



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Consent

F.21.

5/18/2021

Subject:

Approval, FY 2021-2022 Tourist Development Council (TDC) Cultural Committee Grant Program Schedule, Guidelines, Application, and Score Sheet

Fiscal Impact:

FY2021-2022: \$150k is budgeted for FY 2021-2022 in the Cultural Fund 1443.

Dept/Office:

Tourism Development Office

Requested Action:

It is requested that the Board of County Commissioners approve the FY 2021-2022 TDC Cultural Committee Grant Program cycle schedule.

It is also requested the Board of County Commissioners approve the Tourist Development Council (TDC) FY 2021-2022 Cultural Support Grant Program Guidelines, Application and Committee Scoresheet. It is also recommended that the TDC approved applications which shall come before the Board for final funding approval as the grant application cycle schedule commences, as well as make the necessary legislative findings (Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3) a, (S)a, and (6) a. of the Brevard County Code of Ordinances).

Further, grant the Director, Tourism Development Office (TDO) authority to negotiate and sign all necessary grant agreements and related documents to support the grants for applications that receive future approval as the grant cycle commences for FY 21-22.

Summary Explanation and Background:

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 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.

The Tourist Development Council Cultural Committee will monitor the grant program, with annual approval by the Tourist Development Council of grant program policies and procedures and project grant awards. The program will be administered by the Tourist Development Office (TOO) Staff.

The Cultural Committee at their March 30, 2021 meeting and the Tourist Development Council at their April 28, 2021, meeting recommended unanimously the Board approve the recommended FY 2021-2022 Cultural Committee Grant Program Guidelines, Application and Scoresheet. A summary of the changes includes:

- Adding "as its main purpose the attraction of tourism
- Events must be in-person with in-person attendees, with a minimum of 1,000 out-of-county visitors or 20% of overall visitation
- Virtual events and media events will not be eligible
- Groups must focus on ROI by providing visitor attendance and spending data that will be verified by TDO Staff
- Updated E-Verify and anti-lobbying language

Clerk to the Board Instructions:

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



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

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

May 19, 2021

MEMORANDUM

TO: Peter Cranis, Tourism Development Director

RE: Item F.21., Approval of FY 2021-2022 Tourist Development Council (TDC) Cultural Committee Grant Program Schedule, Guidelines, Application, and Scoresheet

The Board of County Commissioners, in regular session on May 18, 2021,

- approved the FY 2021-2022 TDC Cultural Committee Grant Program cycle schedule;
- approved the TDC FY 2021-2022 Cultural Support Grant Program Guidelines, Application, and Committee Scoresheet;
- authorized the TDC to approve applications that shall come before the Board for final funding;
- authorized the TDC to make the necessary legislative findings in accordance with Section 125.0104(5)(a)(3), Florida Statutes, and Section 102-119(3)(a),(5)(a),(6)(a) of the Brevard County Code of Ordinances; and
- authorized you to negotiate and sign all necessary grant agreements and related documents to support the grants for applications that receive future approval as the grant cycle commences for FY 2021-2022.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

A handwritten signature in cursive script, reading "Kimberly Powell", is written over the typed name.

Kimberly Powell, Clerk to the Board

/cld

cc: County Attorney
Finance
Budget



**BREVARD COUNTY
OFFICE OF TOURISM**

Guidelines

**CULTURAL SUPPORT
GRANT PROGRAM**

FY 2021-2022

FISCAL YEAR 2021-2022

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 27, 2021	Application Opens
May 27-28, 2021	Information meeting, Government Center Viera , 3pm
April 28, 2021	TDC Guidelines/Scoresheet Approval
May 18, 2021	BoCC Guidelines/Scoresheet Approval
July 13, 2021	Cultural Committee Meeting, Wizehive instructions
June 25, 2021	Application Deadline, NLT 5pm
June 28-July 2, 2021	BCA Staff review Applications for completeness
July 13, 2021	Cultural Committee meeting, 2pm. Wizehive Training
July 13, 2021	Committee begins review and scoring
August 13, 2021	Committee online scoring completed, NLT 5pm
August 24, 2021	Cultural Committee meeting, Ranking & Recommendations
August 25, 2021	Tourist Development Council meeting, funding recommendations & approval
September 14, 2021	Brevard County Board of County Commissioners Approval
September 15, 2021	Notification of funding awarded & execute contracts.

October 1, 2021
Sept. 30, 2022

FY 2021-2022 Grant period begins
FY 2021-2022 Grant Period ends (see section 11 of guidelines)

A final report is due within 30 days of the conclusion of the event or in the case of funds supporting "season" the final report is due by October 30, 2022. Reimbursement requests are due by October 7, 2022. 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, Out-of-County visitors to an event or season must account for 20% of total visitation or 1,000 guests (~~whatever is greater~~).—This measurement shall be submitted by applicants and confirmed by TDO staff.

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)

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

~~Up to \$500,000 in~~ Funds may be available for the fiscal year 2021-2022 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

# of Out-of-County attendees	Funding	Programs
1,000 – 2,500	\$2,500	Cultural Support Grant Program
2,501 – 5,000	\$5,000	Cultural Support Grant Program
5,001 +	\$10,000	Cultural Support Grant Program

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, ~~other services~~, 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 27, 2021**. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 25, ~~May 21, 2021~~ to be considered for funding. If you have ~~are~~ ~~unable to upload the required supporting documentation within the online application or other application~~

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.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant ~~organization~~ may not submit more than 1 (one) application ~~apply under more than one organization.~~
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2021 – September 30, 2022. The project start 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, 2021-Sept 30, 2022 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.
1. 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.
2. **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.**

8.0 EVALUATION CRITERIA

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 ~~evaluation~~ through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to ~~the attending the application review~~ 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 ~~Review~~ 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. ~~with the executed contract when the funding is awarded.~~ Status reports are due twice a year (mid-year and a final report) ~~after the contract is executed.~~ 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 ~~will results in points being deducted from an applicant's~~ future grant applications.

11.0 PAYMENT REIBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall **reimburse** the applicant for ~~events or activities~~ 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 30, 2022. 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. ~~to both visitors and residents and made a positive impact on Brevard County tourism.~~
3. 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 7, 2022. ~~(for TDC funds and match).~~
4. Photograph(s) and/or a screenshot(s) clearly showing proof of ~~credit~~ logo usage (.jpg or .tif format).

12.0 ANTI-LOBBYING STATEMENT

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

8.0 EVALUATION CRITERIA

Tourism Development Council FY 2020-2021 Cultural Support Grant Program – Evaluation Form		
<i>Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.</i>		
Section 1 – Applicant Information (TDO staff will complete this section)		
Project Title:		
Project Number:		
Project Applicant:		
Total Project Cost:		
Requested Funding from TDC:		
Evaluate Criteria	Points Available	Points Earned
Section 2 – Cultural Event/Activities		
Proposal clearly describes the proposed event/activities. Clearly demonstrates how the event/activities promote the Space Coast as a cultural destination.	20	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 - 4 points		
Adequate: 5 - 8 points		
Good: 9 - 12 points		
Very Good: 13 – 16 points		
Excellent: 17 - 20 points		
Proposal clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote Brevard County as a cultural destination.	15	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		

Section 3 - Tourism Impact		
Proposal clearly describes how many estimated out-of-county visitors will attend the event/activities during FY 2021-2022 and submitted a 2-year attendance worksheet indicating the number of out-of-county visitors.	25	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 - 5 points		
Adequate: 6 - 10 points		
Good: 11 - 15 points		
Very Good: 16 – 20 points		
Excellent: 21 - 25 points		
Proposal clearly describes the methodology that was used to measure attendance of out-of-county visitors and Brevard County residents for the event/activities.	10	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 - 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 – 8 points		
Excellent: 9 - 10 points		
Section 4 - Marketing		
Proposal clearly describes the marketing plan efforts to attract out-of-county visitors to the event/activities, including a detailed 2-year marketing expense worksheet.	25	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 - 5 points		
Adequate: 6 - 10 points		
Good: 11 - 15 points		
Very Good: 16 – 20 points		

Excellent: 21 - 25 points		
Section 5 – Overnight Stays/Spending		
The application includes detailed overnight stays and spending of out-of-county visitors that attended the event/activity in prior years?	5	
Reviewer: Use the following scoring rubric as a guide		
Poorly presented: 0 – 1 point		
Adequate: 2 points		
Good: 3 points		
Very Good: 4 points		
Excellent: 5 points		
PROPOSAL SCORE (Maximum 100 points)	100	

Cultural Support Grant Program

APPLICATION – (WizeHive)

- Proposed Event/Activities – Textbox (500 characters)
- How will you expend the grant funds – Dropdown – Support Personal, Artistic Services, Supplies, Marketing, other services and other general operating costs
- What was the total number of attendees to your event/activities last year (2019)?
textbox

Cultural EVENT - 35

1. Please describe your proposed event/activities for which you are seeking funding. Please address the following question: What does your event/activities bring to Brevard County to promote the Space Coast as a cultural destination? Textbox (3,000 characters)
2. Does this event/activity possess 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. Textbox (3,000 characters)

TOURISM - 35

1. How many out-of-county visitors attended your event/activities over last 2 years? ~~If this is a new event please forecast your new event.~~
2. Explain in detail, what is your methodology to capture out-of-county attendance at your event/activities.

MARKETING - 25

1. Please describe your marketing plan for FY 2021-2022 to attract out-of-county visitors to your event/activities. Submit a (2-year) marketing expenses worksheet, if possible please include a detailed accounting (or projected) number of out-of-county overnight stays and spending of event attendees.

Overnight Stay/Spending – 5

1. The application includes detailed (or projected) overnight stays and spending of out-of-county visitors that have attended the event/activity in prior years

REQUIRED DOCUMENTS-

- W-9
- 2-year detailed expense budget, if available ~~(proposed if this is your first year)~~
- 2-year attendance worksheet

- Detailed Marketing Plan
- Supporting Documentation - Programs/Letters of Recommendation, etc.