtown area while creating an environment for artists and crafters to cultivate relationships with their customers.

Each of the four events features over 200 exhibitors showcasing fine art and handmade crafts. Vendors travel all over to entice roughly 15,000 visitors with their creations. The streets of Cocoa Village are closed to traffic, creating a pedestrian-only downtown for art, food, and fun! While enjoying the event, guests can view live art demonstrations at numerous booths or stop by one of the four performance locations. Each location highlights Central Florida's finest musicians playing the cello, saxophone, electric violin, or guitar. On the main stage, viewers can rock out to a variety of bands, including a nine-piece swing band!

All four events host two food courts, allowing guests can indulge in a bowl of paella, empanadas, are pas, bbq pulled pork, butterfly chips, or a good old juicy hot dog! Kettle corn, shaved ice, and funnel cakes are also available for those visitors with a sweet tooth. During the Spring Fine Art & Craft Fair, artist compete for 17 awards, totaling \$4,000! Award categories include Best in Show, first, second, third, and honorable mention for 2 Dmision, 3 Dimension, jewelry, and mixed media art. Winners receive a free vendor booth in an Art & Craft Fair of their choosing to help continue encouraging art and cultural awareness.

The Art & Craft Fairs take place in beautiful Historic Cocoa Village, a cultural destination on its own. Visitors can walk our charming tree-lined, brick sidewalks while shopping at the event or at any of the unique shops!

Project Name: Brevard Symphony Orchestra #6

\$15,000

Description of the Project: For 68 years, the Brevard Symphony Orchestra (BSO) has served as a county-wide organization, showcasing the finest musicians and guest artists from Florida and around the world. The BSO presents a classical series, pops programs, free outdoor concerts, family concerts, children's concerts and numerous educational programs during the season. As a fully professional orchestra, the BSO and its musicians have earned a reputation throughout Florida for quality programming and offering musicians a satisfying artistic experience. The BSO performs an annual free July 4 concert at Cocoa Riverfront Park for over 12,000 residents and visitors. The BSO also performs an annual free family concert at the King Center for the Performing Arts.

Each February, every 5th grade Brevard County student attends our annual children's educational concert. In collaboration with Brevard Public Schools, over 7,000 students are given the opportunity to learn about music in a concert that is prepared especially for them.

The BSO's main subscription offering is our Signature Six Series, with six evening concerts and three matinees. Opening Night is October 15, with a theme of "Opening Night: Song and Dance" and a special appearance by the Brevard Community Chorus. "Tchaikovsky's Pathetique" follows in November featuring this work of Tchaikovsky as well as works by Glinka and Arutiunian. In January "Inspired by Bach" will feature soprano Kyaunnee Richardson. "Comedy Tonight" in February will showcase the lighter side of classical music. This program will be followed by "Mendelssohn & Beethoven" featuring acclaimed violinist Julian Rhee performing Prokofiev's Violin Concerto No. 2, with this program being bookended by two titans: Ludwig van Beethoven and Felix Mendelssohn. Closing out the season is "American Dream" a program featuring four prominent composers who were also influential teachers in America.

Project Name: The Historic Cocoa Village Playhouse #22
\$30,000

Description of the Project: The Historic Cocoa Village Playhouse (HCVP) operates out of the Aladdin Theatre, on the National Register of Historic Places, colloquially referred to as the Cocoa Village Playhouse, in conjunction with the City of Cocoa who supports the organization through maintenance of the historic facility and its utilities. HCVP is seeking funding to assist in presenting its Broadway on Brevard series in addition to its directly related satellite programs that engage over 1,000 volunteers and impact over 45,000 people throughout Florida. In addition to presenting quality and accessible theatre, HCVP supports a variety of local bands, local musicians, and visual artists. In recent years, HCVP has been able to expand its efforts in musical and dance instruction to include intensive dance classes, audition preparation courses, college audition workshops, open piano instruction at no cost, a dance forum, STE(A)M tutoring, and complimentary sewing lessons, in addition to its growing STARS of Tomorrow Youth program and its senior citizen Golden Steppers tap dance classes. Through additional funding, HCVP will be able to expand these efforts as it has acquired the 302 R.M. Rembert building and is committed to using it to enable additional educational opportunities and to provide a sustainable arts organization for our community.

Project Name: Melbourne Municipal Band Association, Inc. #16
\$15,000

Description of the Project: The Melbourne Municipal Band (MMB) is requesting funding for its 2022-2023 concert season, which will engage more than 20,000 musicians, artists, patrons, and youth with high-quality and accessible music programming. The MMB is one of the finest community bands in the southeast and is the longest continually performing band on the space coast. Musicians even come from out of the area to play with the band. In addition to its 60-

piece concert band, the MMB has created a number of small ensembles – a variety virtually unheard of for a city the size of Melbourne and a testament to the dedication of its highly skilled members who perform without compensation.

Their donation of time and talent enables the band to provide live musical entertainment free-of-charge to many vulnerable populations, including seniors and low-income families and children. These free concerts offer patrons a relaxing and cultural release so they can escape the daily challenges of everyday life with easily accessible concerts that are held in air-conditioned comfort and require no tickets. The winter concerts often are filled to capacity. During holidays, the MMB performs in parades and special concerts outside the Melbourne Auditorium. This enhances the festivities and engages people who might not attend a regular concert. The MMB also provides music for several civic functions such as the Vietnam Wall Concert in Wickham Park, Memorial Day festivities at the Liberty Bell Museum and Patrick Air Force Base, and Flag Day festivities at the Liberty Bell Museum, as well as educational activities for young musicians.

The 2022-2023 season will feature approximately 25 events and concerts, as well as numerous small ensemble performances around town.

Project Name: Melbourne Art Festival, Inc. #13
\$15,000

Description of the Project: The 38th Melbourne Art Festival will be held in Wickham Park, Melbourne, FL, on April 22 & 23, 2023. The Melbourne Art Festival is nationally recognized fine arts festival which draws tens of thousands of art and music lovers from throughout Florida each year.

The 2023 Melbourne Art Festival will feature over 200 juried fine artist booths along with live entertainment throughout the weekend including local and regional bands on the main stage and entertainment for children including Central Florida school bands and choirs, magicians & jugglers, puppet shows, and age-appropriate musical performances designed for children. Children are also invited to participate in kid friendly activities such as fun stretching, educational student art workshops (where they bring home what they make) and artist demonstrations from among the juried fine artists exhibiting at the show.

The 2023 event will also provide over 15 food and beverage vendors in the Food Court, an air-chilled tent so attendees can relax while watching the bands, a popular VIP Patron Program providing covered seating to view the stage, an artist reception on Saturday night for artists, patrons, advertisers and volunteers, and participation by local organizations such as One Blood and animal rescue centers.

Project Name: U.S. Space Walk of Fame Foundation #24

\$22,500

Description of the Project: The American Space Museum is a venue driven destination that is in sync with the trending growth in the space industry. We celebrate the history of these adventures and what it took to get us to this point, but we also enthusiastically share and work to inspire the continuation of these efforts. Available to the public year-round, people plan their vacations to this area with our museum in mind. The next year of happenings with our museum includes several large events. In addition to our regular offerings, we will host: a Cosmic Masquerade Ball, a space memorabilia show, an art show with a special award inspired by renowned space artists Paul & Chris Calle, our 2nd Annual Shuttle Festival and multiple STEM workshop events for children/families. We have begun welcoming back our international travelers for educational field trips and already have recurring reservations through their travel companies.

In addition, as the space industry continues to grow, a great many people are attracted to our area and enjoy using Space View Park as a launch viewing location (where we have partnered with the city and send representatives to provide information and Q&A sessions for the visitors). In these times when costs of everything seem to be soaring, people have commented that they are finding our museum an affordable alternative to the larger, further, more expensive attractions in the Central Florida area (such as Disney, Universal, KSC Visitor Complex, etc.) and have begun planning their vacations around places like our own.

Project Name: Museum of Dinosaurs and Ancient Cultures #17

\$30,000

Description of the Project: We are proposing the addition of a permanent exhibit featuring a full-size, fleshed-out Cryolophosaurus, meaning "frozen crested lizard". Cryolophosaurus was a medium sized carnivorous dinosaur that lived 182 million years ago in what is now coastal Antarctica. At 20 feet long and over 7 feet tall, this dinosaur could tip the scales at over half a ton. Our Cryolophosaurus will be an anatomically-correct, true to size model, created through consultation with paleontologists. See supporting materials to view this dinosaur. This fantastic beast will be positioned in the Jurassic area, looming above museum guests as they venture through our Mesozoic Hall. Visitors will journey under this legendary predator poised for action. Guests will also be able to view Cryolophosaurus from above in our third floor Mezzanine.

This display will show how the Earth has changed over millions of years. When Cryolophosaurus was living, Antarctica was located 621 miles north of where it is now! The Antarctica of 182 million years ago was a temperate climate around the perimeter, but still quite cold in the interior. Cryolophosaurus fossils were unearthed in 1994 by brave paleontologists excavating in the Earth's harshest climate. The fossils and new information gathered by the team of scientists help to provide a deep-time perspective on how life on earth could change in a warming environment. Additionally, since dinosaur fossils had been found all around the world on every

continent - except for Antarctica, this meant that dinosaur fossils had now been discovered on every continent on Earth!

Project Name: American Police Hall of Fame & Museum #2
\$30,000

Description of the Project: The American Police Hall of Fame & Museum host several important events throughout the year including the Public Safety Awareness Initiative is a series of monthly and quarterly events, activities and training symposia designed to educate Hall of Fame visitors about law enforcement and the general public's role in maintaining public safety, as well as providing topical training to law enforcement themselves. These events and symposia include our annual Memorial Service which draws visitors from all 50 states, typically for a minimum of two nights, usually for more. Added to that are monthly public events at the museum such as "Florida Wild Critters," spotlighting the Florida Wildlife Commission (FWC) and the myriad of flora and fauna they nurture and protect. Our programming also includes a celebration of K-9 officers, featuring working dogs and their trainers, with demonstrations for young and old alike, as well as educational materials illustrating the many ways that trained K-9s assist with public safety. Other monthly themes include vehicle safety, summer safety, and other topics of interest to locals and tourists alike. Our flagship weekend events include the popular Warrior Woman Weekend, which seeks to teach women the fine points of situational awareness, martial arts defense, pepper spray and kubaton education, firearms defense training & more. We have confirmed Michele Rigby Assad, former undercover officer in the U.S. Central Intelligence Agency's Directorate of Operations, and Lynda Williams, author of A Lost Childhood, as keynote speakers for our fall 2022 event. We will also be repeating last year's popular Freedom Fest, a celebration of liberty, the constitution, first responders and the American military. As with Warrior Woman Weekend, the event features vendors, food trucks, lectures, activities and informational booths. These flagship events attract people from in the county, out of the county and even beyond state lines. Likewise, our law enforcement symposia routinely draw sworn officers and law enforcement support officials from all over Florida as well as contiguous states. These symposia cover a variety of contemporary topics ranging from hostage negotiation to vehicle stops to mass trauma management, and each class is offered free of charge to Florida law enforcement officers. The Hall of Fame is partnering with The Florida Safety Council in order to offer a slate of high-profile symposia topics in late 2022 and 2023, featuring nationally known speakers and trainers like Benghazi hero Dave "Boon" Benton and former MMA fighter, now military and LE instructor, Benjamin Glossop, among many others.

Project Name: Brevard Regional Arts Groups, Inc. #4
\$30,000

Description of the Project: The Henegar Center is an affordable cultural destination in downtown Melbourne. Traveling tourists look at an area's offerings and 'all the things they can

do' when selecting a destination and planning a multi-day vacation. Visiting tourists interested in making an evening "out at the theatre" also eat at local restaurants, visit local bars, shop at local stores, and of course stay at local hotels. A live theatrical performance is part of their overall visit experience combined with other tourist attractions in the area such as our Beaches, Zoo, and Kennedy Space Center. The theatre provides a quality live entertainment experience for visitors to attend in the evening after a day at the beach or an attraction or if there is inclement weather.

The Henegar Center produces quality live musical theatre productions including classic and contemporary shows. This Cultural Support Grant will provide operational funding for our upcoming 2022-2023 MainStage Season as follows:

- "Disney's The Little Mermaid", Aug 26 - Sep 11, 2022
- "Jekyll & Hyde", Oct 14 - Oct 30, 2022
- "Miracle on 34th St", Nov 25 - Dec 11, 2022
- "Holiday Spectacular", Dec 15 - Dec 18, 2022
- "Evita", Jan 20 - Feb 5, 2023
- "The Color Purple", Feb 24 - Mar 12, 2023
- "Godspell", Mar 24 - Apr 2, 2023
- "Legally Blonde", Apr 21 - May 7, 2023
- "Avenue Q", Jun 2 - Jun 18, 2023

Project Name: Melbourne Civic Theatre #14

\$15,000

Description of the Project: We are seeking funding for Melbourne Civic Theatre's (MCT) 70th season, which will be presented from August 2022 through June

2023. MCT is Brevard County's longest running performing arts organization, an intimate 93 seat community theatre located in the heart of Historic Downtown Melbourne.

MCT's 2022-2023 season features the following shows:

- Assassins - A multiple Tony Award-winning theatrical tour-de-force, Assassins combines Stephen Sondheim's signature blend of intelligently stunning lyrics and beautiful music with a panoramic story about America's four successful and five would-be presidential assassins.
- Dr. Jekyll and Mr. Hyde - A new and shocking version of Robert Louis Stevenson's classic tale of depravity, lust, love and horror.
- Lettice and Lovage – A satirical comedy hit by Peter Shaffer, author of Equus and Amadeus.
- Leading Ladies - Hilarious comedy by the author of Lend Me A Tenor and Moon Over Buffalo full of mistaken identities and chaotic situations.
- Cat on a Hot Tin Roof - In Tennessee Williams' Pulitzer Prize-winning Cat on a Hot Tin Roof, the dysfunctional but wealthy Pollitt family gathers to celebrate aging patriarch Big Daddy's birthday. This beloved play resonates with audiences everywhere. Throughout the season, MCT also presents a Playread Series. This series features newer and avant-garde plays and has generated a different audience than typically attends more traditional shows.

As this is MCT's 70th season, we will promote unique messaging to celebrate our impact to the Space Coast as a cultural destination.

Project Name: Space Coast Art Festival #19
\$15,000

Description of the Project: The Space Coast Art Festival (SCAF) is a Juried Master Fine Arts Show, drawing artists from throughout the United States as well as Canada, Europe, and the Caribbean Islands. A not for profit, 501(c)3 organization, SCAF is governed by an all-volunteer Board of Directors. SCAF was organized in 1963 as the Cocoa Beach Art Show, was incorporated in 1972. Our 57th Space Coast Art Festival will be held October 15th and 16th, 2022, at The Avenue® Viera, a vibrant and unique outdoor lifestyle concept, conveniently located just north of Melbourne, FL, with direct exits from the North and from the South off I-95. SCAF recognizes Outstanding Artists with cash awards in ten different categories: A) Oils and Acrylics, B) Watercolors, C) Drawings, Graphics, Collages, Printmaking, and Paper, D) Clay, E) Sculpture, F) Photography, G) Glass, H) Jewelry, J) Mixed Media.

In conjunction with the Festival, a Student Art Show is held featuring "Budding Artists" from Brevard County who are also competing for cash prize awards. Also included as part of the Festival are "Children's Hands-On Art" sponsored by Brevard Zoo, Food Trucks catering to multicultural & multi-generational groups, a Beverage Tent with a wide selection of adult & children's beverages, and a "Sponsors Row".

The Space Coast Art Festival mission is to create an annual juried fine art festival providing an enjoyable and profitable experience for notable artists and the Central Florida communities. We are also committed to nurturing art appreciation for all ages by providing a venue for students to display their art and gain community support and encouragement.

Project Name: Brevard Renaissance Fair #5
\$30,000

Description of the Project: Brevard Renaissance Fair attracts a large number of customers from around the country. 2023 we have not only ten show days scheduled but five Saturday evening concerts. To draw as many people to our events as possible, we focus part of our budget (direct mailer to all homes in Brevard along with Social media/radio and digital) and then the remainder, approximately 70k outside of Brevard from northern states to south Florida. Since BRF is now the LARGEST Tent show during that time in the nation, we target large ren fair States to increase our reach to those people that are supporters of renaissance festivals and get them to travel to Brevard.

Project Name: Valiant Air Command, Inc. #25

\$30,000

Description of the Project: The Valiant Air Command and its Warbird Museum are proud to be a significant factor in tourism visits to northern Brevard County. We sincerely believe that the Warbird Museum offers an experience like few in the region. Our agreements with the

uniformed services' museum departments and the National Air and Space Museum offer us access to highly sought artifacts, and our stellar reputation among those organizations contributes to that standing. Our superb cadre of volunteers provides effort, expertise and outreach to improve the collection and enhance the visitor experience. The Valiant Air Command Warbird Museum has been a highlight of local visitor attractions for decades, and its activities reach many thousand Floridians, as well as visitors from other states and other countries. The Museum is now open five days a week to welcome guests to view our collections. Our collection of more than 50 vintage aircraft ranges from primitive 1907 examples to sophisticated warplane types still in service. The recent release of the new "Top Gun" movie has brought significant visitor interest to our replica of a US Navy F-14 Tom Cat.

Two Memorabilia Rooms offer smaller artifacts, explaining the context for the larger aircraft's service careers. The Museum displays and collection are constantly being revised to appeal to a broad spectrum of visitors. Its activities have evolved over time to meet the expectations of younger generations. Most of its advertising uses social media, while Museum tour guides have long practiced "reaching back" introductions, helping younger visitors find a link to a parent or grandparent who may have built, maintained or flown an aircraft in our collection weighs more than 37 tons fully loaded). The relationship between our worldwide and historical focus, and the more locally oriented members of the cultural community is certainly positive.

Project Name: Native Heritage Gathering, Inc. #18

\$15,000

Description of the Project: Native Heritage Gathering, Inc. provides the Native Rhythms Festival annually in honor and celebration of Native American Heritage Month each November which is Federally and Regionally recognized through Proclamation. The one and only such event

for the Greater Central Florida region is the Native Rhythms Festival held at Wickham Park Amphitheater on the second weekend in November. The performing artists appearing on the stage are multi award winning artists from diverse genres and receiving recognition from the Native American Music Awards, Indian Summer Music Awards, and Grammy Awards.

The County and municipalities have supported the Native Rhythms Festival in past with Proclamations and recognition as this is the only program provided for the public to honor, celebrate and enjoy Native American Heritage Month each November. The event is Family Friendly and Free of admission charges.

The Artists, Musicians, Dancers and Educators that perform at Native Rhythms Festival come from many different Native Nations, Tribal Entities, and Native backgrounds. The musicians are award winning, and we have had the Artist of the Year for Native American Music Awards appear for the past three years. Shelly Morningsong is also the Best Blues artist and has many awards and accolades to her many years of performance and travel. She and her husband, Fabian Fontenelle (Men's Traditional Dance Champion for many years at the Gathering of Nations Powwow, Albuquerque New Mexico, and many other Powwows). Together they have traveled the world performing for a vast array of events and honoring ceremonies. The list of accomplished musicians and artists continues and provides a vast draw of followers from across the world to attend Native Rhythms Festival annually. Our vendor village boasts the finest artisans and craftspeople from across the Continent. Providing educational programming for our community and attendees is priority for the festival and we are honored to have Jim Sawgrass Native American Village as well as the Ed WindDancer Cultural experience for all to attend. Workshops are held for a variety of music and culture related topics throughout the three-day weekend.

Our mission to provide the Native Rhythms Festival as a family friendly and free of charge event opens the door for families to attend unfettered by high cost of admission and in doing this we break down all socio-economic barriers for all attendees. We are a dedicated team of volunteers and we have established a loyal following of attendees who return annually as well as working diligently to promote the cultures of our least represented minority in the United States, our Native Americans.

FY23 Applications: Florida Surf Museum

Profile

Florida Surf Museum

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points
Very Good: 15 - 17 points
Good: 9 - 14 points
Adequate: 5 - 8 points
Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points
Very Good: 20 - 23 points
Good: 12 - 19 points
Adequate: 6 - 11 points
Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points
Very Good: 4 points
Good: 3 points
Adequate: 2 points
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards.

The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Event

Name of the Event or Season

Surfing Santos of Cocoa Beach

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

\$33,000

Organization Name

Florida Surf Museum

Mailing Address:

P.O. Box 321453

City: State: Zip Code:

Cocoa Beach, FL 32932-1453

Federal Employer ID #:

26-1585923

Web Site address:

www.floridasurfmuseum.org

Organization Telephone:

321-720-8033

Organization Email:

flsurfmuseum@gmail.com

Primary Contact Person: First and Last:

John I Hughes

Primary Contact Person Phone (if different from Organization Phone):

321-720-8033

Primary Contact Person Email (if different from Organization Email):

flsurfmuseum@gmail.com

Alternate Contact Person: First and Last:

George Trossett

Alternate Contact Person Phone (if different from Organization Phone):

321-223-6400

Alternate Contact Person Email (if different from Organization Email):

georgetrosset@gmail.com

How will grant funds be used? Check all that apply.

Artistic Services, Materials/Supplies, Marketing, other General Operating costs

Please select the one discipline category below for which funding is requested.

Grant Category

Festivals

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

The Florida Surf Museum is dedicated to preserving Florida's rich surfing heritage through exhibits, research and preservation. Physical exhibits in the museum space at RonJon Surf Shop are rotated regularly to showcase the people, places and memorabilia that make Florida's surfing history unique. FSM has a robust online presence which includes a webpage that presents in- depth articles, interviews and images that complement and enhance our exhibits. We also have an active Facebook page and YouTube channel that features contemporary and historical videos.

In addition, the museum actively engages the community through public events, surfing contests and support ,through cash donations, to scholastic surf teams and other scholastic organizations. FSM's signature event, Surfing Santas of Cocoa Beach, is an internationally recognized celebration that allows FSM to donate funds to local charitable organizations such as Grind For Life, a cancer victims support non-profit organization.

The Florida Surf Museum is dedicated to preserving Florida's rich surfing heritage through exhibits, research and preservation. Physical exhibits in the museum space at RonJon Surf Shop are rotated regularly to showcase the people, places and memorabilia that make Florida's surfing history unique. FSM has a robust online presence which includes a webpage that presents in- depth articles, interviews and images that complement and enhance our exhibits. We also have an active Facebook page and YouTube channel that features contemporary and historical videos.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below.**All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

Surfing Santa 22-wizehive-proposal-budget-2.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

What started out as a fun family outing in 2009 has exploded into a global phenomenon that draws thousands of surfing and Christmas enthusiasts from around the world to Cocoa Beach. This family-friendly event has become a tradition for many. On the morning of Christmas Eve, over 1,000 surfers dressed as Santa enter the water to catch a wave while entertainment, such as live bands and Hula dancers, provides a festive atmosphere for crowd watchers. Plus, the costume contest is a fun activity and gives those participating a chance to win a special edition Surfing Santas surfboard.

Over the past decade, Surfing Santas has grown into one of the most unique and fun-filled events in Cocoa Beach that raise tens of thousands of dollars for local charities.

Surfing Santas, by far, is the top-performing Space Coast event for total earned media numbers. With more than 6.2 billion impressions since 2016, we have been featured on Good Morning America, the Hallmark Channel, Huffington Post, and many other outlets inside and outside of the United States. The total value is over \$13 million dollars and counting.

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

The holiday season is a special time of year for families. And while most families in America will visit their local parade or visit Santa at their mall, Surfing Santos puts a unique twist on tradition and celebrates Cocoa Beach in an authentic way, which is core to who we are as a destination. We aren't flashy like Miami, and we don't have the magic of Disney, but what we offer is authenticity.

For the past decade, Surfing Santos has promoted Cocoa Beach as a safe, family-friendly destination for both locals and tourists alike. Our event is unique in that it celebrates the spirit of Christmas—one of giving—by giving back to the community. Whether we provide Christmas joy or monies for various charities, all of us at Surfing Santos love seeing how our grassroots event brings a smile to thousands and thousands of people.

It also brings awareness to East Coast surfing culture, which is a huge part of our Space Coast culture, especially Cocoa Beach. Our hometown boy, Kelly Slater, the greatest surfer of all time, actually attended Surfing Santos in 2021. And we believe wholeheartedly that this event puts Cocoa Beach back on the map as a surf destination.

In the past five years, Surfing Santos has built a relationship with the Tourism Development Office (TDO) and worked very hard to brand the event and Cocoa Beach cohesively. The team has been a tremendous help in elevating the event to the level that it is currently, and we hope to continue this wonderful partnership.

Together, we have been able to market Surfing Santos out-of-county with paid social media ads, email campaigns utilizing SCOT's database, mentions inside blogs (or even dedicated blog content), and video content pre-and post-event.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)**Maximum 1,000 characters**

What sets this event apart from others is the way spectators become participants in the event and the sheer number of those participants. They can join in as Surfing Santos or other Christmas characters, create their own costumes for the costume contest or, as many do, wear Christmas themed outfits to the beach.

This event attracts world-wide recognition across all media platforms, giving the space coast unrivaled visibility as a fun-filled family friendly vacation destination. What started out as a small, family day in Cocoa Beach has turned into a global phenomenon. Whether you surf or you're looking to join in the holiday spirit, there's no other beach having this much fun on Christmas Eve

This event supports two local charities: The Florida Surf Museum and Grind for Life. Since 2014, this event has been made possible by the efforts of The Florida Surf Museum, the Trosset family and its many volunteers.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.**Upload Marketing Plan here**

Marketing Plan.docx

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

We rely on 3 primary source to provide metrics.

1. Butin Integrated Communications - In their "Surfing Santas media coverage report. For example, in 2018 they detailed \$3.53 million in total publicity value generated
2. InterMx app information provided by the SCOT for attendance numbers, percent of out of town vs local attendance and dollars spent per person (broken into various categories)
3. We hire a social media specialist to coordinate and direct our presence on various platforms, including Facebook, Instagram, TikTok etc. We also use direct email via Mailchimp. These social media platforms provide data on views, likes, shares, ect.

By way of illustration, the day of after Christmas, Fox News Channel - "The Five," based in New York City, provided video of the Surfing Santas as well as a description of the event, its Cocoa Beach locale, and fundraising objective. The story reached just under 2.5 million viewers, and had an equivalent buy value of \$400k. Just two days earlier, The Washington Post's story, the story, Hundreds of surfers in Santa suits ride waves in Florida, found an audience to over 275,000 readers. All across the United States - from KTLA 5 News in Los Angeles to WGN Early Morning News in Chicago - Surfing Santas saturated the airwaves and were recycled in print. The Butin report itemized a broadcast reach of 18.5 million views based on 370 mentions, with an earned media equivalency of about \$3.04 million. This constituted just over 86 percent of the event's total publicity value.

Required Documents to Upload**IRS determination letter**

FL Surf IRS.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

FL Surf Detail by Entity Name.pdf

Marketing asset/collateral upload

SS2021 mailchimp post3 - SEE YOU TOMORROW!.pdf

Marketing asset/collateral upload

SS2021flutie-helo jump.mp4

Marketing asset/collateral upload

Draft Surfing Santa's 2021 Media Kit (1).pdf

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

tdo graphic.docx

Optional support material file

SurfinSantas (124 of 173)-photos shoretip (75).jpg

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information**Statement of Responsibility****Certification and Submission**

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and

support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

John Hughes

Title

Executive Director, Florida Surf Museum

Text

FY23 Applications: File Attachments

Upload Proposal Budget

Surfing Santa 22-wizehive-proposal-budget-2.xlsx

Upload Marketing Plan here

Marketing Plan.docx

IRS determination letter

FL Surf IRS.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

FL Surf Detail by Entity Name.pdf

Marketing asset/collateral upload

SS2021 mailchimp post3 - SEE YOU TOMORROW!.pdf

Marketing asset/collateral upload

SS2021flutie-helo jump.mp4

Marketing asset/collateral upload

Draft Surfing Santa's 2021 Media Kit (1).pdf

Optional support material file

tdo graphic.docx

Optional support material file

SurfinSantas (124 of 173)-photos shoretip (75).jpg

FY23 Applications: Maxwell C King Center for the Performing Arts, Inc

Profile

Maxwell C King Center for the Performing Arts, Inc

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

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August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points
Very Good: 15 - 17 points
Good: 9 - 14 points
Adequate: 5 - 8 points
Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points
Very Good: 20 - 23 points
Good: 12 - 19 points
Adequate: 6 - 11 points
Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points
Very Good: 4 points
Good: 3 points
Adequate: 2 points
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. -
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Season

Name of the Event or Season

Maxwell C. King Center for the Performing Arts 2022-2023 Season

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

\$1,545,197

Organization Name

Maxwell C. King Center for the Performing Arts, Inc.

Mailing Address:

3865 N. Wickham Road

City: State: Zip Code:

Melbourne, FL 32935

Federal Employer ID #:

59-2844281

Web Site address:

<http://www.kingcenter.com/>

Organization Telephone:

321-433-5719

Organization Email:

kingcenter@asmmbourne.com

Primary Contact Person: First and Last:

Susan Martel

Primary Contact Person Phone (if different from Organization Phone):

321-433-7090

Primary Contact Person Email (if different from Organization Email):

martels@easternflorida.edu

Alternate Contact Person: First and Last:

Anthony Delletiglie

Alternate Contact Person Phone (if different from Organization Phone):

321-433-5694

Alternate Contact Person Email (if different from Organization Email):

delletigliea@easternflorida.edu

How will grant funds be used? Check all that apply.

Marketing

Please select the one discipline category below for which funding is requested.

Grant Category

Other

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

The Maxwell C. King Center is a 2,016-seat performing arts center, which is owned by Eastern Florida State College and operated by Maxwell C. King Center for the Performing Arts, Inc., a Florida not-for-profit corporation and certified as a direct support organization by The District Board of Trustees of Eastern Florida State College, Florida, a public body corporate and political subdivision of the State of Florida. Founded in 1988, the King Center's mission is to improve the quality of life for all residents of Brevard County through cultural, educational, recreational and community arts programs, by providing access to high quality, challenging and diverse touring and local performing arts events.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

King Center 22-wizehive-proposal-budget.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

The proposed season for which we are seeking funding from the FY2022-2023 Cultural Support Grant program is the Maxwell C. King Center for the Performing Arts' 2022-2023 Season, which runs from October 1, 2022 to September 30, 2023. Scheduled events currently include musical performances from popular artists and groups such as Bonnie Raitt and Foreigner, tributes to well-known music groups such as Queen and Journey, comedy acts such as Colin Mochrie & Brad Sherwood and Tom Segura, a performance of Billy Joel's The Stranger from the Classic Albums Live concert series, and a performance of Disney Princess – The Concert. A major part of this season is the 2022-23 Broadway at the King Center series presented by the American Theatre Guild. The season will include productions of Chicago, Stomp, On Your Feet! The Story of Emilio & Gloria Estefan, Fiddler on the Roof, and R.E.S.P.E.C.T. With its 2022-2023 season, the King Center will continue providing Brevard County with high-quality and diverse touring and local performance events. The full schedule of events for the 2022-2023 season, so far, is attached in the Additional Support Materials section.

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

The proposed season includes a wide array of programming with well-known artists and events that are sure to attract diverse audiences, including visitors from outside Brevard County. These events and performances draw people from outside of Brevard to the Space Coast, which in turn promotes the Space Coast as a cultural destination. By booking popular touring and musical acts, the King Center is attracting fans of these artists to travel to the Space Coast to attend these performances. For example, Foreigner is widely considered one of the most popular rock acts in the world, so their upcoming Greatest Hits show is bound to bring fans from other areas to Brevard County to see the performance. The King Center also includes programming from big names in entertainment and the performing arts outside of music. The upcoming Broadway at the King Center series is highly anticipated and will draw crowds from outside the Space Coast to see popular Broadway shows like Chicago and Fiddler on the Roof. Also, the performance of Disney Princess – The Concert will bring people of all ages to Brevard. Disney is one of the biggest brands in entertainment, and by putting on this performance, the King Center will attract Disney fans from other areas to the Space Coast. The King Center's carefully selected programming for the 2022-2023 season is sure to attract visitors to Brevard County, thus promoting the Space Coast as a cultural destination to both visitors and residents and will make a positive impact on Brevard County tourism.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)

Maximum 1,000 characters

In addition to the above-mentioned programming, the King Center also hosts the Titan Youth Theatre, which focuses on cultivating arts appreciation for youth and young adults. An upcoming Youth Theatre event planned for the new season is The Fannie Lou Hamer Project, which chronicles the life of Fannie Lou Hamer and her role in the Civil Rights movement. The play delivers a powerful message into the plight of Black Americans for humanity, dignity and freedom through a compelling integration of storytelling, music, and video montage. This is a unique cultural event that already has wide-reaching appeal particularly with Brevard Public Schools and will receive publicity for the King Center, and in turn the Space Coast, as a cultural destination.

Also, the upcoming 35th anniversary of the King Center will be a unique marketing/fundraising opportunity to create publicity opportunities to promote the Space Coast as a cultural destination. In celebration of the 35th anniversary, the King Center will present Fiddler on the Roof on April 10-11, 2023, as part of the Broadway series. This comes 35 years after the King Center's production of Singing in the Rain, the King Center's first production, in April 1988. The King Center's 25th anniversary in 2013 featured many signature fundraising events and celebrations, and the 35th anniversary will feature the same. The publicity for the King Center will enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents while also building awareness of the arts.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target

audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

Upload Marketing Plan here

2022 - 2023 Grant Marketing Proposal.xlsx

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

The success of the 2022-2023 season will be measured and evaluated primarily through guest feedback and ticket sales. The King Center collects feedback through online surveys, which are an effective way to determine the success of the season. Positive reviews suggest that the performance was enlightening, enriching, and/or entertaining for audiences, while negative reviews suggest that a performance may not have had its intended effect on guests. Similarly, the King Center also monitors the social media response to performances for guest feedback. The King Center takes all guest feedback into consideration when evaluating the success of the season and when planning future seasons.

Ticket sales are effective in determining demand. The King Center's goal is for its events to reach as many people as possible. The number of tickets sold points to how successful the King Center was in achieving its goal for each performance. Like the qualitative measure of guest feedback, this quantitative measure of analyzing ticket sales is useful for the evaluation of the season and selecting programming for the future.

Required Documents to Upload

IRS determination letter

King Center - IRS Tax Exemption Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Detail by Entity Name - King Center.pdf

Marketing asset/collateral upload

FB Screen Shot 2.jpg

Marketing asset/collateral upload

two banners.jpg

Marketing asset/collateral upload

weather.com ad.jpg

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

King Center Schedule of Events 2022-23.docx

Optional support material file

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

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Authorized Representative:

Name

Dr. James H. Richey

Title

President, Eastern Florida State College

Text

FY23 Applications: File Attachments

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King Center 22-wizehive-proposal-budget.xlsx

Upload Marketing Plan here

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FY23 Applications: Greater Cocoa Community Partnership Inc DBA Historic Cocoa Village Main Street

Profile

Greater Cocoa Community Partnership Inc DBA Historic Cocoa Village Main Street

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

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October 1, 2022 - Sept. 30, 2023:

FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at Deborah.Webster@VisitSpaceCoast.com until the application deadline.

A non-mandatory virtual information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 – 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points
Very Good: 15 - 17 points
Good: 9 - 14 points
Adequate: 5 - 8 points
Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points
Very Good: 20 - 23 points
Good: 12 - 19 points
Adequate: 6 - 11 points
Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points
Very Good: 4 points
Good: 3 points
Adequate: 2 points
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Season

Name of the Event or Season

Historic Cocoa Village Main Street Art & Craft Fairs

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

238,055.55

Organization Name

Historic Cocoa Village Main Street

Mailing Address:

PO Box 1

City: State: Zip Code:

Cocoa

Federal Employer ID #:

59-3392795

Web Site address:

www.visitcocoavillage.com

Organization Telephone:

3216319075

Organization Email:

executivedirectorhcvms@gmail.com

Primary Contact Person: First and Last:

Amanda Muzaurieta

Primary Contact Person Phone (if different from Organization Phone):

727-318-7566

Primary Contact Person Email (if different from Organization Email):**Alternate Contact Person: First and Last:****Alternate Contact Person Phone (if different from Organization Phone):****Alternate Contact Person Email (if different from Organization Email):****How will grant funds be used? Check all that apply.**

Artistic Services, Marketing

Please select the one discipline category below for which funding is requested.

Grant Category

Festivals

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

Historic Cocoa Village Main Street (HCVMS) is a nonprofit affiliate of Main Street America and Florida Main Street. The mission of HCVMS is to continue the growth of a vital, inviting commercial district through preservation-based economic development. Successful community revitalization is generated through carefully planned transformation strategies. Devised approaches are implemented specifically through four committees: Design, Organization, Promotion, and Economic Vitality.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

Cultural Support Grant Program Proposal Budget.xlsx - Sheet1.pdf

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

Each year, Historic Cocoa Village Main Street hosts four Art & Craft Fairs with a mission to generate economic development in the downtown area while creating an environment for artists and crafters to cultivate relationships with their customers.

Each of the four events features over 200 exhibitors showcasing fine art and handmade crafts. Vendors travel all over to entice roughly 15,000 visitors with their creations. The streets of Cocoa Village are closed to traffic, creating a pedestrian-only downtown for art, food, and fun!

While enjoying the event, guests can view live art demonstrations at numerous booths or stop by one of the four performance locations. Each location highlights Central Florida's finest musicians playing the cello, saxophone, electric violin, or guitar. On the main stage, viewers can rock out to a variety of bands, including a nine-piece swing band!

All four events host two food courts, allowing guests can indulge in a bowl of paella, empanadas, arepas, bbq pulled pork, butterfly chips, or a good old juicy hot dog! Kettle corn, shaved ice, and funnel cakes are also available for those visitors with a sweet tooth.

During the Spring Fine Art & Craft Fair, artist compete for 17 awards, totaling \$4,000! Award categories include Best in Show, first, second, third, and honorable mention for 2 Dminesion, 3 Dimension, jewelry, and mixed media art. Winners receive a free vendor booth in an Art & Craft Fair of their choosing to help continue encouraging art and cultural awareness.

The Art & Craft Fairs take place in beautiful Historic Cocoa Village, a cultural destination on its own. Visitors can walk our charming tree-lined, brick sidewalks while shopping at the event or at any of the unique shops!

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

The Art & Craft Fairs are a cultural highlight for Space Coast residents and their neighboring communities, serving as a creative workspace for current artists. A unique environment, social interactions, and meaningful activities provide the foundation for four successful events that create a sense of place and loyalty to the Village as a destination. These aspects promote Cocoa Village, and the Space Coast, as a cultural destination.

Historic Cocoa Village holds a unique layout unlike other districts in Brevard County, with access to the Indian River Lagoon in an urban setting. As visitors attend the Art & Craft Fairs, they are exposed to a multitude of historic locations and over 200 artists, all at the same time. By creating such a diverse and positive experience, visitors are inclined to return and spread the word.

Over the past couple of years, people have been cooped up in their homes. The Art & Craft Fairs offer individuals social interaction in a safe outside environment. The events encourage touring vendors to create a sense of community with each other. They introduce the consumers to the creators, giving them face-to-face interaction. Most importantly the fairs promote a deeper understanding of culture through a shared experience.

The most significant aspect of hosting the Art & Craft Fairs is providing meaningful activities throughout the events. Each event encompasses a variety of contemporary and traditional art forms, from classical musicians to metal artists. There is something for everyone in attendance, again inspiring the guests to come back and bring a friend to the next one.

The unique environment, social interaction, and meaningful activities that make up the Art & Craft Fairs draw visitors to not only attend but share and encourage others to visit as well, in turn promoting the Space Coast as a cultural hub.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)

Maximum 1,000 characters

Younger generations enjoy attending events, but how they choose each one is well planned out. Before driving an hour, they scroll the social platforms and decide to visit based on photo-worthy shots. The Art & Craft Fairs take place in Historic Cocoa Village, a city built in the early 1900s, a historical background for all types of images.

Murals scattered throughout any downtown create a sense of community, especially during high trafficked events. Visitors love a good scene, and murals provide just that, encouraging art in public spaces. Historical murals are even more compelling, creating cultural awareness when captured in selfies and group photos.

Each Art & Craft Fair hosts over 200 artists. Guests take and post photos of multiple art forms and entertainment. Once shared to one of the many social media platforms, they are tagged, hashtagged, and commented on, creating buzz around the Space Coast!

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

Upload Marketing Plan here

Cultural Support Grant Program Marketing Plan.pdf

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

Historic Cocoa Village Main Streets' goal is to increase event attendance and consumer spending at our four Art and Craft Fairs.

The ambition is to execute a marketing plan that strategically positions the Art & Craft fairs throughout the Space Coast and its neighboring counties over the next 12 months.

The strategy will reach three clear audiences, through multiple marketing channels, over specific time periods.

The purpose is to foster trusted brand awareness through quality marketing content that encourages vendors and visitors to take part in HCVMS Art & Craft Fairs. Through a combination of paid and organic campaigns, we can reach new personas and appeal to more potential consumers.

The success of all four events will be measured and evaluated through vendor surveys. Throughout the event season, HCVMS staff will send vendor feedback surveys (see attachment) to all participants. Questions will include the following:

Overall satisfaction of the buying power of attendees.

Please estimate how many shoppers you interacted with?

What was the demographic of shoppers?

Please estimate your gross sales.

What was the average cost of an item sold?

While all vendors will receive this survey, we will compare routine vendors' information for a more complete comparison. With this data, and the data collected from the marketing plan, we will be able to measure event attendance and consumer spending.

Required Documents to Upload**IRS determination letter**

IRS Non Profit Determination.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Detail by Entity Name Greater Cocoa.pdf

Marketing asset/collateral upload

Art & Craft Fair Social.pdf

Marketing asset/collateral upload

Art & Craft Fair Billboard.pdf

Marketing asset/collateral upload

Art & Craft Fair Photos.pdf

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

A&CF Vendor Survey - Google Forms.pdf

Optional support material file

2022 Summer Art & Craft Fair Show Guide .pdf

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

HCVMS is in the process of rebranding with the guidance of CivicBrand, an out-of-state agency that specializes in branding, placemaking, and destination marketing strategies with cities, downtowns, and Main Streets. Our goal is to create an efficient brand strategy to attract sponsors, members, businesses, and visitors by representing Cocoa Village cohesively and engagingly. We expect the brand audit, rebrand, and new website to be finished by October 2022, the beginning of the Art & Craft Fair season. The completion of this initiative will help stimulate the Art & Craft Fair marketing plan, in connection with our overall marketing strategy.

In addition, please take a look at our newest promotional video for the Art & Craft Fairs at this link. I was unable to upload due to size.

<https://drive.google.com/file/d/1bZ6OQmXTZg9Y4mKYiojaotf2Gm5oMh2E/view?usp=sharing>

Statement of Responsibility**Certification and Submission**

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Amanda Muzaurieta

Title

Executive Director

Text**FY23 Applications: File Attachments****Upload Proposal Budget**

Cultural Support Grant Program Proposal Budget.xlsx - Sheet1.pdf

Upload Marketing Plan here

Cultural Support Grant Program Marketing Plan.pdf

IRS determination letter

IRS Non Profit Determination.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Detail by Entity Name Greater Cocoa.pdf

Marketing asset/collateral upload

Art & Craft Fair Social.pdf

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Art & Craft Fair Photos.pdf

Optional support material file

A&CF Vendor Survey - Google Forms.pdf

Optional support material file

2022 Summer Art & Craft Fair Show Guide .pdf

FY23 Applications: Brevard Symphony Orchestra

Profile

Brevard Symphony Orchestra

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

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- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points
Very Good: 15 - 17 points
Good: 9 - 14 points
Adequate: 5 - 8 points
Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points
Very Good: 20 - 23 points
Good: 12 - 19 points
Adequate: 6 - 11 points
Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points
Very Good: 4 points
Good: 3 points
Adequate: 2 points
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Season

Name of the Event or Season

Bright Lights, Big Music

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

812,552

Organization Name

Brevard Symphony Orchestra

Mailing Address:

PO Box 361965

City: State: Zip Code:

Melbourne, FL 32936-1965

Federal Employer ID #:

59-1149727

Web Site address:

www.brevardsymphony.com

Organization Telephone:

321.345.5052

Organization Email:

davidschiller@brevardsymphony.com

Primary Contact Person: First and Last:

David Schillhammer

Primary Contact Person Phone (if different from Organization Phone):**Primary Contact Person Email (if different from Organization Email):****Alternate Contact Person: First and Last:**

Diane Van Aman

Alternate Contact Person Phone (if different from Organization Phone):**Alternate Contact Person Email (if different from Organization Email):**

dvanaman@brevardsymphony.com

How will grant funds be used? Check all that apply.

Artistic Services, Marketing

Please select the one discipline category below for which funding is requested.

Grant Category

Music

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

The mission of the Brevard Symphony is to establish, foster and maintain a symphony orchestra for Brevard County, to educate the community in symphonic and chamber ensemble literature, to provide community service with emphasis on the young and senior citizens, to encourage and assist in the education of musicians, to provide educational and entertaining services in the field of orchestral music and to promote excellence of programs and enrichment in the quality of life in the community.

The Brevard Symphony Orchestra (BSO) requests funding for all our activities that take place during our 2022-23 season. This includes, but is not limited to, presenting a classical season, pops programs, free outdoor concerts, family concerts, children's concerts, a holiday concert, a chamber music series and numerous other educational initiatives. As a fully professional, per-service orchestra, the BSO showcases the finest musicians from Florida and around the world to come together to perform for Music Director Christopher Confessore, whose tenure is now in its 28th season.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget->

2.xlsx, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

23-wizehive-proposal-budget-2.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

For 68 years, the Brevard Symphony Orchestra (BSO) has served as a county-wide organization, showcasing the finest musicians and guest artists from Florida and around the world. The BSO presents a classical series, pops programs, free outdoor concerts, family concerts, children's concerts and numerous educational programs during the season.

As a fully professional orchestra, the BSO and its musicians have earned a reputation throughout Florida for quality programming and offering musicians a satisfying artistic experience. The BSO performs an annual free July 4 concert at Cocoa Riverfront Park for over 12,000 residents and visitors. The BSO also performs an annual free family concert at the King Center for the Performing Arts.

Each February, every 5th grade Brevard County student attends our annual children's educational concert. In collaboration with Brevard Public Schools, over 7,000 students are given the opportunity to learn about music in a concert that is prepared especially for them. This is one of the only field trips still offered to the students.

In addition to the 5th grade concerts, Maestro Confessore regularly visits school music programs, conducting bands, orchestras and choirs as they prepare for performances and competitions throughout the school year. He also holds a Conducting Workshop for all of the Brevard County Band and Orchestra Directors, during which he speaks about score study, score marking, sharing resources and general thoughts on technique. Each teacher in attendance receives a voucher for two tickets to a BSO concert of their choice.

It is our belief that the very presence of an established, fully-professional symphony orchestra adds cache to Brevard County. As a cornerstone cultural institution, visitors may not wish to come to Brevard County without this offering. In addition, potential companies looking to re-locate to Brevard County will look to the total offerings a community has to offer, including a symphony orchestra which rounds out the myriad other amenities Brevard County has to offer.

The BSO's main subscription offering is our Signature Six Series, with six evening concerts and three matinees. Opening Night is October 15, with a theme of "Opening Night: Song and Dance" and a special appearance by the Brevard Community Chorus. "Tchaikovsky's Pathetique" follows in November featuring this work of Tchaikovsky as well as works by Glinka and Arutiunian. In January "Inspired by Bach" will feature soprano Kyaunnee Richardson. "Comedy Tonight" in February will showcase the lighter side of classical music. This program will be followed by "Mendelssohn & Beethoven" featuring acclaimed violinist Julian Rhee performing Prokofiev's Violin Concerto No. 2, with this program being bookended by two titans: Ludwig van Beethoven and Felix Mendelssohn. Closing out the season is "American Dream" a program featuring four prominent composers who were also influential teachers in America.

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

Our 22-23 programming highlights our collaborations with a number of Florida-based guest artists who have strong followings and fan bases all around the world. Here are the specifics on each guest artist:

November - Features Tom Macklin, trumpet - longtime Orlando resident, Stetson University faculty member, Disney Cast Member, Orlando Philharmonic member.

Promotion opportunities with University brass students throughout the state. A unique opportunity to hear a live performance of the Arutiunian Trumpet Concerto with orchestral accompaniment. This is not something you hear every day. Also cross promote with Orlando Philharmonic Orchestra. In the works is a special bus trip for OPO/Tom Macklin fans to travel to the King Center to see and hear one of their own play the Arutiunian .

Sounds of the Season - Pianist Rich Ridenour lives in Sarasota - a former resident of Jacksonville. Has a strong fan base in both areas. Vocalist Karen Shriner based in Orlando - a longtime member of Disney's Voices of Liberty - also a popular actress in Central FL.

January - soprano Kyaunnee Richardson is a native Floridian, Miami resident. Has appeared with many regional orchestras and opera companies in the state. Has a very strong social media presence. Featured performer with recent Orlando Opera productions. Will cross-promote her appearance with all of these organizations.

January concert theme For the Love of Bach - will invite Central FL Bach Scholar Dr. John Sinclair to join Maestro Confessore in pre-concert presentation on J.S. Bach's influence on composers throughout history. Cross-promote with the Bach Festival Society in Winter Park.

February Pops - Actor/narrator Cameron Matthews is a nationally-recognized actor, comedian, and online personality who recently was an event host and emcee at the International Star Wars Celebration in Anaheim, CA. Cam has a strong social media presence with a huge following - cross-promotion of his appearance in the unique retelling of Peter and the Wolf.

March - Julian Rhee, winner of the Elmar Oliveira International Violin Competition which is headquartered at Lynn University in Boca Raton, FL. Cross-promotion with donors and supporters of the competition. The BSO has been an Industry Partner and Sponsor of the competition since its inception and regularly features competition winners in performance with the BSO.

July 4 - we are the only professional orchestra in Central FL to offer a full-fledged Independence Day. Concert takes place on July 4 with fireworks at Cocoa Riverfront Park. Annual attendance is around 12,000 and people come from around the region.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)**Maximum 1,000 characters**

At 68 years old, the Brevard Symphony Orchestra is the county's second-longest running cultural organization, and this is Maestro Confessore's 28th year as Music Director. Maestro Confessore is well-known nationally and internationally for his musicianship, programming acumen, and commitment to diversified programming. Maestro Confessore also serves as Principal Pops Conductor of the Alabama Symphony. He is a heavily sought-after conductor, routinely leading the symphonies of Atlanta, Detroit, and many more around the world. As such, Maestro Confessore carries with him the name of the Brevard Symphony across the globe, enabling him to work with international soloists who he can then bring to Brevard.

Each July 4, the Brevard Symphony performs its annual concert at Cocoa Riverfront Park, complete with fireworks in the second half. Approximately 12,000 people attend this free concert, many of whom come from outside the county each year to celebrate Independence Day with Brevard County.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.**Upload Marketing Plan here**

2022-2023 Marketing Plan.pdf

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

The Brevard Symphony will measure success of the 2022-23 season, as follows:

- Continued success of bringing live audiences back to the concert hall following the pandemic.
- Strengthening collaborations for our delayed Beethoven Festival. Increase our presence throughout Brevard County.
- Program works and engage guest artists to increase our diversity.
- Teachers provide survey feedback after each of our 5 grade concerts. We review these and make alterations as appropriate.
- Strengthen partnerships in the community.
- Feedback from the board of directors of the Indian River Symphonic Association so we can program differently as appropriate.
- Increase fundraising throughout all sectors – individuals, corporate sponsors, and grants.
- The BSO has recently received three endowment gifts, and another major donor is poised to announce his gift in spring 2023.
- Nurture individual donors to inspire them to consider an endowment gift.
- Ticket sales will determine the success of our chamber music series, Summer Evenings.

Required Documents to Upload**IRS determination letter**

IRS Determination Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Detail by Entity Name.pdf

Marketing asset/collateral upload

2022-2023 Acquisition Mailer_Full.pdf

Marketing asset/collateral upload

Communications Director Report_June 2022_Board Mtg Agenda.pdf

Marketing asset/collateral upload

BBN 22-23 Season Ad #1_v2.pdf

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

BSO 4th of July 2022 Flyer_To Print.pdf

Optional support material file

Summer Evenings Series 2022 Flyer_v2.pdf

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

The Brevard Symphony survived the two-year pandemic thanks to a Shuttered Venue grant and two PPP loans. The budget for 2022-23 needs some revenue attention. Newly elected Board Chair, Kevin Smith (July 1) has started early, revamping board committees to be more streamlined and focused on generating more revenue. We have received several bequests and outright gifts to the endowment totaling around \$1 million. Another patron has stated in writing that he will be "making a significant contribution to the endowment" in Spring 2023, just in time for our 70th anniversary season. We will use 2022-23 as planning for the endowment campaign, nurturing donors and simply paying more attention to our largest prospects. A successful endowment campaign is critical to our financial success.

Statement of Responsibility**Certification and Submission**

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

David Schillhammer

Title

Executive Director

Text**FY23 Applications: File Attachments****Upload Proposal Budget**

23-wizehive-proposal-budget-2.xlsx

Upload Marketing Plan here

2022-2023 Marketing Plan.pdf

IRS determination letter

IRS Determination Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Detail by Entity Name.pdf

Marketing asset/collateral upload

2022-2023 Acquisition Mailer_Full.pdf

Marketing asset/collateral upload

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Optional support material file

BSO 4th of July 2022 Flyer_To Print.pdf

Optional support material file

Summer Evenings Series 2022 Flyer_v2.pdf

FY23 Applications: The Historic Cocoa Village Playhouse

Profile

The Historic Cocoa Village Playhouse

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:

FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 – 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points
Very Good: 15 - 17 points
Good: 9 - 14 points
Adequate: 5 - 8 points
Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points
Very Good: 20 - 23 points
Good: 12 - 19 points
Adequate: 6 - 11 points
Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points
Very Good: 4 points
Good: 3 points
Adequate: 2 points
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Season

Name of the Event or Season

Broadway on Brevard

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

1,277,060

Organization Name

The Historic Cocoa Village Playhouse, Inc.

Mailing Address:

300 Brevard Avenue

City: State: Zip Code:

Cocoa, FL 32922

Federal Employer ID #:

592612709

Web Site address:

www.cocoavillageplayhouse.com

Organization Telephone:

3216365050

Organization Email:

staci@cocoavillageplayhouse.com

Primary Contact Person: First and Last:

Christopher Beavers

Primary Contact Person Phone (if different from Organization Phone):

3215432723

Primary Contact Person Email (if different from Organization Email):

dramamamacvp@hotmail.com

Alternate Contact Person: First and Last:

Dr. Anastacia Hawkins-Smith

Alternate Contact Person Phone (if different from Organization Phone):

3215915007

Alternate Contact Person Email (if different from Organization Email):**How will grant funds be used? Check all that apply.**

Artistic Services, Marketing

Please select the one discipline category below for which funding is requested.

Grant Category

Theater

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

The Historic Cocoa Village Playhouse (HCVP) operates out of the Aladdin Theatre, on the National Register of Historic Places, colloquially referred to as the Cocoa Village Playhouse, in conjunction with the City of Cocoa who supports the organization through maintenance of the historic facility and its utilities. HCVP is seeking funding to assist in presenting its Broadway on Brevard series in addition to its directly related satellite programs that engage over 1,000 volunteers and impact over 45,000 people throughout Florida. In addition to presenting quality and accessible theatre, HCVP supports a variety of local bands, local musicians, and visual artists. In recent years, HCVP has been able to expand its efforts in musical and dance instruction to include intensive dance classes, audition preparation courses, college audition workshops, open piano instruction at no cost, a dance forum, STE(A)M tutoring, and complimentary sewing lessons, in addition to its growing STARS of Tomorrow Youth program and its senior citizen Golden Steppers tap dance classes. Through additional funding, HCVP will be able to expand these efforts as it has acquired the 302 R.M. Rembert building and is committed to using it to enable additional educational opportunities and to provide a sustainable arts organization for our community.

HCVP is furthermore dedicated to continue the employment of live musicians in its performances, concerts, and productions. As it is currently the only community theatre in Brevard County to employ and engage live musicians in its performances. After expanding, air conditioning, and enclosing its orchestra pit, we are proud to have been able to safely employ over 100 musicians during the pandemic and the difficult years that have followed.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

HCVP Proposal Budget 22.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

The events presented by HCVP are as follows:

BROADWAY ON BREVARD: HCVP will include 5 "mainstage" productions averaging 15 performances each. Our current season included Disney's *BEAUTY AND THE BEAST*, Irving Berlin's *HOLIDAY INN*, *WEST SIDE STORY*, *ALL NIGHT STRUT*, and *SOMETHING ROTTEN*.

STARS of Tomorrow Youth Program: Children age 7 through high school graduation are invited to participate to perform 5 productions averaging 3 performances each. It includes academic assistance including STE(A)M tutoring to help students excel onstage AND offstage. Since 1990, the program has grown from 8 children to enrolling over 250 children. Our current season included *JINGLE BELL JUKEBOX*, *ALADDIN KIDS*, *SHREK JR.*, *FRIDAY FUNDAY!*, and *FOOTLOOSE*, including our Fermata Stars acapella group.

SPOTLIGHT SERIES: HCVP engages over 700 local and international artists that provide culturally enriching and diverse entertainment for our community and varied from the boundary pushing production of *TITLE OF SHOW* to the traditional and picturesque *MAGICAL HOLIDAY* presented by Michael Law and his troupe.

ALADDIN FILM SERIES: To honor our theatre's history as a film house, we introduced the Aladdin Film Series in 2017 which has allowed us several unique partnerships with local and international film and production companies. In our current season we presented traditional holiday films.

C.A.P.S. (Year-round): Developed in coordination with professional international performing artist and now Playhouse volunteer Emily Cabana, the College Audition Preparation Studio is accessible to any junior or senior high school student to help prepare them for musical theatre and dramatic programs. The program offers private vocal instruction, monologue preparation, quality recordings and guidance for their audition reels, resumes, and specific skills to prepare them for success as they apply for college programs.

STUDIO FORUMS & INTENSIVES (Tri-weekly): led by Kristin Ciuro, nationally acclaimed choreographer, and our team of choreographers. HCVP offers 2 intensives, 5 audition focused workshops, and a forum accessible to all ages and for those who may not be able to afford dance studios.

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

The Playhouse promotes the economic health of the Space Coast in addition to promoting it as a cultural destination in the following ways:

HCVP employs over 123 local residents from Brevard and the surrounding counties. Of these, HCVP employs over 80 independently contracted musicians each season and 43 other artists. As the only community theatre in Brevard county to present live music, we provide safe and quality working conditions along with valuable income for musicians whose opportunities to "gig" were diminished by the pandemic, can still find employment with us.

According to an economic impact survey conducted by the City of Cocoa, HCVP represents \$1,326,195 in indirect spending in the historic community and over \$1,880,149 in direct spending. The finding from the City of Cocoa coincides with the most recent estimate from the American for the Arts Prosperity calculator, which calculates a total industry impact of \$2,888,056 in both direct and indirect spending with the equivalent of 97.8 full-time jobs created.

Furthermore, each patron spends an average of \$51.02 in the local economy, approximately half of which is spent at local businesses and merchants. These same surveys found that the Playhouse generates \$123,874 in Local Government Revenue and \$141,777 in State Government Revenue each year. In the economic survey conducted by the City of Cocoa, the Playhouse contributes 1,930 overnight stays in hotels in the area each year. Statistics from SPEKTRIX, our online ticketing system finds that over 12.7% of patrons reside out of county. The study found that the Playhouse contributes \$1.4 million dollars in hotel expenditures on the Space Coast.

The partnerships included in the support materials represent an additional \$343,000 that the HCVP assists in raising for non-profit organizations throughout Central Florida through participation in raffles, donated tickets, and cross-promotion.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)**Maximum 1,000 characters**

Since the pandemic, HCVP along with many theatres, have had to find ways to reach audiences and engage others in theatre through non-traditional mediums. We have accomplished this in a variety of ways that are no cost to the remote audiences. The most immediate way is through radio and podcasts, as mentioned before. The telling our story and performative excerpts helps to connect our historic theatre with our audiences and has attracted interest from international playwrights and musicians wanting to bring their work here such as Peter Clayton's original worldwide premiere of LOUIS ARMSTRONG'S WONDERFUL WORLD, which attracted patrons from 6 different continents and 19 different countries along with English Composer Tony Macaulay who brought his original works of WINDY CITY, SHERLOCK IN LOVE, and BUILD ME UP BUTTERCUP to the Playhouse for their world premieres .

Other ways we create publicity opportunities through virtual programming include:

- Live streamed performances for limited audiences.
- Zoom Workshops with industry professionals and the youth in our programs.
- Virtual performances to persons in hospitals and nursing homes who are unable to physically leave their dwellings.
- Virtual rehearsal and auditions.
- Virtual concerts with our youth groups.
- Additionally our programs are digitally expanded by the use of a QR code for our audiences convenience.
- Podcasts with international and Broadway artists.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.**Upload Marketing Plan here**

Marketing Plan 33rd Season.pdf

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the

question fully in a concise manner).

Maximum 2,000 characters

The Playhouse gathers and analyzes its programming through the following ways:

- The electronic distribution of patron surveys through our ticketing system (which previously had to be completed on paper, but can now be distributed through our subscription service).
- The distribution of on-the-spot paper surveys for specific project feedback and the eventual transition to electronic and mobile application data gathering.
- Detailed Box office reports on patron data and ticket sales.
- Monthly reports to the Board of Directors detailing ticket sales, budget updates, beer and wine sales, and social media reports.
- Quarterly meetings with the City Manager, the Assistant City Manager, the CEO and a Board of Directors Representative to maintain the relationship between the Historic Cocoa Village Playhouse and the City of Cocoa.
- STARS end-of-the-year Parent and participant surveys that act as a means to evaluate satisfaction and the effectiveness of the program.
- Coordinating another economic impact survey through the City of Cocoa to compare to prior results.
- Reviews from local media outlets on our productions.
- Quarterly staff meetings regarding policy and the state of productions, promotions, and future programming.

Required Documents to Upload

IRS determination letter

IRS Determination Letter (Original).pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

CVP Detail by Entity Name.pdf

Marketing asset/collateral upload

SR_Digital_Program_InDesign (4).pdf

Marketing asset/collateral upload

WSS-Rack-Card.pdf

Marketing asset/collateral upload

Poster for Something Rotten.pdf

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

STARS Winter Greetings.mp4

Optional support material file

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

Here is a link to our 32nd Season Reel if you are interested.

<https://drive.google.com/file/d/1KW58jRUq8AzCjqz11VnjBLPSSale6aU0/view?usp=sharing>

Statement of Responsibility

Certification and Submission

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Anastacia Hawkins

Title

Chief Executive Officer

Text

3215432723

FY23 Applications: File Attachments

Upload Proposal Budget

HCVF Proposal Budget 22.xlsx

Upload Marketing Plan here

Marketing Plan 33rd Season.pdf

IRS determination letter

IRS Determination Letter (Original).pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

CVP Detail by Entity Name.pdf

Marketing asset/collateral upload

SR_Digital_Program_InDesign (4).pdf

Marketing asset/collateral upload

WSS-Rack-Card.pdf

Marketing asset/collateral upload

Poster for Something Rotten.pdf

Optional support material file

STARS Winter Greetings.mp4

FY23 Applications: Melbourne Municipal Band Association, Inc.

Profile

Melbourne Municipal Band Association, Inc.

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points

Very Good: 13 - 14 points

Good: 8 - 12 points

Adequate: 4 - 7 points

Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points

Very Good: 20 - 23 points

Good: 12 - 19 points

Adequate: 6 - 11 points

Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points

Very Good: 13 - 14 points

Good: 8 - 12 points

Adequate: 4 - 7 points

Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points

Very Good: 4 points

Good: 3 points

Adequate: 2 points

Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system.

Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards.

The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Season

Name of the Event or Season

2022-2023 Concert Season

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

\$111,412.00

Organization Name

Melbourne Municipal Band Association, Inc.

Mailing Address:

P.O. Box 3105

City: State: Zip Code:

Melbourne, FL 32902

Federal Employer ID #:

59-2737045

Web Site address:

www.melbournemunicipalband.org

Organization Telephone:

321-724-0555

Organization Email:

Info@melbournemunicipalband.org

Primary Contact Person: First and Last:

Art Martin

Primary Contact Person Phone (if different from Organization Phone):

Primary Contact Person Email (if different from Organization Email):

Alternate Contact Person: First and Last:

Dave Hutson

Alternate Contact Person Phone (if different from Organization Phone):

Alternate Contact Person Email (if different from Organization Email):

How will grant funds be used? Check all that apply.

Staff/Personnel, Marketing

Please select the one discipline category below for which funding is requested.

Grant Category

Music

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

The mission of the Melbourne Municipal Band (MMB) is to play a significant and leading role in our community's cultural environment. We will provide music at appropriate community events, demonstrating high standards of excellence in performances that entertain and please a diverse set of musical tastes. We will enable musicians to develop and enjoy their talents by performing a variety of styles and difficulties. For youth, we will provide a free Summer Youth Band program and collect instruments for Brevard Public Schools.

MMB Programs:

Concert Band – volunteer musicians perform in free concerts, civic events, and educational activities for young musicians.

Swingtime Big Band – performs "Big Band" music at concerts and dances.

Small ensembles – The Sunshine Brass Quintet, Swingtime Lite, Oh Golly! Dixieland Jazz Band, Adagio Sax Quartet, Swingtimers Vocal Trio, Clarinetics, Rock and Roll Revue, Jessa's Little Brass Band, and Melbones trombone ensemble play around town.

Summer Youth Band Music Program – Free music instruction is offered to 6th to 12th graders.

PING – This program seeks donations of musical instruments to give to Brevard Public Schools for use by students who cannot afford to buy their own.

Brevard's Brightest Stars – A segment on two MMB concerts a year that features a talented youngster who has performed in the Creative Arts Foundation of Brevard's Music on the Hill.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

MMB_FYE23_proposal_budget.pdf

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

The Melbourne Municipal Band (MMB) is requesting funding for its 2022-2023 concert season, which will engage more than 20,000 musicians, artists, patrons, and youth with high-quality and accessible music programming. The MMB is one of the finest community bands in the southeast and is the longest continually performing band on the space coast. Musicians even come from out of the area to play with the band.

In addition to its 60-piece concert band, the MMB has created a number of small ensembles – a variety virtually unheard of for a city the size of Melbourne and a testament to the dedication of its highly skilled members who perform without compensation. Their donation of time and talent enables the band to provide live musical entertainment free-of-charge to many vulnerable populations, including seniors and low income families and children. These free concerts offer patrons a relaxing and cultural release so they can escape the daily challenges of everyday life with easily accessible concerts that are held in air conditioned comfort and require no tickets. The winter concerts often are filled to capacity.

During holidays, the MMB performs in parades and special concerts outside the Melbourne Auditorium. This enhances the festivities and engages people who might not attend a regular concert. The MMB also provides music for several civic functions such as the Vietnam Wall Concert in Wickham Park, Memorial Day festivities at the Liberty Bell Museum and Patrick Air Force Base, and Flag Day festivities at the Liberty Bell Museum, as well as educational activities for young musicians.

The 2022-2023 season will feature the following events, as well as numerous small ensemble performances around town. All events are free except for \$15 fee to attend dances. For more detail, please see attachment.

September

MMB Concert

Rock & Roll Revue Sock Hop

October

Swingtime Concert

November

MMB Concert

December

Swingtime Holiday Dance

MMB Concert

New Year's Eve Gala

January

Swingtime Concert

Swingtime Concert at Vernon Boushell concert series

Rock & Roll Revue Sock Hop

February

MMB Concert

March

Swingtime Concert

Rock & Roll Revue Sock Hop

April

MMB Concert

Swingtime Dance

May

MMB Concert

Memorial Day Ceremony

Vietnam Veteran's Wall

June

Rock & Roll Revue Sock Hop

MMB Not-in-the-Park Picnic Concert

Summer Youth Band Program

July

Swingtime Concert

Summer Youth Band Program

MMB Concert

August

MMB Not-in-the Park Picnic Concert

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

The MMB has been entertaining the Space Coast since 1965 and is an integral part of the area's cultural scene. During the past 50+ years the band has provided more than a thousand free concerts to the community. The MMB makes it possible for everyone to access and enjoy high quality musical entertainment with its free concerts and low-cost dances, thus offering patrons a respite from busy theme parks and attractions.

In a typical season, the MMB enriches and inspires more than 20,000 people, many of whom are out-of-county. (A January 2022 audience survey showed that 27% of patrons traveled from outside Brevard.) In fact, the MMB regularly draws attendees from Daytona Beach to Ft. Pierce to Orlando. Real estate companies and big corporations use the MMB and other cultural organizations to entice people to the region.

The MMB fills a vital niche in Brevard's cultural sector due to the breadth of its programming. With a plethora of small ensembles such as the popular Adagio Sax Quartet and Rock & Roll Revue, the MMB can enliven high traffic shopping areas, arts districts, veterans' and civic events, holiday demonstrations, parades, and other community functions that define the county as a great place to live, work and visit. Historically, the MMB has offered more than 160 opportunities for public participation in one season, working in tandem with other arts and culture groups to make the community more appealing to residents and visitors alike.

The MMB also engages out of area artists, including vocalists, composers, arrangers, and conductors. In April 2022 the MMB invited vocalist Rachel Carter from Vero Beach to sing two Gershwin pieces on its Celebrating Women in Music concert. MMB patrons support community businesses by purchasing event-related refreshments, transportation, child care, and overnight lodging. Each year the MMB holds a sold out New Year's Eve Gala at the Melbourne Hilton, arranging a special room rate at the hotel for the event. According to the AEP5 calculator, expenditures by the MMB and its audiences total \$757,774.

Recognizing that there is always room for innovation, the MMB has several ideas in the works, including a Battle of the Bands Concert with local big band The Space Coast Big Band. The MMB also will continue to appear in the Vernon Boushell concert series at Riverside Church in Cocoa Beach, where it enjoyed a full capacity crowd for two performances in 2021.

Administratively, the MMB has revamped its website, designed a new Swingtime logo, and recruited several Marketing Committee members with corporate marketing/tech skills. As a result, a new video team is recording concerts that can be curated into smaller video files and posted. The MMB is investigating more advertising on Orlando radio (WMFE through the Brevard Cultural Alliance) and continuing to work with Willi Miller's Arts Blast eMagazine for coverage south to Palm Beach County.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)**Maximum 1,000 characters**

Each year, the MMB increases in musical quality. There are many players in the band who hail from nationally known music groups and/or hold advanced degrees in music from major institutions. Very few community bands in other parts of the country can claim such a high degree of professionalism. This has garnered regional and national attention, thereby positioning the MMB on footing that eclipses the local community. One recent honor was bestowed by the Association of Concert Bands, which selected the MMB to perform at their National Convention in Orlando in May 2023. The MMB was chosen in the first wave of this highly competitive process. In addition, the Air Force Ball wants to contract with the Rock & Roll Revue in September 2022. In December 2021, the National Band Association recognized Col. Hal Gibson (MMB Conductor Emeritus) with the Al and Gladys Wright Distinguished Legacy Award for lifetime achievement and distinguished service to the profession.

The MMB also performs for events that draw regional and national participation such as the traveling Vietnam Wall.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.**Upload Marketing Plan here**

MMB Marketing Plan.pdf

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

The MMB's effectiveness is evaluated primarily through and by its audiences. Analysis of attendance and donation amounts quantitatively measure the success of MMB programming. Donations per head at concerts are an indirect measure of the quality of concerts. Audience surveys are done routinely to gain feedback from patrons and gauge satisfaction with quality of performances and programming choices. Surveys are distributed through email and also in hard copies in concert programs. Marketing success is determined by capturing data on how patrons hear about performances. Google analytics is also used. Oversight is provided by the Board of Trustees and Marketing Committee, which meet regularly via Zoom.

Membership effectiveness is measured through rehearsal attendance, concert participation, and special event participation. Also, individual quality is evaluated through each person's growth both musically and technically. A Band Member Satisfaction Survey is conducted during the year to help keep the band on course. This goal is further addressed by an MMB Players Committee. Auxiliary effectiveness is measured through the number of people involved and their participation level.

Required Documents to Upload**IRS determination letter**

MMB_501c3.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

2022_MMB_Detail by Entity Name.pdf

Marketing asset/collateral upload

2022 April Program.pdf

Marketing asset/collateral upload

Fwd_ Arts Blast features Staci.pdf

Marketing asset/collateral upload

Hal Gibson honored for a lifetime of achievements _ News _ vieravoice.pdf

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

2022-2023 Season Schedule.pdf

Optional support material file

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information**Statement of Responsibility****Certification and Submission**

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Art Martin

Title

Executive Administrator

Text

FY23 Applications: File Attachments

Upload Proposal Budget

MMB_FYE23_proposal_budget.pdf

Upload Marketing Plan here

MMB Marketing Plan.pdf

IRS determination letter

MMB_501c3.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

2022_MMB_Detail by Entity Name.pdf

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Hal Gibson honored for a lifetime of achievements _ News _ vieravoice.pdf

Optional support material file

2022-2023 Season Schedule.pdf

FY23 Applications: Melbourne Art Festival, Inc

Profile

Melbourne Art Festival, Inc

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points
Very Good: 15 - 17 points
Good: 9 - 14 points
Adequate: 5 - 8 points
Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points
Very Good: 15 - 17 points
Good: 9 - 14 points
Adequate: 5 - 8 points
Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points
Very Good: 20 - 23 points
Good: 12 - 19 points
Adequate: 6 - 11 points
Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points
Very Good: 4 points
Good: 3 points
Adequate: 2 points
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Event

Name of the Event or Season

Melbourne Art Festival

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

\$132,852.00

Organization Name

Melbourne Art Festival, Inc.

Mailing Address:

PO Box 611

City: State: Zip Code:

Melbourne, FL 32902

Federal Employer ID #:

59-2525180

Web Site address:

www.melbournearts.org

Organization Telephone:

321-722-1964

Organization Email:

mafinfo@melbournearts.org

Primary Contact Person: First and Last:

Johana@melbournearts.org

Primary Contact Person Phone (if different from Organization Phone):

321-412-8378

Primary Contact Person Email (if different from Organization Email):

johana@melbournearts.org

Alternate Contact Person: First and Last:

Doug Taylor

Alternate Contact Person Phone (if different from Organization Phone):

321-288-7429

Alternate Contact Person Email (if different from Organization Email):

news@melbournearts.org

How will grant funds be used? Check all that apply.

Marketing

Please select the one discipline category below for which funding is requested.

Grant Category

Multidisciplinary

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

The 38th Melbourne Art Festival will be held in Wickham Park in Melbourne, FL, on Saturday and Sunday, April 22 & 23, 2023.

Melbourne Art Festival is a Not for Profit 501-C3 organization whose mission is to promote and encourage artistic endeavors, education and appreciation in Central Florida.

Originally held in Indialantic and Downtown Melbourne for its first 32 years, the festival moved to Wickham Park in 2017. The Melbourne Art Festival is run completely by dedicated volunteers. A volunteer Board of Directors meets every month of the year while the Art Festival Committee meets monthly Sept – December and weekly Jan - May.

The Melbourne Art Festival is pleased to have recently been named as one of the Top 100 Fine Art shows in the US over the past ten years by 'Sunshine Artist Magazine'. The Melbourne Art Festival was also selected as a 2021 Finalist for Florida Today's Best of Brevard Awards in the Non-Profit category.

Proceeds raised during the Melbourne Art Festival, along with those raised at Melbourne Art Festival Virtual and Live Art Auctions, are used to encourage and support the arts and art education in Brevard County and Central Florida; Offer Student Scholarships to junior high and high school students for art classes and camps; and funding other educational art efforts and local art organizations.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

MAF wizehive-proposal-budget.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

The 38th Melbourne Art Festival will be held in Wickham Park, Melbourne, FL, on April 22 & 23, 2023.

The Melbourne Art Festival is nationally recognized fine arts festival which draws tens of thousands of art and music lovers from throughout Florida each year.

The 2023 Melbourne Art Festival will feature over 200 juried fine artist booths along with live entertainment throughout the weekend including local and regional bands on the main stage and entertainment for children including Central Florida school bands and choirs, magicians & jugglers, puppet shows, and age-appropriate musical performances designed for children. Children are also invited to participate in kid friendly activities such as fun stretching, educational student art workshops (where they bring home what they make) and artist demonstrations from among the juried fine artists exhibiting at the show.

The 2023 event will also provide over 15 food and beverage vendors in the Food Court, an air-chilled tent so attendees can relax while watching the bands, a popular VIP Patron Program providing covered seating to view the stage, an artist reception on Saturday night for artists, patrons, advertisers and volunteers, and participation by local organizations such as One Blood and animal rescue centers.

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

The well know Melbourne Art Festival, now in its 38th year, has established Melbourne, and Brevard County, as a fine art destination in Florida. The festival draws tens of thousands of visitors to Wickham Park with thousands visiting from outside Brevard County because the show is one of the state's premier juried fine art festivals. The event is nationally recognized as one of the top art shows in the country which draws artists, sponsors, vendors and attendees from throughout Florida and the United States.

The Melbourne Art Festival offers free admission, free parking, free children's activities and free live entertainment throughout the weekend supporting the Space Coast's reputation as a family friendly value destination.

Each year the event features local and regional bands throughout the weekend that attract their fans to the area. The event exposes music lovers to a wide range of original music talent which the Space Coast is famous for. Fans attend from around the state for the outstanding bands and top of the line sound system - all while in a comfortable, family friendly, park setting.

The Melbourne Art Festival's Food Court features at least 15 cuisine and snack options with no two vendors serving the same type of food. The food court draws fans from throughout Central Florida who enjoy food truck type events. The Melbourne Art Festival Food Court, along with the Artist Reception, exposes diners to some of Brevard's unique food trucks, vendors, and top restaurants supporting the Space Coast's image as a foodie destination.

By hosting the Melbourne Art Festival in family, and pet, friendly Wickham Park, visitors see the area as a great place to raise a family. The park, which is conveniently located near I95 and US1 is ideal for travelers visiting from the north, south or throughout Central Florida. The park's lakes, abundant shade and wildlife supports the Space Coast's reputation of having wonderous natural resources. The park is also close to great restaurants, shopping, hotels and campgrounds so visitors can linger and make the most out of their experience on the Space Coast.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)

Maximum 1,000 characters

- Nationally ranked fine art show, now in its 38th year, displaying original works from juried artists in a variety of medias.
- Among the 200+ booths are many handmade jewelry artists making the Melbourne Art Festival one of the top destinations for jewelry shoppers.
- The family friendly festival features a Kids World with activities such Student Art Workshops, Magician & Jugglers, Puppet Shows, Music from age appropriate musicians and local schools.
- Unique "Chill Zone" Air-Conditioned Tent available for everyone to relax, eat, drink a beverage and listen to the live music in a tent with portable air chiller units.
- Popular Food Court with over 15 food & beverage vendors serving a variety of cuisine and snack options along with beverages.
- Industry model VIP Patron Program providing covered seating to view the stage while enjoying free beverages, VIP Parking, and an Artist Reception Saturday night with food from local restaurants and live music. This invitation only event is free for Sponsors, Patrons, Advertisers, elected officials, select volunteers and media personnel.
- Melbourne Art Festival Sponsors include national and local vendors such as Lexus (corporate), Leaf Filter, Home Makeover System / Brita Pro, Wallace A/C, Hippo Roofing, and more. Lexus corporate has used their sponsorship of the Melbourne Art Festival as a model marketing activity for their organization. They have sold numerous vehicles at this event throughout Central Florida.
- Attendees can Donate Blood at the Big Red Bus Saturday & Sunday or adopt a pet in pet friendly Wickham Park
- The continuous live music on the main stage is located near the center of the festival so it is near the food court and is surrounded by artist booths providing a unique entertainment and shopping experience for attendees and artists.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

Upload Marketing Plan here

Melbourne Art Festival Marketing Plan - FY23 BCA Cultural Support Grant Application.pdf

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

The Melbourne Art Festival conducts random surveys of attendees, vendors and volunteers each year. This valuable input enables us to determine the makeup of our attendees and team and provides feedback on our services to the community. We also track email, social media engagement and other communication from attendees and stakeholders.

Among the Melbourne Art Festival's Objectives:

- Work with local artists, art groups, museums, cooperatives, and Brevard County's tourism organization to promote the arts in Brevard.
- Host a nationally ranked and juried fine art show displaying original works of art in a variety of medias and disciplines which will draw thousands of out of county visitors to the event.
- Schedule culturally diverse live music by popular local and regional bands from 11:30 am to 4:30 pm on the main stage (until 7:30 pm Saturday)
- Host an Artist Reception on Saturday evening to bring together artists, art patrons, volunteers, advertisers and sponsors for networking, peer to peer discussions and for the event's continuous improvement
- Hold Art Competitions which are judged by Florida art experts in a variety of medias
- Provide diverse KidsWorld art and music activities from 10-4:30 each event day including Student Art Workshops, Magician & Jugglers, Puppet Shows, Music from local folk bands, ethnically diverse bands, and local schools.
- Provide a diverse selection (15+) of food & beverage vendors serving a variety of cuisines and snack options along with beverages
- Festival attendees are encouraged to donate blood at the One Blood 'Big Red Bus' as well as adopt a pet from a local pet adoption agency or agencies
- Communicate with local art teachers and students to engage and encourage students to enter the Student Art Competition
- Communicate with local art teachers, students, and art education providers to encourage students to attend classes, courses, camps or workshops to foster their appreciation of the arts and improve their skills
- Host an online/live art auction in the fall to support art scholarships

Required Documents to Upload**IRS determination letter**

MAF IRS non-profit letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

MAF Detail by Entity Name.pdf

Marketing asset/collateral upload

2022 Melbourne Art Festival Directory (2).pdf

Marketing asset/collateral upload

2022 Florida Today Flyer Back.pdf

Marketing asset/collateral upload

2022 MAF Advertising Poster White Background with Sponsors.pdf

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

2022 COMMEMORATIVE Art Poster 24 x 18.pdf

Optional support material file

Spectrum Central Florida 15 sec TV Spot.mp4

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

- To attract at least 35,000 attendees from throughout Florida including over 5,000 out of county visitors, artists, entertainers, and vendors
- Host a nationally recognized fine art festival with over 200 artists from diverse art medias and cultural disciplines,
- Provide diverse entertainment options to foster the love of music, dance and art while introducing attendees, and their children, to new cultural experiences
- To work with local schools and at-home learners to promote the arts to youth and foster their appreciation and participation in the Student Art Competitions and Art Scholarships.

Statement of Responsibility

Certification and Submission

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Douglas Taylor

Title

Director - Communications

Text

FY23 Applications: File Attachments

Upload Proposal Budget

MAF wizehive-proposal-budget.xlsx

Upload Marketing Plan here

Melbourne Art Festival Marketing Plan - FY23 BCA Cultural Support Grant Application.pdf

IRS determination letter

MAF IRS non-profit letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

MAF Detail by Entity Name.pdf

Marketing asset/collateral upload

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Marketing asset/collateral upload

2022 Florida Today Flyer Back.pdf

Marketing asset/collateral upload

2022 MAF Advertising Poster White Background with Sponsors.pdf

Optional support material file

2022 COMMEMORATIVE Art Poster 24 x 18.pdf

Optional support material file

Spectrum Central Florida 15 sec TV Spot.mp4

FY23 Applications: US Space Walk of Fame Foundation

Profile

US Space Walk of Fame Foundation

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points
Very Good: 15 - 17 points
Good: 9 - 14 points
Adequate: 5 - 8 points
Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points
Very Good: 20 - 23 points
Good: 12 - 19 points
Adequate: 6 - 11 points
Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points
Very Good: 4 points
Good: 3 points
Adequate: 2 points
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards.

The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Season

Name of the Event or Season

American Space Museum

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

\$781,844.70

Organization Name

US Space Walk of Fame Foundation, Inc dba American Space Museum

Mailing Address:

308 Pine Street

City: State: Zip Code:

Titusville, FL 32796

Federal Employer ID #:

59-3267408

Web Site address:

<https://spacewalkoffame.org/>

Organization Telephone:

321-264-0434

Organization Email:

info@americanspacemuseum.org

Primary Contact Person: First and Last:

Angie Roberts

Primary Contact Person Phone (if different from Organization Phone):

727-457-9861

Primary Contact Person Email (if different from Organization Email):

angie@americanspacemuseum.org

Alternate Contact Person: First and Last:

Karan Conklin

Alternate Contact Person Phone (if different from Organization Phone):

321-514-0883

Alternate Contact Person Email (if different from Organization Email):

karan@americanspacemuseum.org

How will grant funds be used? Check all that apply.

Staff/Personnel, Artistic Services, Materials/Supplies, Marketing, other General Operating costs

Please select the one discipline category below for which funding is requested.

Grant Category

Other

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

Our organization began as a partnership with the city of Titusville to create monuments celebrating our space programs at a downtown park. These monuments also celebrated astronauts and space workers. Over time people began to give us related items they owned and/or came across. As word got around that we were appreciating these things, more people donated items and occasionally a group of workers, aware that their company was about to dispose of items of significance decided to find ways to save the items and bring them to us. This was the case with the launch sequencer setup from the launch control center at pad 36A. The engineers literally disassembled the machines filling the blockhouse, piece by piece, loaded them into their vehicles, and brought them to our museum where they reassembled them. Today our guests use this equipment, complete with actual launch footage from the last use, to experience an entire launch simulation. It's a museum gallery favorite.

Our uniqueness has been, from the beginning, celebrating the workers who made the entire program possible. Because of this we have a good-sized volunteer force, and also tremendous resources in the stories these people have shared with our guests. As those involved in the early days began to pass on, we expanded our focus and started also creating a recorded video collection of these workers (as many of them as were willing) sharing their stories. Our network of people sharing has expanded to include those who are bringing the space industry into new eras and possibilities and sharing their stories with us as they do. The KSC Visitor Center focuses on rockets, launch pads and astronauts. ASM is set apart with our celebration of the stories and steps of the people who have led us through the epic saga that has brought the American space program to where it is today and where it's headed tomorrow. We have a wide, international audience of people who come and celebrate these stories and look forward with us.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

22-23 ASM proposal budget v2.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

The next year of happenings with our museum includes several large events. In addition to our regular offerings, we will host: a Cosmic Masquerade Ball, a space memorabilia show, an art show with a special award inspired by renowned space artists Paul & Chris Calle, our 2nd Annual Shuttle Festival and multiple STEM workshop events for children/families. We have begun welcoming back our international travelers for educational field trips and already have recurring reservations through their travel companies. In addition, as the space industry continues to grow, a great many people are attracted to our area and enjoy using Space View Park as a launch viewing location (where we have partnered with the city and send representatives to provide information and Q&A sessions for the visitors). In these times when costs of everything seem to be soaring, people have commented that they are finding our museum an affordable alternative to the larger, further, more expensive attractions in the Central Florida area (such as Disney, Universal, KSC Visitor Complex, etc.) and have begun planning their vacations around places like our own.

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

The American Space Museum is a venue driven destination that is in sync with the trending growth in the space industry. We celebrate the history of these adventures and what it took to get us to this point, but we also enthusiastically share and work to inspire the continuation of these efforts. Available to the public year-round, people plan their vacations to this area with our museum in mind.

Specific programming drawing even more visitors to the area includes several larger events. First, in October, a Cosmic Masquerade Ball, created as an upscale way to have a different type of "Gala" experience.... one that can be both beneficial to our cause AND a memorable, entertaining experience. Next, in November, a space memorabilia show, bringing back the long standing area tradition of appreciating the mementos and treasures that so many of us across the country have collected over the years. After the retire of the Shuttle Program, these events became few and far between and we are excited to bring it back to the table. Many collectors have already agreed to come and be a part of this event. In the early spring, we will host an art show that will feature the presence of Paul & Chris Calle, very big names in space art with a special award given that in their honor to the show winner. Lastly, our 2nd Annual Shuttle Festival, celebrating and enjoying the presence of the people who made the program a success. The 2022 Shuttle Fest went extremely well, overflowing our off site venue and drew a lot of attention beyond, so we are planning even bigger for 2023 in a much larger space.

And, of course, with our emphasis on education and inspiration, we will host multiple STEM workshop events for children/families. Using our collaborations with other local groups including space workers, NASA, many nearby corporations involved in space industry, other non-profits and museums, we are able to draw on a wealth of knowledge and networking resources to create more dynamic offerings that have a longer reaching benefit for the students who attend. These partnerships also enable us to put forth educational offerings aimed at capturing imagination and encouraging the wonder that exploration and the space program hold. Welcoming students from across the state, nation and world, it is understandable why so many teachers and students want to participate!

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)**Maximum 1,000 characters**

Our 3 largest events will be of much broader interest. The Cosmic Masquerade Ball is similar to the way the people dress up for "Yuri's Night" at KSC Visitor Complex, but on a more formal scale, drawing a different crowd. Our art show will feature the presence of the Calle artists themselves, very big names in space art. And, our Shuttle Fest for 2022 went extremely well, overflowing our off site venue and drew a lot of attention beyond, so we are planning even bigger for 2023 in a much larger space.

The museum itself is a unique place even in the space museum community (being all about the stories and people who lived the adventure of those first space journeys and everything that has happened since), and the media enjoy sharing these personal pieces in relation to local events. Given that is exactly what we celebrate, we are able to enthusiastically share about what makes Brevard County unique and why everyone should want to visit here.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.**Upload Marketing Plan here**

FY22-23 ASM Marketing Plans.docx

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).**Maximum 2,000 characters**

When visitors enter the museum, they are asked to provide their zip codes. This information is entered on a daily form, along with how many people are in the group. This allows us to track both the number of guests and how many are from how far away. This is an established practice with us that has been in place for many years. When there are special events with much larger crowds, we set the people at the front in teams so that as few people as possible are missed. The exceptions to this rule are during launch events at our off site, outdoor venue on the river and during other off site special events. During those times we can only estimate the number of people in attendance. Success will be found in reaching at least 50% more people in the coming year.

Required Documents to Upload

IRS determination letter

IRS TAX EXEMPT LETTER.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

2022 Sunbiz Detail by Entity Name.pdf

Marketing asset/collateral upload

Rack Cards.pdf

Marketing asset/collateral upload

Shuttle Fest Program.pdf

Marketing asset/collateral upload

Education Flier.pdf

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file**Optional support material file**

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

The US Space Walk of Fame Foundation / American Space Museum just wishes to thank our committee of readers for the hard work to keep this grant process for our area moving. Regardless of our own score, we recognize that this is not an easy job and so we just want to say thank you.

Statement of Responsibility**Certification and Submission**

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Angie Roberts

Title

Executive Assistant & Financial Coordinator

Text

I affirm that this application is accurate.

FY23 Applications: File Attachments

Upload Proposal Budget

22-23 ASM proposal budget v2.xlsx

Upload Marketing Plan here

FY22-23 ASM Marketing Plans.docx

IRS determination letter

IRS TAX EXEMPT LETTER.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

2022 Sunbiz Detail by Entity Name.pdf

Marketing asset/collateral upload

Rack Cards.pdf

Marketing asset/collateral upload

Shuttle Fest Program.pdf

Marketing asset/collateral upload

Education Flier.pdf

FY23 Applications: Museum of Dinosaurs and Ancient Cultures

Profile

Museum of Dinosaurs and Ancient Cultures

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points
Very Good: 15 - 17 points
Good: 9 - 14 points
Adequate: 5 - 8 points
Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points
Very Good: 15 - 17 points
Good: 9 - 14 points
Adequate: 5 - 8 points
Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points
Very Good: 20 - 23 points
Good: 12 - 19 points
Adequate: 6 - 11 points
Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points
Very Good: 4 points
Good: 3 points
Adequate: 2 points
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Season

Name of the Event or Season

Frozen Crested Lizard: Dinosaur Fossils On Every Continent

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

\$388,198

Organization Name

Museum of Dinosaurs and Ancient Cultures

Mailing Address:

250 W COCOA BEACH CSWY

City: State: Zip Code:

COCOA BEACH, FL 32931

Federal Employer ID #:

27-3564062

Web Site address:

www.MuseumofDinosaurs.org

Organization Telephone:

3217837300

Organization Email:

donna@dinosaurstore.com

Primary Contact Person: First and Last:

Donna Cayer

Primary Contact Person Phone (if different from Organization Phone):

3219601092

Primary Contact Person Email (if different from Organization Email):**Alternate Contact Person: First and Last:**

Steven Cayer

Alternate Contact Person Phone (if different from Organization Phone):

3217837300

Alternate Contact Person Email (if different from Organization Email):

steve@museumofdinosaurs.org

How will grant funds be used? Check all that apply.

Marketing

Please select the one discipline category below for which funding is requested.

Grant Category

Visual Arts

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

The non-profit Museum of Dinosaurs and Ancient Cultures is a natural history museum located in Cocoa Beach, Florida. The 20,000 square foot museum has been open since 2017 and is located on the second and third floors of The Dinosaur Store facility. The Museum operates year around and all exhibits are permanent or semi-permanent (3 to 5 years).

Our Museum features exhibits with an abundance of educational materials about prehistoric animals and ancient cultures of man. The Dinosaur Hall displays a combination of skeletons and fleshed-out prehistoric creatures, along with geologic displays explaining our changing earth. The Ancient Cultures Mezzanine features Ancient Egypt, Ancient China, and the Mesoamerican cultures of Mexico and South America. We also host informal educational "hands-on" demonstrations, led by our in house Anthropologist.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

22-wizehive-proposal-budget-MuseumDAC.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

We are proposing the addition of a permanent exhibit featuring a full-size, fleshed-out Cryolophosaurus, meaning "frozen crested lizard". Cryolophosaurus was a medium sized carnivorous dinosaur that lived 182 million years ago in what is now coastal Antarctica. At 20 feet long and over 7 feet tall, this dinosaur could tip the scales at over half a ton. Our Cryolophosaurus will be an anatomically-correct, true to size model, created through consultation with paleontologists. See supporting materials to view this dinosaur.

This fantastic beast will be positioned in the Jurassic area, looming above museum guests as they venture through our Mesozoic Hall. Visitors will journey under this legendary predator poised for action. Guests will also be able to view Cryolophosaurus from above in our third floor Mezzanine.

This display will show how the Earth has changed over millions of years. When Cryolophosaurus was living, Antarctica was located 621 miles north of where it is now! The Antarctica of 182 million years ago was a temperate climate around the perimeter, but still quite cold in the interior.

Cryolophosaurus fossils were unearthed in 1994 by brave paleontologists excavating in the Earth's harshest climate. The fossils and new information gathered by the team of scientists help to provide a deep-time perspective on how life on earth could change in a warming environment. Additionally, since dinosaur fossils had been found all around the world on every continent - except for Antarctica, this meant that dinosaur fossils had now been discovered on every continent on Earth!

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

Families visit the Space Coast seeking fun and educational activities for children and the entire family. The addition of the Cryolophosaurus display to our Museum is significant because Cryolophosaurus is easily the most iconic fossil animal to ever be discovered in Antarctica. Dinosaur and animal fans often have to travel far to find exhibits showing replica skeletons or scientifically accurate reconstructions depicting this beast. Being able to permanently display Cryolophosaurus in the Jurassic area of our museum (which showcases the vast history of life on Earth) enables us to complete the story of our world and ALL of its continents, and contributes to a great cultural experience.

Seventy-six percent of all U.S. leisure travelers participate in cultural or heritage activities such as visiting museums. These travelers spend 60% more on average than other leisure travelers. [Cultural and Heritage Traveler Report, Mandala Research, 2013].

Our Museum brings a tremendous asset to Brevard County in the way of a cultural experience for the entire family. Potential visitors planning their visits to Brevard County are much more likely to visit because of the ease of scheduling a visit to the Museum into their itinerary. Our Museum may also be the impetus to stay an extra night in local hotels.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)

Maximum 1,000 characters

A natural history museum visitor is one-hundred times more likely to encounter a T.rex dinosaur than a Cryolophosaurus! Because of the rarity of a Cryolophosaurus display, and with the proper press releases, our Museum should be able to glean a host of publicity about this unique dinosaur. Although this is a serious, scientific, and cultural display, its unusual crest earns it the nickname of ELVISAURUS. This unusual fact could actually be a hook for media coverage.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target

audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

Upload Marketing Plan here

MarketingPlan-22-23-MuseumofDinosaurs.pdf

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

Measurement of the effectiveness of this campaign will employ:

1) Attendance numbers compared to last year:

Minimum 10% increase from previous year's attendance.

2) Guest surveys will gauge how many visitors attended from outside of the Space Coast/Brevard County through use of zip code collection at the customer service areas.

It is expected that approximately 72% of visitors will reside out of county (data from current Zip Code Tracker). Additionally, we forecast about 300 bednights per month will be generated for a total of 3600 bednights per year. This data also lends support for a significant amount of other economic output, such as spending in restaurants and shopping.

3) Digital metrics indicators using Google Analytics:

Minimum landing page conversion rate for content marketing is 2.0%.

Required Documents to Upload

IRS determination letter

501c3-MDAC IRS.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

MuseumDinosaurs-SunbizCorporate.pdf

Marketing asset/collateral upload

MuseumofDinosaursBrochure-sm.pdf

Marketing asset/collateral upload

ExhibitRackCard-Cronin.pdf

Marketing asset/collateral upload

SpectrumReachDisplayAd.jpg

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

FacebookAd.jpg

Optional support material file

Cryolophosaurus-HeadCrest.jpg

If there is any additional information or explanation you would like to provide to reviewers, please do so here.

Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

For the 2021 Fiscal Year (1/1 to 12/31), our Museum was host to 33,606 visitors, with 24,089 of them residing outside of Brevard County. This equates to a 72% out of county visitation rate. Attendance in the first two months of 2021 was extremely low due to COVID-19 concerns.

Statement of Responsibility**Certification and Submission**

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Donna Cayer

Title

Director

Text

321-960-1092

FY23 Applications: File Attachments**Upload Proposal Budget**

22-wizehive-proposal-budget-MuseumDAC.xlsx

Upload Marketing Plan here

MarketingPlan-22-23-MuseumofDinosaurs.pdf

IRS determination letter

501c3-MDAC IRS.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

MuseumDinosaurs-SunbizCorporate.pdf

Marketing asset/collateral upload

MuseumofDinosaursBrochure-sm.pdf

Marketing asset/collateral upload

ExhibitRackCard-Cronin.pdf

Marketing asset/collateral upload

SpectrumReachDisplayAd.jpg

Optional support material file

FacebookAd.jpg

Optional support material file

Cryolophosaurus-HeadCrest.jpg

Sheet1

Organization Name:	Museum of Dinosaurs & Ancient Cultures	
PROPOSAL BUDGET: Next Fiscal Year	Projections	
Projected Expenses:		
	Next Year Projected Expenditures	How will Grant Funds be allocated?
Personnel - Administrative	\$ 42,000	\$ -
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ -	\$ -
Marketing/Communications (Inc. printing & advertising)	\$ 38,000	\$ 20,000
Space Rental/Rent/Mortgage	\$ 180,000	\$ -
Insurance	\$ 2,600	\$ -
Equipment Purchase/Office Supplies	\$ 1,200	\$ -
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 3,500	\$ -
Contract Services/Fees	\$ 1,400	\$ -
Collections/Acquisitions	\$ 23,000	\$ -
Other Operating Expenses	\$ 11,000	\$ -
Subtotal Grant Funds		\$ 20,000
Total Projected Expenses	\$ 302,700	
Projected Income:		
Admissions	\$ 421,000	
Memberships/Tuition	\$ -	
Contracted Services Revenue	\$ -	
Contributions from Individuals	\$ 1,000	
Corporate Contributions	\$ -	
Government Support - Federal	\$ -	
Government Support - State	\$ -	
Government Support - Local	\$ 22,000	

FY23 Applications: American Police Hall of Fame & Museum

Profile

American Police Hall of Fame & Museum

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:

FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
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Good: 9 - 14 points
Adequate: 5 - 8 points
Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points
Very Good: 20 - 23 points
Good: 12 - 19 points
Adequate: 6 - 11 points
Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points
Very Good: 4 points
Good: 3 points
Adequate: 2 points
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee - Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Season

Name of the Event or Season

Public Safety Awareness Initiative

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

\$250,000

Organization Name

American Police Hall of Fame

Mailing Address:

6350 Horizon Drive

City: State: Zip Code:

Titusville, FL 32780

Federal Employer ID #:

85-1403697

Web Site address:

www.aphf.org

Organization Telephone:

321-264-0911

Organization Email:

JaneyH@aphf.org

Primary Contact Person: First and Last:

Janey Hicks

Primary Contact Person Phone (if different from Organization Phone):

321-264-0911 Ext. 119

Primary Contact Person Email (if different from Organization Email):**Alternate Contact Person: First and Last:**

Kim Connolly

Alternate Contact Person Phone (if different from Organization Phone):**Alternate Contact Person Email (if different from Organization Email):**

Kimc@aphf.org

How will grant funds be used? Check all that apply.

Staff/Personnel, Artistic Services, Materials/Supplies, Marketing

Please select the one discipline category below for which funding is requested.

Grant Category

Multidisciplinary

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

The American Police Hall of Fame is a museum-style facility that is geared toward entertaining and engaging tourists and locals regarding the historic role of law enforcement in maintaining law and order in a civil society, in addition to presenting the many facets of Public Safety. In that capacity, the facility offers a variety of hands-on and interactive exhibits as well as static displays. The Hall of Fame content is geared toward celebrating the cultural diversity of the modern law enforcement agency as well as honoring historic trail blazers in the field. Likewise, the annual events are designed to engage visitors on a variety of levels, ranging from offering comprehensive safety education (water safety, street safety, home safety, first aid, CPR, etc.) to spotlighting STEM disciplines to educating young and old alike on law enforcement's broad involvement in transportation, the arts, Florida wildlife and animal welfare, digital and electronic security, and so much more. This allows us to engage young people through their various areas of interest and help them understand how law enforcement dovetails with activities they enjoy or disciplines they are interested in pursuing professionally. Likewise, our facility is in an expansion mode as it establishes a variety of new programs, partnerships and marketing initiatives, in addition to expanding its physical footprint, adding the United States Law Enforcement Eternal Flame, and creating a state-of-the-art conference center that will attract events and individuals from across the nation.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

American Police Proposal Budget 2022-23.pdf

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

The Public Safety Awareness Initiative is a series of monthly and quarterly events, activities and training symposia designed to educate Hall of Fame visitors about law enforcement and the general public's role in maintaining public safety, as well as providing topical training to law enforcement themselves. These events and symposia include our annual Memorial Service which draws visitors from all 50 states, typically for a minimum of two nights, usually for more. Added to that are monthly public events at the museum such as "Florida Wild Critters," spotlighting the Florida Wildlife Commission (FWC) and the myriad of flora and fauna they nurture and protect. Our programming also includes a celebration of K-9 officers, featuring working dogs and their trainers, with demonstrations for young and old alike, as well as educational materials illustrating the many ways that trained K-9s assist with public safety. Other monthly themes include vehicle safety, summer safety, and other topics of interest to locals and tourists alike.

Our flagship weekend events include the popular Warrior Woman Weekend, which seeks to teach women the fine points of situational awareness, martial arts defense, pepper spray and kubaton education, firearms defense training & more. We have confirmed Michele Rigby Assad, former undercover officer in the U.S. Central Intelligence Agency's Directorate of Operations, and Lynda Williams, author of A Lost Childhood, as keynote speakers for our fall 2022 event. We will also be repeating last year's popular Freedom Fest, a celebration of liberty, the constitution, first responders and the American military. As with Warrior Woman Weekend, the event features vendors, food trucks, lectures, activities and informational booths. These flagship events attract people from in the county, out of the county and even beyond state lines.

Likewise, our law enforcement symposia routinely draw sworn officers and law enforcement support officials from all over Florida as well as contiguous states. These symposia cover a variety of contemporary topics ranging from hostage negotiation to vehicle stops to mass trauma management, and each class is offered free of charge to Florida law enforcement officers. The Hall of Fame is partnering with The Florida Safety Council in order to offer a slate of high profile symposia topics in late 2022 and 2023, featuring nationally known speakers and trainers like Benghazi hero Dave "Boon" Benton and former MMA fighter, now military and LE instructor, Benjamin Glossop, among many others.

In total, these museum activities, flagship events and law enforcement symposia constitute the 2022-23 Public Safety Awareness Initiative.

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

Each event/activity draws from a different group of visitors and not only generates appeal for locals but also gives out-of-towners a reason to visit Brevard County. As outlined above, each monthly museum theme spotlights a unique aspect of law enforcement or public safety, ranging from the work done by game wardens and rangers to airborne law enforcement to more obscure public safety careers such as forensic musicologist, criminal profiler or forest fire inspector. Simultaneously, these events and topics are tied to classroom disciplines such as writing, science, technology, or social studies so that youngsters who visit can discover practical applications for a variety of school subjects. The very term "cultural" relates to "the ideas, customs, and social behavior of a society," and, thus, our preservation and study of the history and evolution of public safety in the United States truly embodies a unique cultural experience for all who visit our facility. Each event or activity outlined above serves to educate and inspire visitors, generating a variety of social and cultural responses and outcomes, thus building greater understanding between disparate social/cultural groups.

Our higher profile activities such as the flagship events and our LE symposia are promoted and acknowledged in media across the region and the nation. Indeed, we have recently initiated a podcast designed to spotlight positive stories about law enforcement and share them across America. This unique media initiative will also be utilized to further promote our flagship events and symposia at the national level, even as we utilize our traditional promotional tools such as direct mail to all 50 states, targeting those with a predisposition to supporting public safety and law enforcement causes, feature articles in Chief of Police magazine, targeted social media advertising, strategic rack card placement and more.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)

Maximum 1,000 characters

The Hall of Fame seeks to embrace a variety of cultural activities and educational elements under the "history of law enforcement" and "public safety" umbrellas. Our walls display a diverse group of trail-blazing law enforcement officers, whose careers and achievements form the foundation for a variety of lessons in history, science, technology, art and literature, as well as the broad and important public safety arena. Likewise, in addition to the Hall of Fame's tourism appeal, we offer a unique opportunity for visitors to try their hand at target shooting via our 24 lane, double-bay range. This is of particular interest to our international visitors, but we also draw many out-of-state and out-of-county participants. While the range does not appeal to everyone, it offers a singular experience in the comfort of a controlled environment with the oversight of skilled professionals. This is certainly a cultural attraction and also helps visitors understand a critical aspect of the law enforcement experience. For those who don't wish to brave the range, we also offer a state-of-the-art use-of-force simulator -- the same model as used by many LE agencies in training their officers and recruits -- which allows visitors to truly experience the split-second decision making that is part of so many law enforcement encounters.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

Upload Marketing Plan here

2023 Marketing Plan APHF.pdf

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

We have always employed a variety of measurement and evaluation methods for our events and activities, from tracking daily Hall of Fame visitors via a guest sign-in log (which every visitor is asked to complete) or, in the case of certain events, through registration on Eventbrite, to tracking range visitors via waivers, and students in various classes via mandatory student sign-in sheets. It gives us a broad and fairly accurate count of the many individuals and families who visit us for Museum tours, special events, range time, special classes or as part of the symposia and other national events we host at our facility.

To better pinpoint our visitors, APHF is in the process of creating and implementing QR codes in our Hall of Fame and Shooting Center for the purpose of consistently and efficiently capturing visitor information.

For the Hall of Fame, instead of signing a Visitor Log, visitors will now enter their information via a form that is linked to a QR code. This information will allow us to notify our visitors by email of upcoming monthly/quarterly events being held at our facility. This in turn gives us and Brevard County the opportunity for repeat business.

The QR codes in the Shooting Center will allow customers to complete a Liability Waiver, Minor Affidavit and/or Membership Application via a form that is linked to 3 separate QR codes. Liability Waivers and Minor Affidavits must be kept on file for 7 years. Storing these documents digitally will not only save a vast amount of file cabinet space but reams of paper as well. The data captured from Membership Applications can automatically be uploaded to our Data Management Software instead of being manually entered, saving time and money.

Required Documents to Upload**IRS determination letter**

APHF 501c3 Determination Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

APHF Sunbiz Report.pdf

Marketing asset/collateral upload

APHoF - New Campus Layout.pdf

Marketing asset/collateral upload

Warrior Women Weekend 2022.pdf

Marketing asset/collateral upload

Law Enforcement Officer Survival 2021.pdf

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file**Optional support material file**

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

APHF has only been a 501c3 non-profit since June 2020. As a new charity APHF currently relies on financial assistance from trustee organizations, National Association of Chiefs of Police and American Federation of Police and Concerned Citizens.

The critical areas in the budget that APHF will require assistance from AFP&CC and NACOP is Personnel-Administrative and Contract Services/Fees. As APHF grows and builds its own resources it will gradually be less dependent on AFP&CC and NACOP for financial support.

Statement of Responsibility**Certification and Submission**

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Tara Dixon Engel

Title

Former VP of Training & Strategic Development

Text**FY23 Applications: File Attachments****Upload Proposal Budget**

American Police Proposal Budget 2022-23.pdf

Upload Marketing Plan here

2023 Marketing Plan APHF.pdf

IRS determination letter

APHF 501c3 Determination Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

APHF Sunbiz Report.pdf

Marketing asset/collateral upload

APHoF - New Campus Layout.pdf

Marketing asset/collateral upload

Warrior Women Weekend 2022.pdf

Marketing asset/collateral upload

Law Enforcement Officer Survival 2021.pdf

Organization Name: APHF		
PROPOSAL BUDGET: Next Fiscal Year Projections		
Projected Expenses:		
	Next Year Projected Expenditures	How will Grant Funds be allocated?
Personnel - Administrative	\$ 62,000	\$ 7,500
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ -	\$ -
Marketing/Communications (inc. printing & advertising)	\$ 5,000	\$ 5,000
Space Rental/Rent/Mortgage	\$ 30,000	\$ -
Insurance	\$ 35,000	\$ -
Equipment Purchase/Office Supplies	\$ 4,000	\$ 2,500
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 6,500	\$ 5,000
Contract Services/Fees	\$ 43,000	\$ -
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ 26,000	\$ -
Subtotal Grant Funds		\$ 20,000
Total Projected Expenses	\$ 211,500	

Projected Income:	
Admissions	\$ 35,000
Memberships/Tuition	\$ -
Contracted Services Revenue	\$ 7,000
Contributions from Individuals	\$ 2,500
Corporate Contributions	\$ 25,000
Government Support - Federal	\$ -
Government Support - State	\$ -
Government Support - Local	\$ 20,000
Foundation Support	\$ -
Other Income	\$ 140,000
Applicant Cash	\$ -
Total Projected Income	\$ 229,500

FY23 Applications: Brevard Regional Arts Group, Inc.

Profile

Brevard Regional Arts Group, Inc.

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:

FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

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Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

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The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

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Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points

Very Good: 4 points

Good: 3 points

Adequate: 2 points

Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

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The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

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Event/Activities Completion and Reimbursement Requirements

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2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

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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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Season

Name of the Event or Season

Henegar 2022-2023 MainStage Season

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

1,214,051

Organization Name

Brevard Regional Arts Groups, Inc. DBA Henegar Center

Mailing Address:

625 E New Haven Ave

City: State: Zip Code:

32901

Federal Employer ID #:

59-2306612

Web Site address:

www.henegarcenter.com

Organization Telephone:

321-723-8698

Organization Email:

info@henegar.org

Primary Contact Person: First and Last:

Doug Lebo

Primary Contact Person Phone (if different from Organization Phone):

321-794-0248

Primary Contact Person Email (if different from Organization Email):

doug@henegar.org

Alternate Contact Person: First and Last:

Dominic Del Brocco

Alternate Contact Person Phone (if different from Organization Phone):

321-723-8698

Alternate Contact Person Email (if different from Organization Email):

dominic@henegar.org

How will grant funds be used? Check all that apply.

Materials/Supplies

Please select the one discipline category below for which funding is requested.

Grant Category

Theater

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

The Henegar Center in Downtown Melbourne Florida is a local Performing Arts Center. We are a 501c3 non-profit organization that is owned and operated by The Brevard Regional Arts Groups, Inc. celebrating our 32nd season on the Space Coast of Central Florida. Our facility is the historic 1919 Melbourne School building and features a 400-seat MainStage Theatre and an 80-seat Blackbox Theatre.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

22-BRAG-proposal-budget.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

The Henegar Center produces quality live musical theatre productions including classic and contemporary shows. This Cultural Support Grant will provide operational funding for our upcoming 2022-2023 MainStage Season as follows:

- "Disney's The Little Mermaid", Aug 26 - Sep 11, 2022
- "Jekyll & Hyde", Oct 14 - Oct 30, 2022
- "Miracle on 34th St", Nov 25 - Dec 11, 2022
- "Holiday Spectacular", Dec 15 - Dec 18, 2022
- "Evita", Jan 20 - Feb 5, 2023
- "The Color Purple", Feb 24 - Mar 12, 2023
- "Godspell", Mar 24 - Apr 2, 2023
- "Legally Blonde", Apr 21 - May 7, 2023
- "Avenue Q", Jun 2 - Jun 18, 2023

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

The Henegar Center is an affordable cultural destination in downtown Melbourne. Traveling tourists look at an area's offerings and 'all the things they can do' when selecting a destination and planning a multi-day vacation. Visiting tourists interested in making an evening "out at the theatre" also eat at local restaurants, visit local bars, shop at local stores, and of course stay at local hotels. A live theatrical performance is part of their overall visit experience combined with other tourist attractions in the area such as our Beaches, Zoo, and Kennedy Space Center. The theatre provides a quality live entertainment experience for visitors to attend in the evening after a day at the beach or an attraction or if there is inclement weather.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)

Maximum 1,000 characters

On a regional level, The Henegar attracts visitors from neighboring Indian River & St Lucie Counties in addition to Central Florida Orlando area. We are located within a 1 hour drive from these areas and are typically discovered by tourists browsing our website or reading our boosted Social Media posts. The Henegar attracts over 25,000 patrons per season and based on ticket purchase information typically includes 3,000-5,000 visitors from outside Brevard County.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

Upload Marketing Plan here

Marketing Plan.pdf

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

The Henegar uses several different methods to measure program excellence and success as we strive to produce quality programming.

1. Monitor success by overall Ticket Sales and repeat business. Growth in ticket sales provide direct knowledge that the patrons are enjoying and wanting more of what they are experiencing.
2. One hour after each show, the patrons receive a "Thank You" email from the Executive Director and solicit comments. We typically receive a couple dozen emails providing feedback for each production.
3. Henegar receives online patron reviews on Trip Advisor, Yelp, and Facebook sites. Patrons rate overall experience and write reviews. Great to see these unsolicited comments, many from out of town visitors.

Required Documents to Upload

IRS determination letter

BRAG IRS Determination Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Detail by Entity Name - BRAG.pdf

Marketing asset/collateral upload

Henegar 2021-2022 Brochure.pdf

Marketing asset/collateral upload

Henegar_2022_NewYear_PostCard.pdf

Marketing asset/collateral upload

FB and Email Marketing.pdf

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

Season Photo Album.pdf

Optional support material file

2021-2022 Board and Staff.pdf

If there is any additional information or explanation you would like to provide to reviewers, please do so here.

Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

Grant funding this year will be used for production costs including royalties, special effects, scenic elements, and costuming. Our marketing efforts continue to reach out to neighboring counties in Central Florida to bring visitors to our county looking a beach-side weekend getaway.

Statement of Responsibility

Certification and Submission

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Douglas Lebo

Title

President

Text

3217940248

FY23 Applications: File Attachments

Upload Proposal Budget

22-BRAG-proposal-budget.xlsx

Upload Marketing Plan here

Marketing Plan.pdf

IRS determination letter

BRAG IRS Determination Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Detail by Entity Name - BRAG.pdf

Marketing asset/collateral upload

Henegar 2021-2022 Brochure.pdf

Marketing asset/collateral upload

Henegar_2022_NewYear_PostCard.pdf

Marketing asset/collateral upload

FB and Email Marketing.pdf

Optional support material file

Season Photo Album.pdf

Optional support material file

2021-2022 Board and Staff.pdf

FY23 Applications: Melbourne Civic Theatre

Profile

Melbourne Civic Theatre

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:

FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

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Total PROPOSAL SCORE (Maximum 100 points)

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FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Season

Name of the Event or Season

70th Anniversary Season at Melbourne Civic Theater

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

\$307,000

Organization Name

Melbourne Civic Theatre

Mailing Address:

817 East Strawbridge Avenue

City: State: Zip Code:

Melbourne, FL, 32901

Federal Employer ID #:

59-0703162

Web Site address:

www.mymct.org

Organization Telephone:

3217236935

Organization Email:

info@mymct.org

Primary Contact Person: First and Last:

Peg Girard

Primary Contact Person Phone (if different from Organization Phone):

3217236935

Primary Contact Person Email (if different from Organization Email):

info@mymct.org

Alternate Contact Person: First and Last:

Victoria Smith

Alternate Contact Person Phone (if different from Organization Phone):**Alternate Contact Person Email (if different from Organization Email):****How will grant funds be used? Check all that apply.**

Staff/Personnel, Artistic Services, Materials/Supplies, Marketing, other General Operating costs

Please select the one discipline category below for which funding is requested.

Grant Category

Theater

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

MCT is organized to promote community interest in the performing arts, to provide opportunities in all phases of production and theatre management, to educate in all areas of production and theatre management, and to provide quality cultural entertainment to the community it serves. Melbourne Civic Theatre has been a producing community theater since 1952 and is celebrating its 70th Season this year.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

MCT_ProposalBudget_2022-2023.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

We are seeking funding for Melbourne Civic Theatre's (MCT) 70th season, which will be presented from August 2022 through June 2023. MCT is Brevard County's longest running performing arts organization, an intimate 93 seat community theatre located in the heart of Historic Downtown Melbourne.

MCT's 2022-2023 season features the following shows:

- Assassins - A multiple Tony Award-winning theatrical tour-de-force, Assassins combines Stephen Sondheim's signature blend of intelligently stunning lyrics and beautiful music with a panoramic story about America's four successful and five would-be presidential assassins.
- Dr. Jekyll and Mr. Hyde - A new and shocking version of Robert Louis Stevenson's classic tale of depravity, lust, love and horror.
- Lettice and Lovage - A satirical comedy hit by Peter Shaffer, author of Equus and Amadeus.
- Leading Ladies - Hilarious comedy by the author of Lend Me A Tenor and Moon Over Buffalo full of mistaken identities and chaotic situations.
- Cat on a Hot Tin Roof - In Tennessee Williams' Pulitzer Prize-winning Cat on a Hot Tin Roof, the dysfunctional but wealthy Pollitt family gathers to celebrate aging patriarch Big Daddy's birthday. This beloved play resonates with audiences everywhere.

Throughout the season, MCT also presents a Playread Series. This series features newer and avant-garde plays and has generated a different audience than typically attends more traditional shows.

As this is MCT's 70th season, we will promote unique messaging to celebrate our impact to the Space Coast as a cultural destination.

Goals

- Continue to offer a variety of theatrical productions to appeal to a broad demographic, from musicals to comedic farces to thought-provoking dramas.
- Celebrate our milestone 70th season and promote MCT as a cultural destination on Florida's Space Coast.
- Enrich the quality of life for Brevard residents and visitors to the area.

Objectives

- Grow our attendees by 10% over the 2021-2022 season, including an increase to tourist attendance.
- Increase patrons from outside of Brevard County to 25% of total ticket sales, up from 17% in the 2021-2022 season. We currently reach approximately 1,500 out of town visitors. Many "snowbirds" originate from outside Brevard County, but they have a Brevard address so are not included in this count.
- Partner with local hotels, restaurants in the downtown district, and other businesses in ways that will attract new patrons both to the theater, downtown area, and Space Coast.
- Expand our use of social media to communicate with new and established patrons.

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

Melbourne Civic Theatre is a vital component of the cultural landscape of Florida's Space Coast. Our programming is designed to develop our community's culture while spurring growth in the local economy.

MCT uses several sources to determine who our patrons and volunteers are, and what audiences want to see. Data is drawn through in-person surveys, Audience View (patron database management system), and social media channels. Approximately 83% of tickets are purchased from Brevard residents, with 17% coming from out-of-town tourists.

The Downtown Melbourne area has been revitalized over the past 30 years into a vibrant shopping and dining area attracting all age groups. MCT is a major contributor to the phenomenal resurgence of the once decimated downtown. Far beyond the demonstrated individual benefits extended to the participants in our programs, the positive humanitarian impacts are significant and far reaching.

As a leader in Brevard performing arts, we have established and continue to promote a clear message on the Space Coast about our role and the opportunities as well as the importance of the arts. It is widely recognized that art leads or guides a city in a positive direction.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)

Maximum 1,000 characters

We continue to develop programming that spans theatrical genres, from Broadway-style productions to profound dramas. Our 93 seat theatre is a unique, intimate space where the audience is only a few feet away from the actors. Providing the highest quality in all performances is our number one priority. As we celebrate our 70th Season in the 2022-2023 year, we are planning for multiple publicity opportunities to position MCT as a strong cultural component of the Space Coast.

Promotion plans include:

- Inviting media, both local and national, to help tell MCT's story and celebrate the 70 year accomplishment. We work very closely with our local media outlets to promote individual productions and plan to expand our reach with outlets outside of Brevard County.
- Partnering with restaurants and hotels in the robust Downtown Melbourne area to promote the Space Coast as a "one stop shop" for visitors. We strive to establish strong partnerships and nurture these relationships to bring outstanding experiences to our guests.
- Increasing social media strategy and advertising to reach broader audiences from more geographically diverse locations.

Additionally, MCT remains committed to promoting arts and culture on Florida's Space Coast and supports the work of local artists. Strawbridge Art League is our neighbor in Downtown Melbourne that features numerous local artists. For every production in our season, we showcase art from Strawbridge Art League members, promoting their organization and having pieces available for sale.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

Upload Marketing Plan here

MCT_MarketingPlan_2022-2023.pdf

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

•MCT utilizes AudienceView ticketing software which allows detailed tracking of ticket sales, demographics and attendance. Our goal is to increase patrons in the 2022-2023 season by 10 percent. Throughout the year, with every show serving as a milestone, we can analyze the data to determine if we're on track to reach our goal. Evaluating our progress regularly gives us the flexibility to implement strategic marketing and promotion tactics to bolster our efforts.

•Our staff and board members continually speak with patrons and survey them about their experiences at MCT. This anecdotal evidence conveys areas where we are performing well as an organization and opens discussions for areas of improvement.

•As we enhance promotion of our season and shows through social media channels, we plan to utilize the data provided by those networks to inform our success real time. Determining if a certain type of promotion is more effective than another will allow us to quickly pivot to increase our reach for local and visiting patrons.

Required Documents to Upload**IRS determination letter**

IRS Letter MCT.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Melbourne Civic Theatre Detail by Entity Name.pdf

Marketing asset/collateral upload

MCTSupport_1.pdf

Marketing asset/collateral upload

MCTSupport_2.pdf

Marketing asset/collateral upload

MCTSupport_3.pdf

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file**Optional support material file**

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

Due to the COVID-19 pandemic, ticket sales were less than in previous years. To generate additional revenue, we held a fundraising campaign asking for our members and patrons for financial support. We expect to return to full ticket sale capacity in the 2022-2023 season.

Statement of Responsibility**Certification and Submission**

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting

requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Peg Girard

Title

Artistic and Managing Director

Text

FY23 Applications: File Attachments

Upload Proposal Budget

MCT_ProposalBudget_2022-2023.xlsx

Upload Marketing Plan here

MCT_MarketingPlan_2022-2023.pdf

IRS determination letter

IRS Letter MCT.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Melbourne Civic Theatre Detail by Entity Name.pdf

Marketing asset/collateral upload

MCTSupport_1.pdf

Marketing asset/collateral upload

MCTSupport_2.pdf

Marketing asset/collateral upload

MCTSupport_3.pdf

FY23 Applications: Space Coast Art Festival

Profile

Space Coast Art Festival

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023

FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points

Very Good: 13 - 14 points

Good: 8 - 12 points

Adequate: 4 - 7 points

Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points

Very Good: 20 - 23 points

Good: 12 - 19 points

Adequate: 6 - 11 points

Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points

Very Good: 13 - 14 points

Good: 8 - 12 points

Adequate: 4 - 7 points

Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points

Very Good: 4 points

Good: 3 points

Adequate: 2 points

Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards.

The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Event

Name of the Event or Season

Space Coast Art Festival

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

41,000

Organization Name

Space Coast Art Festival, Inc

Mailing Address:

PO Box 146

City: State: Zip Code:

CAPE CANAVERAL

Federal Employer ID #:

59-1562006

Web Site address:

WWW.SpaceCoastArtFestival.com

Organization Telephone:

3217843322

Organization Email:

info@SpaceCoastArtFestival.com

Primary Contact Person: First and Last:

Liz McGinley

Primary Contact Person Phone (if different from Organization Phone):

3866900440

Primary Contact Person Email (if different from Organization Email):

Liz@SpaceCoastArtFestival.com

Alternate Contact Person: First and Last:**Alternate Contact Person Phone (if different from Organization Phone):****Alternate Contact Person Email (if different from Organization Email):****How will grant funds be used? Check all that apply.**

Artistic Services, Materials/Supplies, Marketing, other General Operating costs

Please select the one discipline category below for which funding is requested.

Grant Category

Festivals

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

The Space Coast Art Festival (SCAF) is a Juried Master Fine Arts Show, drawing artists from throughout the United States as well as Canada, Europe, and the Caribbean Islands. A not for profit, 501(c)3 organization, SCAF is governed by an all-volunteer Board of Directors. SCAF was organized in 1963 as the Cocoa Beach Art Show, was incorporated in 1972. Our 57th Space Coast Art Festival will be held October 15th and 16th, 2022, at The Avenue® Viera, a vibrant and unique outdoor lifestyle concept, conveniently located just north of Melbourne, FL, with direct exits from the North and from the South off I-95.

SCAF recognizes Outstanding Artists with cash awards in ten different categories: A) Oils and Acrylics, B) Watercolors, C) Drawings, Graphics, Collages, Printmaking, and Paper, D) Clay, E) Sculpture, F) Photography, G) Glass, H) Jewelry, J) Mixed Media. In conjunction with the Festival, a Student Art Show is held featuring "Budding Artists" from Brevard County who are also competing for cash prize awards. Also included as part of the Festival are "Children's Hands-On Art" sponsored by Brevard Zoo, Food Trucks catering to multicultural & multi-generational groups, a Beverage Tent with a wide selections of adult & children's beverages, and a "Sponsors Row".

The Space Coast Art Festival mission is to create an annual juried fine art festival providing an enjoyable and profitable experience for notable artists and the Central Florida communities. We are also committed to nurturing art appreciation for all ages by providing a venue for students to display their art and gain community support and encouragement.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

SCAF BUDGET proposal 2-wizehive-proposal-budget-2BREVARD COUNTY_2022-2023_.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

The Space Coast Art Festival (SCAF) is a Juried Master Fine Arts Show, drawing artists from throughout the United States as well as Canada, Europe, and the Caribbean Islands. The 57th Space Coast Art Festival will be held October 15th and 16th, 2022, at The Avenue® Viera, a vibrant and unique outdoor lifestyle concept, conveniently located off I-95 just north of Melbourne, FL.

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

The purpose of our organization is to facilitate, promote, conduct and manage an annual art festival in the county of Brevard. The fine arts exhibited by professional and amateur artists at the invitation of the corporation & thru the jury process appeal to a more cultured & generally more affluent patrons who have more disposal income & a greater ability to travel. The public exhibition of such fine arts are used for the furtherance of cultural and educational development in Brevard County and for the aesthetic pleasure of the general public. The artists and patrons that attend the Space Coast Art Festival spend money on restaurants, hotels, local attractions and retail locations, all of which support our local economy, while acquainting them with the appeal of Brevard County as a cultural destination. Because we hold our event during the beginning of the festival season, we draw additional national attention from artists and attendees alike who are drawn to our beautiful location and discover the cultural beauty to match our beautiful environment and return year after year.

Because of our diverse appeal, invitations are sent to and accepted by artists & attendees from around the United States as well as Canada, Europe, and the Caribbean Islands with 75% of artists from outside Brevard County in attendance last year. As word of the Space Coast Art Festival spreads from year to year, over the past 57 years so has our reputation, along with the reputation of Brevard County, for being a premier cultural event for all.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)

Maximum 1,000 characters

The Festival is held on the spacious paved level parking lot of a popular, high-traffic destination shopping center that contains an assortment of premier national retailers, unique local merchants, and nationally known specialty & local restaurants in a desirable & fast growing community in Brevard County. The option for patrons and artists alike to enjoy the art then step inside, sit down and enjoy a meal or beverage in an established, comfortable and upscale dining center is a unique situation for festivals. With Viera quickly becoming the cultural center of Brevard County, known for its stunning architecture, ecologically planned community, diversity and broad range of activities from sports, to nature to the arts, it is indeed a destination in itself. The Space Coast Art Festival was asked to become a part of this community because of our success in drawing attendees from around the US, Canada, Europe and Caribbean Islands, and our reputation as one of the premier cultural events in Brevard County, with a reputation for attracting more affluent patrons.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

Upload Marketing Plan here

SCAF MARKETING PLAN.pdf

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the

question fully in a concise manner).

Maximum 2,000 characters

We use data specifics derived from various sources including our partner Avenue Viera, the TDC, local peers and published data. Now that we are partnered with The Avenue Viera, they are sharing their data from the 'traffic counting' service they use. Per their counts, attendance for 2021 SCAF weekend was 25% higher than the same weekend in 2020, and 10% higher than the same weekend in 2019, which was our first year at Avenues Viera. Based on general statistics, our attendance of 38,975 from SCAF 2021, with just 16% of out of county visitors, vs the standard measure of 19% of out of county attendees, will give us a general statistic of 6236 attendees from outside of Brevard County. However Brevard Zoo is currently experiencing 40% to 50% out of county visitors, so we believe our actual numbers will be far higher. Of course we all know that COVID has had an effect on data and statistics for the past 2 years, but we feel confident that the overall growth from 2019 is a positive sign.

Additionally, we've always measured our success based on artist & patron return rate as well as artist and patron surveys. For SCAF 2021 50% of artists were returning artists, which implies that the other 50% had some type of positive forethought regarding attendance. We expect the artist attendance to increase substantially for 2022 now that the pandemic and global health concerns have subsided. For 2021 86% of artists completed our 'Artist Survey' and 100% of those gave a positive rating on their survey and said they will attend in 2022. Based on these figures, plus an increase in artist interest due to increased sales at SCAF, a substantial increase in our Facebook likes and page visits, plus a marked increase in vendor interest for the 57th SCAF, we are confident that our success is evident. In the future we'd like to have a specific measurable method to determine success, but at this point we have to rely on external data.

We are also utilizing our social media accounts and email campaigns to increase our email outreach & deliver cross promotional ad campaigns which should help to realize specific measurable results.

We also utilize surveys for attendees including vendors, volunteers and partners and have received a high percentage of positive feedback with many vendors reaching out to verify attendance for SCAF 2022. We've also received many requests from 2021 volunteers to replicate their support and have had active community engagement for new volunteers. We at SCAF feel the timing is right for us to expand our community outreach across the entire US by increasing our digital communications to artists and patrons alike, and we're excited about our new branding campaign to propel us forward with a renewed sense of community engagement.

Required Documents to Upload

IRS determination letter

SCAF IRS letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

SCAF Detail by Entity Name.pdf

Marketing asset/collateral upload

SCAF PROGRAM guide(2021).pdf

Marketing asset/collateral upload

SCAF CALL FOR ART flyer(15JUN2022).png

Marketing asset/collateral upload

SCAF FUND RAISER starry night flyer_2MAR2022.jpg

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

SCAF event map(2022).jpg

Optional support material file

SCAF LOGO 1 no background updated(2022).png

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

In aligning with our latest Marketing Plan, we've taken time this year to update our logo, add a signature block to all our emails, bring continuity to our name and our communication with an updated brand as seen in the above file. We are now updating & enhancing our website! <https://spacecoastartfestival.com/>

This is a video of our 2021 Space Coast Art Festival.
https://youtu.be/tHH7o_hqytE

Statement of Responsibility

Certification and Submission

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Laura Lee Walko

Title

SCAF Board Member

Text

FY23 Applications: File Attachments

Upload Proposal Budget

SCAF BUDGET proposal 2-wizehive-proposal-budget-28BREVARD COUNTY_2022-2023_.xlsx

Upload Marketing Plan here

SCAF MARKETING PLAN.pdf

IRS determination letter

SCAF IRS letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

SCAF Detail by Entity Name.pdf

Marketing asset/collateral upload

SCAF PROGRAM guide(2021).pdf

Marketing asset/collateral upload

SCAF CALL FOR ART flyer(15JUN2022).png

Marketing asset/collateral upload

SCAF FUND RAISER starry night flyer_2MAR2022.jpg

Optional support material file

SCAF event map(2022).jpg

Optional support material file

SCAF LOGO 1 no background updated(2022).png

FY23 Applications: Brevard Renaissance Fair

Profile

Brevard Renaissance Fair

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events - Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities - Theatres, symphonies, concerts that operate over the course of a year
- Museums - Facilities that continually operate over the course of a year
- Main Street Events - Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation - Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points

Very Good: 13 - 14 points

Good: 8 - 12 points

Adequate: 4 - 7 points

Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points

Very Good: 20 - 23 points

Good: 12 - 19 points

Adequate: 6 - 11 points

Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points

Very Good: 13 - 14 points

Good: 8 - 12 points

Adequate: 4 - 7 points

Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points

Very Good: 4 points

Good: 3 points

Adequate: 2 points

Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Event

Name of the Event or Season

Brevard Renaissance Fair

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

968,410.00

Organization Name

Brevard Renaissance Fair, Inc

Mailing Address:

3900 Loblolly Place

City: State: Zip Code:

Cocoa FL 32926

Federal Employer ID #:

82-3561549

Web Site address:

www.brevardrenaissancesfair.com

Organization Telephone:

3214583515

Organization Email:

pete@brevardrenaissancesfair.com

Primary Contact Person: First and Last:

Peter Moolhuizen

Primary Contact Person Phone (if different from Organization Phone):**Primary Contact Person Email (if different from Organization Email):****Alternate Contact Person: First and Last:****Alternate Contact Person Phone (if different from Organization Phone):****Alternate Contact Person Email (if different from Organization Email):**

pete@brevardrenaissancesfair.com

How will grant funds be used? Check all that apply.

Marketing

Please select the one discipline category below for which funding is requested.

Grant Category

Festivals

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

The Brevard Renaissance Fair and the Brevard Renaissance Fair Charitable Foundation were created nine years ago to develop a sizeable outdoor acting company that focuses on the Renaissance period,,,, not only providing entertainment from around the world but a place to be educated about the renaissance period. While our primary focus is to entertain the guest, our secondary goal is to educate them on various things from crafts to history. We incorporate a different theme each year.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

22-wizehive-proposal-budget-2.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

BRF attracts a large number of customers from around the country. 2023 we have not only ten show days scheduled but 5 Saturday evening concerts. To draw as many people to our events as possible,, we focus part of our budget(direct mailer to all homes in Brevard along with Social media/radio and digital) and then the remainder, approximately 70k outside of Brevard from northern states to south Florida. Since BRF is now the LARGEST Tent show during that time in the nation, we target large ren fair States to increase our reach to those people that are supporters of renaissance festivals and get them to travel to Brevard.

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

Many of our out of area guests spend more than two days here; most of them spend several days to a week in Brevard visiting various attractions during the week and the festival on the weekends. Last year we had guests that purchased tickets so that when they got off of their cruise, they came to the fair for the rest of the weekend. We also have somewhere around 500 people that stay on-site or get air BNBS and spend a full 6 to 7 weeks here and visit sights, fish, swim, surf, boat rides, etc.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)

Maximum 1,000 characters

We are the largest renaissance tent show in January and February in the nation covering 10 acres. This year we will have 15 stages, 35 acts+, three pubs, and a Royal Family that has grown to more tha 300 people along with our acting company now exceeds 50 individuals. We also bring in 5 different musical groups from around the world,, one each weekend,, and not only will they play during the day but perform a special concert on Saturday night. The five concerts will be the following acts - Musical blades, Sanctus, Corvus Corax, Celtica nova, Gaelic storm along with these warmup groups - star shanties(Local Orlando Group), The Bawdy Boys, Cu Dubh with world class piper Alley The Piper, and Black Velvet Band(Tampa Group).

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

Upload Marketing Plan here

2023 Advertising Plan - Advertising _ Marketing.pdf

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

We track success through a variety of resources. Google Analytics, Facebook analytics, digital reports from 98.5, WESH, Fox, and the number of coupons returned to our ticket booth from direct mail. It is hard to measure the results of some of these, such as Billboards and TV ads(they do provide us with some data), as we use those mostly to get the word(exposure) out to a large audience quickly. We have also written our ticketing program, which allows us to track customer locations based on their CC information, giving us information on which areas to target for ticket sales.

Required Documents to Upload

IRS determination letter

IRS Notification Charity Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Detail by Entity Name.pdf

Marketing asset/collateral upload

promo1.jpg

Marketing asset/collateral upload
BRFflyer1.png

Marketing asset/collateral upload
320x320.jpg

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file
Cast 2022.jpg

Optional support material file
BRFflyerIFIB.png

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

The Brevard Renaissance Fair is run by Brevard Renaissance Fair, Inc to benefit the Brevard Renaissance Fair Charitable Foundation. Brevard Renaissance Fair Inc runs and operates the event to mitigate the financial risk to the nonprofit. Any outdoor event can be very volatile financially in Florida, as we have seen the past couple of years with Covid and a rainy weekend or two since most of our costs are hard costs, but sales are very dependent on the weather.

One of the pictures attached is the cast from the 2022 show. The 2023 cast will be even more significant as our theme and play are the Coronation of Elizabeth.

Statement of Responsibility

Certification and Submission

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name
Peter L Moolhuizen

Title
President

Text

FY23 Applications: File Attachments

Upload Proposal Budget
22-wizehive-proposal-budget-2.xlsx

Upload Marketing Plan here

2023 Advertising Plan - Advertising _ Marketing.pdf

IRS determination letter

IRS Notification Charity Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Detail by Entity Name.pdf

Marketing asset/collateral upload

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BRFflyer1.png

Marketing asset/collateral upload

320x320.jpg

Optional support material file

Cast 2022.jpg

Optional support material file

BRFflyerFIB.png

FY23 Applications: Valiant Air Command, Inc.

Profile

Valiant Air Command, Inc.

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:

FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points
Very Good: 15 - 17 points
Good: 9 - 14 points
Adequate: 5 - 8 points
Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points
Very Good: 20 - 23 points
Good: 12 - 19 points
Adequate: 6 - 11 points
Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points
Very Good: 13 - 14 points
Good: 8 - 12 points
Adequate: 4 - 7 points
Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points
Very Good: 4 points
Good: 3 points
Adequate: 2 points
Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Season

Name of the Event or Season

Valiant Air Command Warbird Museum

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

\$1,400,000

Organization Name

Valiant Air Command, Inc.

Mailing Address:

6600 Tico Road

City: State: Zip Code:

Titusville, FL 32780

Federal Employer ID #:

59-1773787

Web Site address:

www.valiantaircommand.com

Organization Telephone:

322 268-1941

Organization Email:

vacgrants@valiantaircommand.com

Primary Contact Person: First and Last:

Ron Davis

Primary Contact Person Phone (if different from Organization Phone):

321 536-4337

Primary Contact Person Email (if different from Organization Email):

Ron.Davis@valiantaircommand.com

Alternate Contact Person: First and Last:

Tracy Bohrmann

Alternate Contact Person Phone (if different from Organization Phone):

3212681941, ext 4103

Alternate Contact Person Email (if different from Organization Email):

Tracy.Bohrmann@valiantaircommand.com

How will grant funds be used? Check all that apply.

Staff/Personnel, Materials/Supplies, Marketing, other General Operating costs

Please select the one discipline category below for which funding is requested.

Grant Category

Historical

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

The Valiant Air Command was formed in 1977, when a group of local aviation enthusiasts, including noted author Martin Caidin, formed an organization that would permit them to share their love of vintage aviation. The group soon incorporated the organization as a 501(c)3 nonprofit, and presented its first airshow. For several decades, the TICO Warbird Airshow was the primary focus of the organization, both as its primary fundraiser and as gift to the local community.

The Museum itself is open to the public five days a week, with plans to return to the full seven day schedule as soon as conditions permit. Restoration and maintenance activities, carried out by our dedicated and skilled cadre of volunteers, continue even when the museum is not open. Many of our airworthy artifacts support patriotic, historic and remembrance, and other aviation events in other parts of Florida, and in other states.

Aircraft donations and the availability of retired US military aircraft led to the building of the museum's main hangar in 1991, followed soon thereafter by the maintenance and restoration facility, and in 2011 by the Vietnam Memorial hangar. Today the Museum's facilities include the three hangars, two of which have memorabilia rooms in addition to aircraft display facilities. We prize our formal relationship with each of the military services' aviation museum programs, and with the Smithsonian's National Air and Space Museum. Our education outreach and especially our Science, Technology, Engineering and Mathematics (STEM) enrichment program are a source of great satisfaction, and we have plans in hand for significant facility expansion.

Our facilities have become a popular venue for a variety of local events, from a high school prom, to corporate banquets, to weddings. As this is written, we anticipate renewing our popular monthly fly -in/drive-in breakfasts in June 2022, suspended since late 2021 for repairs to our host's (Space Coast Regional Airport) runway.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

FY 22 Valiant Air Command.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

The Valiant Air Command Warbird Museum has been a highlight of local visitor attractions for decades, and its activities reach many thousand Floridians, as well as visitors from other states and other countries.

The Museum is now open five days a week, with plans to resume a seven day operation as soon as conditions permit. Its collection of more than 50 vintage aircraft ranges from primitive 1907 examples to sophisticated warplane types still in service. Two Memorabilia Rooms offer smaller artifacts, explaining the context for the larger aircraft's service careers.

The Museum displays and collection are constantly being revised to appeal to a broad spectrum of visitors. Its activities have evolved over time to meet the expectations of younger generations. Most of its advertising uses social media, while Museum tour guides have long practiced "reaching back" introductions, helping younger visitors find a link to a parent or grandparent who may have built, maintained or flown an aircraft in our collection.

A special focus is on youth programs. Several of our tour guides have backgrounds in education, but each of them has experience working with students individually or in a school group. Current priority is sustaining and enhancing our highly regarded Science, Technology, Engineering and Mathematics (STEM) program, which was developed in conjunction with local schools and other aerospace organizations.

A typical visitor family is from outside Brevard County, and may see our Museum while attending more "visible" destination (e.g., Orlando or the Kennedy Space Center Visitor Complex). A successful recent marketing effort has brought about a recurring visit program for cruise ship passengers. Special events include the Veterans Day weekend Open House, the monthly Saturday fly-in/drive-in breakfast, and annual Space Coast Warbird Airshow.

Visitors usually spend between 1 ½ and 2 hours at the Museum. Its collection is certainly accessible. Visitors are permitted to touch almost every artifact (an understandable exception exists for those artifacts kept in airworthy condition, and artifacts under restoration). Visitor comments are overwhelmingly positive.

Because of the scale of the Museum's artifacts (the US Navy F-14 Tom Cat, instantly recognizable star of both "Top Gun" movies, weighs more than 37 tons fully loaded), a large physical plant is necessary. The Warbird Museum's three buildings covers 66,000 square feet of hangars, and somewhat less in paved, aviation-specification parking ramp. Utilities, upkeep and insurance therefore comprise much of the annual budget.

The vast majority of the Museum's activities, including those of its Board of Directors, are conducted by volunteers. The latest full year volunteer data shows over 38,700 volunteer hours donated! Restoration specialists, tour guides and facility upkeep volunteers permit us to "keep the doors open" during difficult times, and to keep our admission process low as the economy recovers.

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

The Valiant Air Command and its Warbird Museum are proud to be a significant factor in tourism visits to northern Brevard County. We sincerely believe that the Warbird Museum offers an experience like few in the region. Our agreements with the uniformed services' museum departments and the National Air and Space Museum offer us access to highly sought artifacts, and our superb reputation among those organizations contributes to that standing. Our superb cadre of volunteers provides effort, expertise and outreach to improve the collection and enhance the visitor experience.

As noted in our attached Marketing Plan, we are vigorously pursuing growth and diversity in our visitor numbers. Among the chief contributors to our role in local cultural activities is our new advertising campaign. In partnership with locally based vendor LOCALiQ, we have enthusiastically accepted the challenge of social media, recognizing its ability to reach potential visitors (especially international visitors, who have shown a special affinity for our collection and aviation history in general) that is far beyond the range of local publications. However, we note that even local media will accompany almost every mention of the Museum with a corresponding social media entry.

Please note the new products developed under the LOCALiQ contract, uploaded as Marketing Asset/Collateral.

We also seek and value the "pop up" marketing opportunity. When the blockbuster movie "Top Gun: Maverick" opened recently, a local TV channel asked to visit our Museum and photograph the types of aircraft seen in the film. That video is available at:

<https://youtu.be/EPJIAFWPLE8>

Locally, the Warbird Museum is also a prominent member of both the business community and the cultural community. We hold membership in three local Chambers of Commerce, and a representative serves on the Titusville Area Visitors Council, an arm of the Titusville Chamber. We are members of the Museums of Brevard, and a museum representative holds a seat on the Board of Directors of the Brevard Cultural Alliance. Bilateral agreements also mark our participation, as we cross-market with other local cultural organizations, such as the Titusville Playhouse.

The relationship between our worldwide and historical focus, and the more locally oriented members of the cultural community is certainly positive. We have mentioned cross marketing efforts with several performing venues and organizations. Both formal and informal links allow us to share market insights and, particularly through the newly revamped BCA website, "double up" on attracting potential visitors.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)**Maximum 1,000 characters**

The Warbird Museum's aircraft collection exceeds in size and diversity that of much larger museums, while the contextual offerings (our memorabilia rooms and information posters throughout the museum) greatly enhance the visitor experience. We tell our story in a variety of ways. Our volunteers, who logged an amazing 38,700 hours during our last complete year, are the heart and soul of the organization. They are the restoration specialists whose work has drawn praise nationwide. They comprise our knowledgeable and enthusiastic tour guides. Many, such as our curator and facility managers, work "behind the scenes", to ensure a safe, accessible and inviting venue. Our volunteer program earned us the Central Florida Humanitarian Award in 2019. We display and explain the technological innovations that separate our four generations of military aircraft. Our artifacts tell their own stories, from the doughty Grumman Wildcat, which held the line against the fearsome Japanese Zero fighter, to the mighty F-105 Thunderchief, massive fighter-bomber that carried the brunt of the early air war in Vietnam, to the F-16 and F-18 that equip our nation's air arms today.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.**Upload Marketing Plan here**

Marketing plan for BCA 2022.docx

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

The Valiant Air Command is led by an elected Commander (CEO), and (8) elected members of our functional Board of Directors. The Board holds formal meetings once a month, although our Board members spend at least one full day at the Museum every week, overseeing their specific area of responsibility (e.g., facilities, operations, restoration, finance). Full financial performance data are presented at each Board meeting, as are reports from each Director on their functional area of responsibility. Each Director has some level of discretionary spending; larger purchases require a majority approval of the Board members. We solicit visitor comment, both oral, and written on our specific comment form. That form provides feedback on our display and tour procedures and also identifies the visitors' home, length of stay in our area, and how they heard about the Warbird Museum. Our excellent reviews on external resources such as Yelp and TripAdvisor are viewed with considerable pride. (See Support Materials)

External assessments may be made by the Armed Services' aviation museums, as they retain final authority over their loaned assets (note that the Museum's collection includes assets loaned from the Armed Services and the Smithsonian National Air and Space Museum, those owned by Valiant Air Command members, and those owned by the Museum itself). Those assessments may include, but are certainly not limited to, a full photo inventory, description and certification of funds expended in restoration or upkeep of the artifact, and any information regarding visitor appreciation (or disapproval) of the artifact and/or its presentation. Of course representatives of any of these organizations have authorization to visit and inspect the collection at any time. Likewise, our facility, on airport premises, is subject to inspection and oversight by the Airport Authority.

Major internal decisions, such as artifact acquisition and disposal, are of course discussed and decided by the full Board of Directors.

Required Documents to Upload**IRS determination letter**

IRS Determination Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Detail by Entity Name.pdf

Marketing asset/collateral upload

2021 Fly-in Drive-in flyer NEW BB VER 2 - 7-17-21.pdf

Marketing asset/collateral upload

Warbird Events - Social Ad (3).mp4

Marketing asset/collateral upload

Warbird Breakfast - Social Ad.mp4

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

Events 2022 for BCA.docx

Optional support material file

Visitor comments.docx

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

Using military aviation as a metaphor for the history of the 20th century is a singularly appropriate choice. Armed aircraft evolved in the First World War, and successful fighter "aces" such as America's Eddie Rickenbacker, Germany's "Red Baron" Manfred von Richthofen and Canadian Billy Bishop became heroes in their home countries. One such fighter airplane, the German Fokker D VII, was so respected by the victorious allies that its possession was specifically forbidden in the Treaty of Versailles that ended the war.

Aviation rapidly progressed in the interwar years, spurred by contests such as that which Charles Lindbergh won with his 1927 nonstop flight from New York to Paris. The 1930's rise of fascist states brought rapid advances in aircraft technology by both sides of the coming conflict, while World War II raised performance and lethality capabilities to new levels.

The ongoing tensions of the post-war era, both in Cold War and "Hot War" periods, provide the context for much of the Valiant Air Command's collection. Our collection aims to tie that evolution to the world events of its time, and in doing so teach the lessons of 20th Century history in an accessible and motivational manner.

Statement of Responsibility

Certification and Submission

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Tracy Bohrmann

Title

Finance Officer

Text

FY23 Applications: File Attachments

Upload Proposal Budget

FY 22 Valiant Air Command.xlsx

Upload Marketing Plan here

Marketing plan for BCA 2022.docx

IRS determination letter

IRS Determination Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Detail by Entity Name.pdf

Marketing asset/collateral upload

2021 Fly-in Drive-in flyer NEW BB VER 2 - 7-17-21.pdf

Marketing asset/collateral upload

Warbird Events - Social Ad (3).mp4

Marketing asset/collateral upload

Warbird Breakfast - Social Ad.mp4

Optional support material file

Events 2022 for BCA.docx

Optional support material file

FY23 Applications: Native Heritage Gathering, Inc.

Profile

Native Heritage Gathering, Inc.

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2022 - 2023

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist 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 Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

May 31, 2022:

Cultural Support Application opens

May 31, 2022:

Non-Mandatory Virtual Information meeting for applicants, 10am

June 24, 2022:

Application deadline, NLT 5pm

June 27-July 1, 2022:

BCA Staff review applications for completeness

July 7, 2022:

Cultural Committee meeting #3, Space Coast Office of Tourism, 2pm

July 7, 2022:

Applications & Scoresheets submitted to Committee for scoring

August 5, 2022:

Committee online scoring completed, NLT 5pm

August 11, 2022:

Cultural Committee meeting #4, Space Coast Office of Tourism, 2pm

August 24, 2022:

Tourist Development Council meeting, Recommendations & Funding

September 13, 2022:

Brevard County Board of County Commissioners meeting

September 14, 2022:

Funding notification & execute contracts

October 1, 2022 - Sept. 30, 2023:
FY 2022-2023 grant period

The Tourist Development Council (TDC) Cultural 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) and Brevard Cultural Alliance (BCA) staff.

In instances of a single event, an interim report and reimbursement request are due within 30 days of the conclusion of the event. In the case of funds supporting a "season" the final report is due by October 31, 2023. Reimbursement requests are due October 6, 2023. Failure to comply with the final report requests may impact future funding requests.

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

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered for this grant, visitors to the event/season must account for total visitation of 1,000 out-of-county attendees. The out-of-county attendee measurement shall be conducted by TDO staff as a combined effort of online tracking tool and organization verified ticketing system.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for two (2) years. (Date on IRS 501-c3)
- k. An organization must have held the event/season for at least one (1) year to qualify for the Cultural Support Grant program.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2022-2023 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Funding Amount: \$10,000

Number of Out-of-County attendees: 2,501 - 5,000 Funding Amount: \$15,000

Number of Out-of-County attendees: 5,001+ Funding Amount: \$20,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office 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 Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract.

Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded 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.

Allowable and Non-Allowable:

Allowable Costs:

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of May 31, 2022. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 24, 2022 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held

at May 31, 2022 at 10am.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2022-Sept 30, 2023 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. 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.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance 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, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.
7. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees 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.
8. 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.

8.0 EVALUATION CRITERIA

Selection Process: BCA staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural 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 Cultural 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.

FY 2022-2023 Cultural Support Grant Program – Evaluation Rubric

Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

Evaluation Criteria: Points Available

Proposal clearly describes the proposed event or season: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

Proposal clearly describes how the event or season will promote the Space Coast as a cultural destination: up to 20

points

Reviewer: Use the following scoring rubric as a guide

Excellent: 18 - 20 points

Very Good: 15 - 17 points

Good: 9 - 14 points

Adequate: 5 - 8 points

Poorly presented: 0 - 4 points

The application clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points

Very Good: 13 - 14 points

Good: 8 - 12 points

Adequate: 4 - 7 points

Poorly presented: 0 - 3 points

The application clearly describes the organization's Marketing plan for the event or season and how they intend to attract out-of-county visitors to the event or season: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 24 - 25 points

Very Good: 20 - 23 points

Good: 12 - 19 points

Adequate: 6 - 11 points

Poorly presented: 0 - 5 points

The application describes in detail how the organization evaluates their efforts their efforts to create success for their event or season: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Excellent: 15 points

Very Good: 13 - 14 points

Good: 8 - 12 points

Adequate: 4 - 7 points

Poorly presented: 0 - 3 points

**** Please rate the overall quality of the application including support materials: up to 5 points.****

Excellent: 5 points

Very Good: 4 points

Good: 3 points

Adequate: 2 points

Poorly presented: 0 - 1 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards.

The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations

will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 31, 2023. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 8, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format)

12.0 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.

FY2022-2023

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 24, 2022 by 5:00pm

Are you completing the application for an Event or Season? Select one.

Event

Name of the Event or Season

14th Annual Native Rhythms Festival

TOTAL Organization Operating Budget Amount for Most Recently Completed Fiscal Year

51,000

Organization Name

Native Heritage Gathering, Inc.

Mailing Address:

1280 Marshall Ct

City: State: Zip Code:

Merritt Island

Federal Employer ID #:

36-4508361

Web Site address:

1280 Marshall Ct

Organization Telephone:

3214521671

Organization Email:

Martha@nativerhythmsfestival.com

Primary Contact Person: First and Last:

Martha Pessaro

Primary Contact Person Phone (if different from Organization Phone):

3215052418

Primary Contact Person Email (if different from Organization Email):

Tigerlily1953@aol.com

Alternate Contact Person: First and Last:

John Ellis

Alternate Contact Person Phone (if different from Organization Phone):

321-917-0276

Alternate Contact Person Email (if different from Organization Email):

John@nativerhythmsfestival.com

How will grant funds be used? Check all that apply.

Artistic Services, Materials/Supplies

Please select the one discipline category below for which funding is requested.

Grant Category

Festivals

Please provide a brief description of your organization. (This is for background information for the Committee and will not be scored)

Native Heritage Gathering, Inc. has been incorporated since 2003 and has been the organization that provides Native American Cultural events starting with the Melbourne PowWow that was held annually in Wickham Park Pavilion as a three day Traditional Intertribal PowWow from 2001 to 2008 with a transition to presenting the three day Native Rhythms Festival at Wickham Park Amphitheater from 2009 to present with intentions of continuing the Festival for years to come.

The organization was created by a small group of Brevard County residents who wanted to provide representation for Native American Cultures in a family friendly environment for all to experience and enjoy. The board and committees are an all volunteer workforce and have diverse backgrounds all contributing to a sustainable and vibrant team effort.

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

22-wizehive-proposal-budget-2.xlsx

Narrative Questions

1. Please describe the proposed event or season for which you are seeking funding from the FY2022-2023 Cultural Support Grant program. (Be brief & concise but answer the question fully)

Maximum 3,000 characters

The Artists, Musicians, Dancers and Educators that perform at Native Rhythms Festival come from many different Native Nations, Tribal Entities, and Native backgrounds. The musicians are award winning, and we have had the Artist of the Year for Native American Music Awards appear for the past three years. Shelly Morningsong is also the Best Blues artist and has many awards and accolades to her many years of performance and travel. She and her husband, Fabian Fontenelle (Men's Traditional Dance Champion for many years at the Gathering of Nations Powwow, Albuquerque New Mexico, and many other Powwows). Together they have traveled the world performing for a vast array of events and honoring ceremonies. The list of accomplished musicians and artists continues and provides a vast draw of followers from across the world to attend Native Rhythms Festival annually. Our vendor village boasts the finest artisans and craftspeople from across the Continent. Providing educational programming for our community and attendees is priority for the festival and we are honored to have Jim Sawgrass Native American Village as well as the Ed WindDancer Cultural experience for all to attend. Workshops are held for a variety of music and culture related topics throughout the three-day weekend.

Our mission to provide the Native Rhythms Festival as a family friendly and free of charge event opens the door for families to attend unfettered by high cost of admission and in doing this we break down all socio-economic barriers for all attendees. We are a dedicated team of volunteers and we have established a loyal following of attendees who return annually as well as working diligently to promote the cultures of our least represented minority in the United States, our Native Americans.

2. How does your proposed event/season promote the Space Coast as a cultural destination? (Please answer the question fully in a concise manner).

Maximum 3,000 characters

The appearance in our County of the prestigious and highly awarded Native American Performers, Artists, Craftspeople, and Educators should be at the heart of every public announcement from all public sources. At least two World Hoop Dance Champions have appeared annually and great effort to involve all performers who have been either nominated or voted in for GRAMMY or NAMA (Native American Music Awards which are the equivalent of GRAMMY awards) awards are considered for the stage performances. We have many attendees who are fans of the award -winning performers who make it a point to get to Native Rhythms Festival and travel from many locations including overseas. Our out of County visitation consistently accounts for approximately one third of our attendance. The Workshop offerings also attract a large attendance, and the popularity of the educational programs is ever increasing with overflowing requests for seats. The Living History exhibits, and programs are attended by school groups from Brevard, Indian River County, Osceola County, and Orange County. Jim Sawgrass will be presenting the East Meets West Experience throughout the weekend and families can enjoy hands on exhibits and demonstrations that create an immersive experience. This program draws crowds from across the Southeast meeting Elementary School curriculum standards for Southeastern History.

Many members of our Flute Circle communities attend and travel great distances as well as within Florida to attend Native Rhythms Festivals. The World Flute Society has long been a supporter of the festival and we have a large group of musicians from many of the Flute Circles who attend to hear the performances and many who compete in the Paula Ellis Memorial Flute Players Contest.

The variety and diverse base of Artists and Craftspeople who form our vendor village provide items for sale and demonstration of many of the crafts. Averaging 50 vendors and a full food court we provide economic opportunity to all the participants and a chance for all attendees to savor great food such as the delicious FryBread tacos of Mrs. O's Grill on Wheels, while learning about the diverse work of the award-winning artists. A wide variety of nonprofit organizations are invited to table and spread the word about their good work for Florida and the Southeast.

For this weekend, Brevard County becomes the epicenter of cultural excellence in honoring and celebrating Native American Heritage, Music, Arts, Culture, and Living History in the beautiful outdoor setting of Melbourne's Wickham Park.

3. Please describe any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. (Please describe in detail but be concise)

Maximum 1,000 characters

Native Heritage Gathering, Inc. provides the Native Rhythms Festival annually in honor and celebration of Native American Heritage Month each November which is Federally and Regionally recognized through Proclamation. The one and only such event for the Greater Central Florida region is the Native Rhythms Festival held at Wickham Park Amphitheater on the second weekend in November. The performing artists appearing on the stage are multi award winning artists from diverse genres and receiving recognition from the Native American Music Awards, Indian Summer Music Awards, and Grammy Awards.

The County and municipalities have supported the Native Rhythms Festival in past with Proclamations and recognition as this is the only program provided for the public to honor, celebrate and enjoy Native American Heritage Month each November. The event is Family Friendly and Free of admission charges.

4. Please upload your Marketing Plan, including suggested elements such as goals and objectives, target audience(s), specific marketing activities, timeline and budget. In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

Upload Marketing Plan here

2022MediPlanSCOT.pdf

5. Please describe in detail how you will measure and evaluate the success of your event/season? (Please answer the question fully in a concise manner).

Maximum 2,000 characters

The Native Rhythms Festival is a free event and tickets are not issued or collected with customer information. Our onsite surveys have derived information on a short form templated after forms used at the McDowell Art Colony in Peterborough New Hampshire when conducting their Artists Events, McDowell Downtown. The survey provides demographic information including Zip Codes. A similar survey was conducted years ago by the Tourism Development Council on the grounds during the event. Currently, our volunteer team conducts the surveys with willing attendees as they are exiting the event or when they are visiting our Information Booth/Hospitality Center. We use a Pin your Hometown on the map for each day and participants like to do that especially if they are a family group or traveling from afar. Parking lot data can reveal out of state attendees, not helpful with out of County Floridians. This being the first year that we are reporting such data, we are working on an approach through social media encouraging people to fill out the surveys and indicate attendance by signing up to events. Our online registration for the Workshops provides excellent and qualified data as we ask for Zip Codes in that process.

Required Documents to Upload

IRS determination letter

NHGI 501C3.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

NHG Detail by Entity Name.pdf

Marketing asset/collateral upload

NRF2022 Flyer Poster 031922.pdf

Marketing asset/collateral upload

NRF2021_Program.pdf

Marketing asset/collateral upload

Performer2021Bios.pdf

Optional Additional Support Materials

Support materials provide panelists with a more complete picture of the applicant organization. Please provide three examples of marketing assets/collateral.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

Gannt Chart2022.pdf

Optional support material file

ProcessImprovements2021_2022.pdf

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

Our 14th Annual Native Rhythms Festival will feature Performances and Educational opportunities for ALL people to honor, celebrate, and enjoy Native American Culture during November as directed by Federal proclamation and supported locally by County and municipal proclamation. The three day event is designed to be family friendly, free of admission charges, and open to any and all of our residents and visitors to the Wickham Park Amphitheater, under the beautiful Pine trees.

Our all volunteer Board and Committee are working to produce the best festival ever by contracting with the award winning performing artists and educators from the Native American community. The Performer Biographies from last year are attached and we welcome Rona Yellow Robe to the stage this year as our newest first time performer. We are very proud to welcome back our East Meets West Experience with Jim Sawgrass, and have obtained SouthArts support for this important educational program where partial funding will assist in providing the very highest quality educational experience for all.

The support of our Community is imperative to the success and continuation of recognition, honoring, and celebration of Native American Culture during Native American Heritage Month and the entire Board and Committee of Native Heritage Gathering, Inc. presenting Native Rhythms Festival extends many thanks for your consideration of this application for Grant support.

Statement of Responsibility**Certification and Submission**

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Martha Pessaro

Title

Event Chair, Treasurer

Text

321-505-2418

FY23 Applications: File Attachments**Upload Proposal Budget**

22-wizehive-proposal-budget-2.xlsx

Upload Marketing Plan here

2022MediPlanSCOT.pdf

IRS determination letter

NHGI 501C3.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

NHG Detail by Entity Name.pdf

Marketing asset/collateral upload

NRF2022 Flyer Poster 031922.pdf

Marketing asset/collateral upload

NRF2021_Program.pdf

Marketing asset/collateral upload

Performer2021Bios.pdf

Optional support material file

Gantt Chart2022.pdf

Optional support material file

ProcessImprovements2021_2022.pdf