

Meeting Date
8-5-2014



AGENDA	
Section	CONSENT
Item No.	II.C.4

**AGENDA REPORT**  
**BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS**

SUBJECT:	Approval of Tourist Development Council (TDC) Proposed FY 2014-15 Event Funding Policy
DEPT/OFFICE:	Tourism Development Office (TDO)

**Requested Action:**  
The Tourist Development Council (TDC) requests the Board of County Commissioners approve the proposed revised FY 2014-15 Event Funding Policy which includes eligibility requirements, eligible uses of funds, evaluation criteria, application forms and reportage requirements.

**Summary Explanation & Background:**  
The TDO Event Funding Policy was developed last fiscal year and approved by the BoCC on May 28, 2013. The Policy provides the guidelines for organizations to formally request advertising funding assistance for tourism related events, including the timeline for application process and evaluation procedures. The primary purpose of the program is to promote and advertise the most qualified events that generate overnight visitors, which provide a positive economic impact to the County.

For FY 2013-14, the applicants that applied for and received advertising funding include: Brevard Wildlife Corridor Expedition, Runaway Country Music, Melbourne Music Marathon, Space Coast Marathon, BBQ and Blues, Superboat Grand Prix, US Beach Running Championships, Melbourne Air & Space Show, Port Canaveral Seafood Festival, Excalibur 10 Miler, Beach 'n Boards Fest, TICO Warbird Airshow, Cocoa Beach Triathlon, Rocketman Florida Triathlon, Valkaria Air Show, Gran Fondo Brevard.

The Marketing Committee at their May 19, 2014 meeting and the TDC at their May 28, 2014 meeting both unanimously recommended approval of the revised policy. Funding assistance may only be requested for out-of-county advertising. The program is designed to provide additional and enhanced media reach and frequency to the organization's existing media plan using the TDC's negotiated media buys. The TDO will place all media and pay directly to the media vendor. A robots post-event report is required to be submitted within 3 months after the event.

The most significant change to the policy is the method for determining advertising support. Although the TDC Marketing Committee will still review and recommend to the TDC, the applicants will not be required to make a presentation to the Marketing Committee as the written applications will only be used for evaluation. Applicants' scores will determine the level of funding, which will be divided into three tiers: for example, the highest scoring applications may receive television, radio, billboards, digital and social media; and the lower average scoring applications may receive digital and social media exposure. Understanding that one solution doesn't fit all, and the media mixes and their components or practical opportunities are subject to change, TDC staff, based on scoring and subsequent tier determination, remains the final arbitrator of providing support per tier level and per event.

The funding for the program is from the TDC Promotion and Advertising Fund 1441, and will vary annually. The estimated available funding for the program will be approved by the TDC. The estimated FY 2014-15 program funding is \$125,000 (no change from previous year).

Contact: Rob Varley, 433-4470  
Robert.varley@visitspacecoast.com

Clerk to the Board instruction:

Exhibits Attached: Proposed Revised FY 2014-15 Event Funding Policy

Contract /Agreement (If attached):	Reviewed by County	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
County Manager's Office	Department	Rob Varley	PR	<input type="checkbox"/>	
Stockton Whitten, County Manager					

**BREVARD** *County*  
BOARD OF COUNTY COMMISSIONERS

**FLORIDA'S SPACE COAST**



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

Telephone: (321) 637-2001  
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August 6, 2014

MEMORANDUM

TO: Rob Varley, Tourism Development Council Director

RE: Item II.C.4, Approval of Tourist Development Council Proposed FY 2014-2015 Event Funding Policy for Eligibility Requirements, Eligible Uses of Funds, Evaluation Criteria, Application Forms, and Reportage Requirements

The Board of County Commissioners, in regular session on August 5, 2014, approved the proposed revised FY 2014-2015 Event Funding Policy, which includes eligibility requirements, eligible uses of funds, evaluation criteria, application forms, and reportage requirements.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS  
SCOTT ELLIS, CLERK

*Tammy Etheridge*

Tammy Etheridge, Deputy Clerk

/clm

cc: Finance  
Budget

## **FY 2014-15 SPECIAL EVENTS FUNDING POLICY**

### **Introduction**

The purpose of this document is to establish, detail and disseminate Policy for the support of Events by the Tourist Development Council (TDC). This support is a mechanism which responds directly to the TDC Mission and, as such, will provide a structured framework by which all applications and subsequent reportage will be quantified and evaluated.

It's to be noted that this Policy will adopt as its principal consideration:

*Events which contribute to increasing the positioning of Brevard County as a major tourist destination will be embraced and supported. Such support will be subject to a transparent and accountable process.*

This is an evolving document and feedback is welcomed. We are committed to developing and continuously improving Brevard County TDC's Policies.

### **Support for Events**

#### **Tourist Development Tax**

The TDC is able to offer support for Events by utilizing dollars generated from the Tourist Development Tax, or so called the resort tax. The Tourist Development Tax was approved by the voters of Brevard County in November 1986 and currently adds 5% to bills paid by visitors for short term rentals up to a maximum stay of 6 months at hotels, motels, apartment hotels, rooming houses, RV parks, and condominiums in Brevard County.

*APPENDIX 7: details Tourist Development Tax.*

## **Funding of Specific Events**

### **Types of Events:**

1. Heritage
2. Nature
3. Sport [including aviation and water sports/events]
4. Music
5. Art

## **Type of Funding Available**

### **Advertising Support:**

Funding shall solely be for *out-of-county* advertising support. The TDC shall provide **supplemental** event advertising prior to the event including but not limited to: television, radio, digital, outdoor and print. The media placed will be advertising/public relations or specialized support determined by the TDC with input from organizer, based on but not automatically duplicating the organization's submitted marketing and media plan. The purpose of this program is to provide additional and enhanced media reach and frequency to the organization's existing media plan using the TDC's negotiated media buys. Applicant shall provide a proposed marketing plan and media schedule with the application.

The applications' scores will determine the level of funding, which will be divided into three tiers: For example, the highest scoring applications may receive television, radio, billboards, print, digital and social media exposure; the second tier may receive billboards, digital and social media; and the lower average scoring applications may receive digital and social media exposure. But understanding that one solution does not fit all, and that the media mixes and their components or practical opportunities are subject to change, TDC staff—based on scoring and subsequent tier determination—remains the final arbitrator of provided support per tier level and per event.

**Funding availability per year:**

Funding available for the support of Events will respond directly to the tourist tax allocated to the TDC Marketing budget. Tourist Development Tax collected will vary year to year and will be dependent on the number of visitor overnight stays in the County. It's for this reason the available funding allocated to this initiative will vary from year to year. However, the funding allocation will be made public prior to the beginning of the fiscal year of the funding cycle.

**Event support availability:**

The budgeted funds will be available to apply for prior to the beginning of the fiscal year. The County's fiscal year is October 1 through September 30.

Using a robust scoring rubric, Events will be evaluated by the TDC Marketing Committee to determine recommended level of support, and the TDC will make the decision on level of support.

**Supported Categories and Periods**

The TDC has established a series of categories so that an individual or series of Events can be evaluated in a manner that's derived from a standardized approach. So, for example; Events which are focused on attracting day visitors are of importance ~ but they are of lower importance than Events which are focused on attracting overnight visitors. This is clearly because the overnight visitor has greater economic impact by contributing to Tourism Development Tax which will, in turn, support more Events. This is substantiated by statistical data which lends evidence that day visitors spend on average \$79.37 per day per party while overnight visitors spend an average of \$321.83 (not including lodging) per day per party.\*

\*Randall Travel Marketing: Space Coast Visitor Study 2013

Some Events will attract large numbers of day visitors whose presence will benefit the county GDP through other transactional means and some community Events will also have a positive effect in contributing to the vitality of the county ~ and therefore attractiveness to potential tourists.

## **APPLICATION ELIGIBILITY**

To be eligible to apply for support, applicants may be either a not-for-profit or a for-profit. The applicant may be an organization or an individual but must be legally constituted and must be able to illustrate acceptable experience of successful Event management.

If the Event is being funded through another TDC program, e.g., Cultural Marketing Initiative (CMI) or Chamber Co-op Marketing, the event will not be eligible to participate in this program.

### **Term of Eligibility**

New Events: First and second year events.

Developing Events: Events with a 3-5 year history.

Mature Events: "Signature" events that have been organized and operated successfully with measurable results for over 5 years.

Some mature, or long running Events, are of significant value\* in driving tourism to the county. These Events, should they prove of considerable Tourist Development Tax value, will be generating further funds to be allocated to embryonic Events. In addition, some large scale signature Events are of significance and position the county to be perceived as a vibrant destination. Signature Events which continue to be presented after their initial 5 (five) year period of support will be automatically considered for integration and inclusion in the annual TDC marketing campaigns (broadcast, outdoor, digital, social) but may continue to apply if the supplemental advertising support deemed needed is outside of the ongoing general TDC marketing campaigns.

*\*An example of Significant Value is to be found at APPENDIX 3*

## HOW TO APPLY

### Application Timeline and Support Materials

The guide as to when your organization and/or individual may apply and what materials will be required is as follows:

A request for support by eligible organizations or individuals, must be made with at least 3 (three) to 6 (six) months lead time in order to allow sufficient time to implement the marketing plan ~ and a proposed detailed marketing plan must accompany all applications.

All applications must present SMART objectives; Specific, Measurable, Achievable, Realistic and Time specific ~ articulated as Key Performance Indicators (KPI).

<b>Specific</b>	Is the objective fully articulated? Can we all understand what success looks like?
<b>Measurable</b>	Are your proposed Metrics appropriate? How will you evidence achieving them?
<b>Achievable</b>	Can the Event be produced by the production team? Do they have the resources?
<b>Realistic</b>	Is it possible to achieve the metrics? Is this resourced appropriately ~ can it be delivered?
<b>Time Specific</b>	What's the Deadline, can it be met? When are the review dates ~ can they be met?

In addition to the support documentation, the applicant must submit between one and three letters of support from local hotels. The application will detail how the applicant proposes to track room nights and which hotels may be used. This will be compared to the end of Event report which will detail which hotels were actually used and/or estimated the number of room nights generated ~ and will also indicate specifically how this metric was tracked.

An acceptable means of tracking would be a document signed by the General Managers or Director of Sales of the hotels of benefit (depending on size of event, 1-3 letters), which will clearly enumerate the number of rooms occupied and the nights of occupancy. A sample letter is attached as Appendix 10 .

The application will also articulate the anticipated number of attendees and will clearly articulate how that number will be evaluated during the Event (*e.g. ticket's, passes, comps etc*).

It's strongly urged that applicants are prudent in their assumptions and, post Event, are able to illustrate their outcomes in a robust and verifiable manner. (The methodology for estimates and/or actual attendance must be clearly defined.) Ongoing support of Events will be contingent on 75% attainment of agreed targets.

#### *APPENDIX 7: TDC credit line usage & Logo requirements*

The event organizer is required to survey their audience using the TDC's event survey questionnaire, which will be provided to all event organizers.

Options that the event organizer may consider:

1. Utilize the TDC's tablets with questionnaire and survey software uploaded. TDC staff will provide instructions on use and downloading survey results.
2. Print the questionnaire for use at the event. Approved electronic format will be provided and must be used, to maintain continuity for fiscal data collected.
3. Provide a method for event attendees to access and answer the TDC-approved survey via online link provided during and/or after the event.
4. Contact Florida Tech, Eastern Florida State College or other educational institutions (Business/Statistics Department) and propose a project for interns to help survey and compile the data, utilizing the approved survey and paper intercept version of the TDC survey.
5. If it is determined incentivizing survey takers is needed, event organizers will be required to procure incentive(s), promote and instruct responsible event staff or volunteers and or others to carry out intercepts.
6. A combination of the options above.

In the case of TDC staff involvement on site for any purpose, the Event organizer shall willingly provide a prime location at the event site for the TDC to set up a portable Welcome Center to distribute tourism information, if requested.

**The FY 14-15 application calendar is as follows: (subject to change)**

Application Deadline	Marketing Committee Meeting	Event delivered
August 15, 2014	August/September	Between October 1, 2014 and September 30, 2015

All applications are due on the date listed above. If the day falls on a weekend then they are due by the Friday preceding the deadline. Applications must be submitted online ([VisitSpaceCoast.com/](http://VisitSpaceCoast.com/)   tbd  ) and must also submit 2 hard copies (1 original and 1 copy) of the application *[including all support material as requested]*. The above dates are subject to change. Any changes will be publicly noticed.

**SCORING RUBRIC**

**Scoring Applications**

The Marketing Committee will score all applications using a standardized methodology. Event organizers shall not provide an oral presentation of their event application.

The Marketing Committee will use a scoring rubric which addresses the potential benefits of every proposed Event and assigns points to each element. The cumulative points will determine the eligibility and level of support. The scoring will be a public document, available at the TDC office and therefore made freely available to applicants. The New Event scoring rubric differs slightly from the other events scoring due to the attendance projection criterion.

### **Marketing Committee & Meeting Information**

The TDC Marketing Committee members will be responsible for reviewing, evaluating and making support recommendations. On the day of the Marketing Committee meeting to review applications, the Committee will discuss the evaluation procedures and scoring rubric prior to scoring applications.

Applicants are not required to attend the Marketing Committee meeting, however the applicants may need to answer questions the committee may have about their applications, therefore may consider attending.

Applications will be scored and an average percentage score will be calculated by the TDC staff. The highest and lowest scores will be excluded from the calculation as long as there is a majority present at the Marketing Committee meeting. Not all events may receive support due to the amount of funds available and the application's average score, although the TDC can include all tourism related events in social media marketing and website calendar of events.

Public comment will be accepted. At the conclusion of the meeting the committee will make support recommendations to the TDC. The Marketing Committee's recommendation will be forwarded to the TDC for ratification at their monthly meeting.

### **Post Event Report & Metrics**

The Event organizer will provide TDC with a Post Event Report within 3 calendar months after the completion of the Event. Reports will be accepted and analyzed on a rolling basis and will be scrutinized within 30 days of submission.

The Report will also present examples of marketing the event, including event print ads, digital ads and promotions, billboards, television, radio, displays during the Event. The TDC will provide copies of the ads placed by the TDC and the

Event organizer will provide additional significant and representative evidence of event ads, publicity and promotions handled by the Event organizer.

The Post Event Report is required to be submitted in order to be considered for future support. The Post Event Report form is included in this application. As the TDC marketing for the Event supports a submitted plan by the Organizer, the execution of that plan is expected to be visible and shown in the Post Event Report, with media affidavits.

*(For TDC guidance on the use of Logo and Credit please see Appendix 8.)*

#### Attainment of Agreed Targets:

Ongoing support of Events will be contingent on 75% attainment of agreed targets. If outcomes are significantly low or overall delivery results in a significantly lower economic impact than agreed this will be a committee consideration during the evaluation of any subsequent application for a repeat of the Event or by the applicant(s) for any similar Event.

#### Hotel Occupancy:

The Report will also detail which hotels were used and the number of room nights achieved, indicating how this metric was tracked and confirming occupancy through the presentation of a document signed off by the hotel[s] (1-3 depending on Event size) indicating room nights and occupancy associated with the Event. This will be used for comparison against the assumptions stated in the original application.

#### Number of Attendees:

The Report will also articulate the confirmed number of attendees which will be compared to the anticipated numbers and this part of the Report will clearly articulate how that number was evaluated *[e.g. ticket's, passes, comps etc]*.

Where the Event is free at point of entry, issuing tickets of no face value is a useful device for capturing emails addresses or cell numbers for subsequent SMS campaigns. This also allows for accurate evaluation of attendance. On

those occasions where the Event is free at point of entry and no tickets are issued, an acceptable estimation of attendee numbers will be a written statement from the ranking officer of police or emergency services personnel. Any other methodology for tracking/evaluating attendee numbers must be approved by TDC marketing staff prior to the event.

#### Economic Impact:

The Report will address the economic impact generated for the Space Coast (see Appendix 5). This will concern itself with measures of economic impact / outputs as;

- direct [initial, 1<sup>st</sup> tier suppliers],
- indirect [inter industry triggered by 1<sup>st</sup> tier suppliers]
- how many jobs were impacted by the Event [FTEs]

It's strongly urged that applicants are prudent in their assumptions and work to illustrate the outcomes in a verifiable manner. You will be required to make a presentation to the Marketing Committee and speak about your success and present your Post Event Report (form included in the application).

## **EXCEPTIONS**

As with all policies there will be exceptional circumstances. It's to be acknowledged that while it's clearly not possible to legislate for the unknown it is possible to identify and anticipate the potential for exceptional circumstances and to weight our response to them.

To this extent and without prejudice to any of the foregoing, large scale Events which routinely attract in excess of 35,000 attendees or over 2,000 documented room nights, will be subject to ongoing Support regardless of the number of years the Event has been delivered - with the caveat that the Event will clearly generate an appropriate significant benefit. An example of significant benefit is to be found at Appendix 3.

The support for these signature Events will be subject to review every 3 years.

**TDC Funding Policy Questions Contact Info:**

Rob Varley, TDO Executive Director

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## APPENDICES AND FOOTNOTES

### **APPENDIX 1 - Terms used in this document**

New Event	Events that have not yet been delivered or have been organized and operated for up to 2 years.
Developing Event	Events that have been organized and operated > 2 years but < 5 years
Mature Event	Events that have taken place for 5 or more years.
Economic Impact	Measure of change which might include output, earnings, employment or revenue
Employment	Number of jobs in the local economy. Employment impact is the expected increase in jobs directly and indirectly attributable to the Event
Output	Value of local product [sales or services]. The output is the increase in local product directly and indirectly attributable to the Event
Revenue	Revenues will include taxes, fees, sales of goods and services. The Revenue Impact is the increase in taxes, fees, sales of goods and services
Room Nights	Total number of overnight rooms multiplied by the average length of stay.
Attendees	Persons who attend the Event but who are not paid to do so nor are they volunteering. Attendees may or may not pay to attend the Event
Multiplier	Expected change in output, earnings, employment for each one-dollar change in direct impact

### **APPENDIX 2 – Seasons & Periods**

High Season: February, March, April & July

Low Season: August, September, October, November & December

Mid or Shoulder Season: January, May & June

### **APPENDIX 3 – Example of Significant Value**

An appropriate significant benefit which would return an acceptable return on investment would conform to the following formula:

**Illustration:**

Statistics evidence that there's typically an average 80:20 Event attendance ratio split between residents and visitors [80% resident attendance and 20% visitor/tourist attendance]. We estimate that 5% spend the night in a tax collecting property.

Therefore a large scale two-day event of 50,000 attendees might expect to attract 20% or 10,000 out-of-county visitors, with 5% or 2,500 staying in a hotel/motel. To this we will apply the ratio 2.4, which is currently estimated as the size of a "party". Therefore 2,500 visitors can be considered as 1,042 parties. Since a "party" will give occupancy of one room night and we might consider an average room night rate at \$93 – the visitors associated with the event will return \$96,906 of room night revenues. To calculate the amount of Tourist Tax revenue generated from this example, you must multiply the \$96,906 x 5% tourist tax rate: \$4,845 per night x 2 nights = \$9,690.

Therefore, \$10,000 in advertising value or support for this example event would return \$9,690 in Tourist Development Tax which would be approximately a 1:1 return on investment. Applicant may provide event data that supports a higher out-of-county visitor percentage of attendees and may adjust figures to more accurately reflect the event impact.

An estimate of Direct Local Expenditures will also be considered by the Marketing Committee and applicants are required to calculate the event's economic impact using the TDC approved Economic Impact Worksheet.

#### **APPENDIX 4 - Supporting Documents Check List**

Applicants are required to submit:

1. A brief history of the organization including date founded and mission statement. \_\_\_\_\_
2. Describe the organization's current and past events or programs held, and include specifics such as venues, dates and attendances. \_\_\_\_\_
3. Explain how this Event positively impacts Brevard County. \_\_\_\_\_
4. Describe what impact TDC support will have in terms of participation; number of attendees, attendee growth and development. \_\_\_\_\_
5. Describe the target audience[s], major program[s] and activities for which you're seeking advertising support. \_\_\_\_\_
6. How does the organization measure and evaluate achievement of goals, objectives and impact? \_\_\_\_\_
7. Describe the organization's marketing plans to support the Event. Provide a public relations and media plan. \_\_\_\_\_
8. Give a brief description of collaborations or partnerships with Brevard organizations such as hotels, restaurants, community based organizations etc. Submit 1-3 letters of support from local hotels. \_\_\_\_\_
9. Provide documentation to support an aspiration to excellence – positive reviews, recent achievements, feedback from attendees, etc. \_\_\_\_\_
10. Provide plan to survey audience using TDC approved questionnaire. \_\_\_\_\_
11. What does success look like? Increased hotel occupancy and/or dollars spent locally. How will you track and measure this impact? \_\_\_\_\_
12. The preparation of an event Economic Impact Form (attached). \_\_\_\_\_
13. The preparation of a post Event report for organizations that have previously received funding. \_\_\_\_\_
14. Provide location at event for portable TDC visitor booth or kiosk. \_\_\_\_\_
15. Provide link to TDC website (VisitSpaceCoast.com) on Event's website. \_\_\_\_\_

**APPENDIX 5 - Economic Impact Form**

Event Name:

Event Date(s):

Circle one: Projected or Post Event

**EVENT IMPACT WORKSHEET**

**DIRECT IMPACT**

Determining direct impact of an event:

- 1 How much will / did event organizers spend locally? \_\_\_\_\_
  - 2 How many anticipated/ actual **out-of-town overnight** visitor days?  

$$\frac{\text{_____}}{\text{/ 2.4}} \times \frac{\text{_____}}{\text{\# nights}} = \text{_____} \quad \text{Multiply by \$ 354.29} = \text{\$ \_\_\_\_\_\_ -}$$
  - 3 How many anticipated / actual **day visitor** days? (if applicable)  

$$\frac{\text{_____}}{\text{/ 2.4}} \times \frac{\text{_____}}{\text{\# days}} = \text{_____} \quad \text{Multiply by \$ 79.37} = \text{\$ \_\_\_\_\_\_ -}$$
  - 4 What is /was the expected event site spending (parking, concessions, on site advertising)? \_\_\_\_\_
  - 5 What other expenditures, if any, are / were there? \_\_\_\_\_
- Total Direct Impact=** \$ \\_\\_\\_\\_\\_\\_ -

**MULTIPLIED IMPACTS**

To determine the direct plus indirect impacts of an event:

**EXPECTED:**

Direct Impact =	\$	-	
Output Multiplier =		1.73	
Total Output Impact =	\$	-	
Direct Impact =	\$	-	
Earnings Multiplier =		0.54	
Total Earnings Impact =	\$	-	
Direct Impact =	\$	-	÷ 1,000,000
Employment Multiplier =		22	
Employment Impact =	\$	-	

## APPENDIX 6 – Scoring Rubric for DEVELOPING / MATURE EVENTS

		Support for Events: Brevard County Tourist Development Council Scoring Rubric			
		Excellent	Good	Fair	Weak
		Strongly demonstrates alignment with Event Support Policy 20 points	Satisfactorily demonstrates alignment with Event Support Policy 15 points	Does not sufficiently demonstrate alignment with Event Support Policy 10 points	Makes an incomplete and/or inadequate case for participation 0 or 5 points
1. Organization Stability and Event Management Experience: Illustrates acceptable experience of successful Event management.		Extensive Experience	Reasonable Experience	Limited Experience	Minimal Experience
2. Tourism Development: Demonstrates how Event promotes and builds Brevard as a visitor destination; consideration given to tourism need times; opportunities to grow visitor base.		Compelling and specific demonstration	Significant demonstration	Limited demonstration	Minimal demonstration
3. Attendee Data: Enumerates assumptions of attendance with supporting facts; shows well managed and utilized attendance data		Over 10,000/ Event day or over 1,500 total room nights	Between 5 - 10,000/ Event day or between 1,000 - 1,500 total room nights	Between 1 - 5,000/ Event day or between 500 - 1,000 total room nights	Under 1,000 per Event day or under 500 total room nights
4. Marketing and Promotions: Explains strategic marketing and public relations plan; collaboration/cross-promotion.		Compelling and specific explanation	Reasonable explanation	Limited explanation	Minimal explanation
5. Economic Impact: Explains how the event clearly supports incremental increases in hotel room nights and return visits to the area.		Compelling and specific explanation	Reasonable explanation	Limited explanation	Minimal explanation
		10 points	5 points	0 points	minus 10 points
RETURNING APPLICANTS ONLY - Evaluate previous post event reportage		Exceeded all of previous application assumptions	Achieved between 80% & 90% of previous application assumptions	Achieved 80% of previous application assumptions	Achieved less than 80% of previous application assumptions
<b>CATEGORY POINTS ACHIEVED</b>					
<b>TOTAL POINTS ACHIEVED</b>					

**APPENDIX 6 – Scoring Rubric for NEW EVENTS ONLY (Year 1-2)**

		Excellent	Good	Fair	Weak
		Strongly demonstrates alignment with Event Support Policy 20 points	Satisfactorily demonstrates alignment with Event Support Policy 15 points	Does not sufficiently demonstrate alignment with Event Support Policy 10 points	Makes an incomplete and/or inadequate case for participation 0 or 5 points
<b>Support for Events: Brevard County Tourist Development Council Scoring Rubric</b>					
<b>1. Organization Stability and Event Management Experience:</b> Illustrates acceptable experience of successful Event management.	Extensive Experience	Reasonable Experience	Limited Experience	Minimal Experience	
<b>2. Tourism Development:</b> Demonstrates how Event promotes and builds Brevard as a visitor destination; consideration given to tourism need times; opportunities to grow visitor base.	Compelling and specific demonstration	Significant demonstration	Limited demonstration	Minimal demonstration	
<b>3. Marketing and Promotions:</b> Explains strategic marketing and public relations plan, collaboration/cross-promotion.	Compelling and specific explanation	Reasonable explanation	Limited explanation	Minimal explanation	
<b>4. Economic Impact:</b> Explains how the event clearly supports incremental increases in hotel room nights and return visits to the area.	Compelling and specific explanation	Reasonable explanation	Limited explanation	Minimal explanation	
<b>CATEGORY POINTS ACHIEVED</b>					
<b>TOTAL POINTS ACHIEVED</b>	X				
<b>PERCENTAGE SCORE</b>	X/80 = %				

## **APPENDIX 7 - Tourist Development Tax**

The Tourist Development Tax was approved by the voters of Brevard County in November 1986. The tax originally added 2% to the bill paid by tourists for overnight accommodations at hotels, motels, apartment hotels, rooming houses, RV parks, and condominiums in Brevard County. Visitors who rent overnight accommodations in Brevard County up to a maximum stay of 6 months will pay the tax. The initial tax went into effect as of December 1, 1986. On December 1, 1989 the tax rate was raised to 3%, in June 1992 the tax was raised an additional 1% to 4% effective March 1994, and in May 2005 the tax was raised to 5% effective July 2005.

**Revenue Allocation.** The Tourist Development Plan approved by the Board of County Commissioners sets general allocation categories for the use of the tourist tax.

The following represents the budget allocations based on the original 2% tax, followed by the allocations for the additional cents per Ordinance 102-119:

### **2% tax:**

- a) 45% to advertise and promote tourism to Brevard County.
- b) 35% to finance improvement, maintenance, renourishment and erosion control for Brevard County's Beaches.
- c) 7.5% for construction, enlargement, and maintenance of publicly owned and operated facilities in Brevard County, such as a convention center, auditorium, or sports arena.
- d) 7.5% to operate the Brevard County Tourist Information Center located at the Kennedy Space Center.
- e) 5.0% to promote tourist oriented cultural Events such as visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, festivals, and other tourist-related activities in Brevard County.

### **1% tax (3rd cent):**

- f) 55% to finance beach improvement, maintenance, renourishment, restoration and erosion control.
- g) 10% for construction, enlargement and maintenance of publicly owned and operated facilities in Brevard County.
- h) 10% to fund official visitor information centers.

- i) 15% to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote a zoological park.
- j) 10% to promote tourist oriented cultural Events such as visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, festivals, and other tourist-related activities in Brevard County.

**1% tax (4th cent):**

- k) 100% less up to \$350,000 per year, to pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a professional sports franchise facility.
- l) Up to \$350,000 can be used to promote and advertise tourism to Brevard County. The County shall determine the annual funding for Space Coast Stadium improvements.

**1% tax (5<sup>th</sup> cent):**

- m) 100% to promote and advertise tourism to Brevard County.

A portion of the cultural Events revenue allocation as approved by the TDC, is reserved for cooperative advertising.

More detailed specifications and regulations concerning the use of the Tourist Development Tax proceeds are outlined in Florida Statutes Chapter 125.0104 and Brevard County Code Sections 102-116 through 102-119.

**Responsibility for Tax Revenue Spending.**

The Brevard County Tourist Development Council, referred to as the TDC, has been selected to serve as the policy board for the tourist tax by the Board of County Commissioners, hereafter referred to as the Board. The Board has final approval on all TDC budgets.

An administrative staff works for the County Manager and the Tourist Development Council in the Tourism Development Office, hereafter referred to as the Office.

**Development of Policies.**

The administrative staff develops the proposed policies, procedures, and spending plan for the TDC to consider and recommend to the Board for final approval. Input is solicited from the public and the appropriate TDC committee to advise on how to properly allocate the revenues according to the category that the committee represents. Recommendations are then referred to the TDC and to the Board of County Commissioners for final approval.

## **Standing Committees**

The six standing committees of the TDC are:

1. Marketing
2. Beach Improvement
3. Capital Facilities
4. Sports Commission
5. Cultural Events
6. Welcome Center/Signage

## **APPENDIX 8 - TDC credit line usage & Logo requirement**

The current TDC logo and credit line will be provided by the TDC staff for use by applicant for advertising and promotions when applicable. A logo and live link from the event or organization website home page to the VisitSpaceCoast website is required by this Policy.

**APPENDIX 9**

**POST EVENT REPORT – Due to the TDC Office within 3 calendar months after completion of the event.**

1. Name of Applicant Organization: \_\_\_\_\_
2. Event Name: \_\_\_\_\_
3. Event Date(s): \_\_\_\_\_
4. Contact Person and Title: \_\_\_\_\_
5. Contact Person's Phone and Email: \_\_\_\_\_
6. Items to be addressed in Post Event Report (Please attach to this form):
  - a. Actual number of attendees v. estimated and reason for variance (if any).
  - b. Actual number of hotel room nights generated v. estimated and reason for variance (if any).
  - c. Present examples of all print ads, programs, displays during the Event and on the website, and publicity generated. Include media affidavits. How was the TDC acknowledged?
  - d. Present results and analysis of event surveys.
  - e. Actual economic impact form completed.
  - f. Did the event expenditures fall within the budget?
  - g. Did the event have the anticipated results?
  - h. How can the event be improved or expanded in the future?
  - i. Additional comments.

\_\_\_\_\_  
Printed Name of Organization's Chief Official

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Organization's Chief Official

## **APPENDIX 10**

Sample letter documenting room nights generated from Event provided by hotel(s):  
Depending on Event size, one to three letters are required to be submitted with Post Event Report.

1. Must be on hotel letterhead stationery.
2. Must mention Event name and dates.
3. Must address estimated or actual room nights generated from event or % of increase in hotel occupancy.
4. Any additional comments regarding Event or Event organizer.
5. Must be signed by hotel General Manager or Director of Sales.

Application will be provided online at: [www.visitspacecoast.com/](http://www.visitspacecoast.com/) \_\_\_\_\_ and will be required to be submitted online no later than 5pm on the deadline date.

Example below:

Type of Event: New (year 1-2) \_\_\_\_\_ Developing 3-5 \_\_\_\_\_ Mature (5+ years) \_\_\_\_\_  
Length of Event: \_\_\_\_\_ Multi-day \_\_\_\_\_ One day  
Date(s) of Event: \_\_\_\_\_

**Brevard County Tourist Development Council  
FY 2014-15 Event Support Application**

Mail or deliver an original and one (1) copy to: Tourism Development Office, 430 Brevard Ave. Ste. 150, Cocoa, FL 32922. Application must be received no later than 5pm on deadline date.

1. Name of Event: \_\_\_\_\_
2. Name of Applicant Organization: \_\_\_\_\_
3. Street/P.O. Box: \_\_\_\_\_
4. City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_
5. Contact Person: \_\_\_\_\_ Phone \_\_\_\_\_  
Title: \_\_\_\_\_ E-mail \_\_\_\_\_  
Organization's / Event website: \_\_\_\_\_
6. Organization's Chief Official: \_\_\_\_\_  
Title: \_\_\_\_\_ Phone \_\_\_\_\_
7. \_\_\_\_\_  
Signature of Organization's Chief Official (blue ink) \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_\_\_  
Printed name of Organization's Chief Official

**APPLICATION page 2**

**PROVIDE EVENT DESCRIPTION AND NARRATIVE RESPONSES FOR EACH OF (5) SCORING CRITERIA:**

**EVENT DESCRIPTION:** Provide a description of the Event.

**1. ORGANIZATION STABILITY AND EVENT MANAGEMENT EXPERIENCE: up to 20 points**

Illustrate the organization's experience with successful Event management.

**2. TOURISM DEVELOPMENT: up to 20 points**

- a. Demonstrate how the Event promotes and builds Brevard County as a visitor destination.
- b. Does the Event help grow visitation during the tourism low or shoulder months?
- c. Does the Event provide opportunities to grow a new or niche customer base?

**3. ATTENDEE DATA: up to 20 points**

- a. Provide actual total attendance figures for the previous year's Event; October 1, 2012 - September 30, 2013.
- b. Explain how the data was gathered; include sample size and brief methodology.
- c. Provide summary insights into demographics, patterns, or behaviors that may assist the TDC in supporting the Event.
- d. For New Events (1-2 years), this criterion is not applicable and will not be scored, however if data is available, please provide.

**4. MARKETING AND PROMOTIONS: up to 20 points**

- a. Explain the Event's strategic marketing and public relations plan.
- b. Provide a brief description of your marketing media mix from the previous year, October 1 – September 30. (Please include paid and unpaid or contributed media – dollar figures are not required).
- c. Please provide any specific results or analysis from particular efforts that might be useful here.
- d. Describe cooperation, collaboration, or shared advertising with other local or regional organizations, attractions, or events. Describe specific efforts. Who? How? What has been successful?
- e. Optional: Provide up to (3) marketing materials/examples: prefer electronic submissions. If not possible to provide electronically, you may deliver actual physical samples, please submit 12 copies each to the TDC offices located at 430 Brevard Ave., Suite 150, Cocoa, no later than date and time application is due.

**5. ECONOMIC IMPACT: up to 20 points**

- a. Explain how your event clearly supports in-county economic impact.
- b. Provide any evidence you have of hotel room nights and/or trip extension and return visits.

## PROPOSED FY 2014-15 ~~FY 2013-14~~ SPECIAL EVENTS FUNDING POLICY

### **Introduction**

The purpose of this document is to establish, detail and disseminate Policy for the support of Events by the Tourist Development Council (TDC). This support is a mechanism which responds directly to the TDC Mission and, as such, will provide a structured framework by which all applications and subsequent reportage will be quantified and evaluated.

It's to be noted that this Policy will adopt as its principal consideration:

*Events which contribute to increasing the positioning of Brevard County as a major tourist destination will be embraced and supported. Such support will be subject to a transparent and accountable process.*

This is an evolving document and feedback is welcomed. We are committed to developing and continuously improving Brevard County TDC's Policies.

### **Support for Events**

#### **Tourist Development Tax**

The TDC is able to offer support for Events by utilizing dollars generated from the Tourist Development Tax, or so called the resort tax. The Tourist Development Tax was approved by the voters of Brevard County in November 1986 and currently adds 5% to bills paid by visitors for short term rentals up to a maximum stay of 6 months at hotels, motels, apartment hotels, rooming houses, RV parks, and condominiums in Brevard County.

*APPENDIX 7: details Tourist Development Tax.*

## Funding of Specific Events

### Types of Events:

1. Heritage
2. Nature
3. Sport [including aviation and water sports/events]
4. Music
5. Art

## Type of Funding Available

### Advertising Support:

~~Funding may be requested shall solely be for out-of-county advertising support. The TDC shall provide **supplemental** event advertising prior to the event including but not limited to: television, radio, digital, outdoor and print. Website development expenses are allowable. Applicant shall provide a detailed marketing plan and media schedule. The TDC shall sign all insertion orders to media vendors and payment will be made directly to the vendor. TDC staff approval of all advertising is required.~~

~~Maximum funding available per event is \$35,000. Applicant must provide a maximum of 50% match in additional advertising expenses. In-kind donations may be used as the match with the value documented by the media vendor(s). For example, if the applicant is requesting \$25,000 in advertising support, they must document an additional \$12,500 in event advertising, of which part or all of the \$12,500 may be in-kind.~~

~~The applicant should calculate the estimated return on investment from the event using Appendix, 3, which demonstrates the tourist tax revenue generated from the event. This calculation may assist in providing insight as to an appropriate amount of funds to request, but is not formally a part of the scoring rubric.~~

The media placed will be advertising/public relations or specialized support determined by the TDC with input from organizer, based on but not automatically duplicating the organization's submitted marketing and media plan. The purpose of this program is to provide additional and enhanced media reach and frequency to the organization's existing media plan using the TDC's negotiated media buys. Applicant shall provide a proposed marketing plan and media schedule with the application.

The applications' scores will determine the level of funding, which will be divided into three tiers: For example, the highest scoring applications may receive television, radio, billboards, print, digital and social media exposure; the second tier may receive billboards, digital and social media; and the lower average scoring applications may receive digital and social media exposure. But understanding that one solution does not fit all, and that the media mixes and their components or practical opportunities are subject to change, TDC staff—based on scoring and subsequent tier determination—remains the final arbitrator of provided support per tier level and per event.

**Funding availability per year:**

Funding available for the support of Events will respond directly to the tourist tax allocated to the TDC Marketing budget. Tourist Development Tax collected will vary year to year and will be dependent on the number of visitor overnight stays in the County. It's for this reason the available funding allocated to this initiative will vary from year to year. However, the funding allocation will be made public prior to the beginning of the fiscal year of the funding cycle.

**Event support availability:**

The budgeted funds will be available to apply for ~~at the first funding cycle of the fiscal year.~~ prior to the beginning of the fiscal year. The County's fiscal year is October 1 through September 30. ~~If all funds are not allocated during the first cycle, the balance of the funds will be available for the second cycle of the year. The TDC will re-evaluate the Events budget during the fiscal year to determine if~~

~~supplemental funding is available from the Marketing Budget. Event funds not expended by the end of the fiscal year will not be rolled over into the follow year's Event budget.~~

Using a robust scoring rubric, Events will be evaluated by the TDC Marketing Committee to determine recommended level of support, and the TDC will make the decision on level of support.

### **Supported Categories and Periods**

The TDC has established a series of categories so that an individual or series of Events can be evaluated in a manner that's derived from a standardized approach. So, for example; Events which are focused on attracting day visitors are of importance ~ but they are of lower importance than Events which are focused on attracting overnight visitors. This is clearly because the overnight visitor has greater economic impact by contributing to Tourism Development Tax which will, in turn, support more Events. This is substantiated by statistical data which lends evidence that day visitors spend on ~~\$71.89~~ \$79.37 per day per party while overnight visitors spend an average of ~~\$193.67~~ \$321.83 (not including lodging) per day per party.\*

\*Randall Travel Marketing: Space Coast Visitor Study 2013

Some Events will attract large numbers of day visitors whose presence will benefit the county GDP through other transactional means and some community Events will also have a positive effect in contributing to the vitality of the county ~ and therefore attractiveness to potential tourists.

### **APPLICATION ELIGIBILITY**

To be eligible to apply for support, applicants may be either a not-for-profit or a for-profit. The applicant may be an organization or an individual but must be

legally constituted and must be able to illustrate acceptable experience of successful Event management.

If the Event is being funded through another TDC program, e.g., Cultural Marketing Initiative (CMI) or Chamber Co-op Marketing, the event will not be eligible to participate in this program.

## **Term of Eligibility**

~~An Event will remain eligible for Support for up to 3 (three) years.~~

New Events: First and second year events.

Developing Events: Events with a 3-5 year history.

Mature Events: "Signature" events that have been organized and operated successfully with measurable results for over 5 years.

Some mature, or long running Events, are of significant value\* in driving tourism to the county. These Events, should they prove of considerable Tourist Development Tax value, will be generating further funds to be allocated to embryonic Events. In addition, some large scale signature Events are of significance and position the county to be perceived as a vibrant destination. ~~To this extent, such Events may be granted an application which extends beyond 3 (three ) years and may apply for up to 5 (five) years.~~

~~Events which continue to be presented after their initial 3 (three) year period of Support may be eligible for continued Support via ongoing general TDC marketing campaigns.~~

~~This Policy supersedes earlier custom and practice. Thus, any Support arrangements will be submitted for considerations as per the terms of this Policy. There will be no "grandfather in". This ensures that old rules do not continue to apply in any existing applicants while new rules apply to other applications.~~

Signature Events which continue to be presented after their initial 5 (five) year period of support will be automatically considered for integration and inclusion in the annual TDC marketing campaigns (broadcast, outdoor, digital, social) but

may continue to apply if the supplemental advertising support deemed needed is outside of the ongoing general TDC marketing campaigns.

*\*An example of Significant Value is to be found at APPENDIX 3*

## HOW TO APPLY

### Application Timeline and Support Materials

The guide as to when your organization and/or individual may apply and what materials will be required is as follows:

A request for support by eligible organizations or individuals, must be made with at least 3 (three) to 6 (six) months lead time in order to allow sufficient time to implement the marketing plan ~ and a proposed detailed marketing plan must accompany all applications.

All applications must present SMART objectives; Specific, Measurable, Achievable, Realistic and Time specific ~ articulated as Key Performance Indicators (KPI).

<b>Specific</b>	Is the objective fully articulated? Can we all understand what success looks like?
<b>Measurable</b>	Are your proposed Metrics appropriate? How will you evidence achieving them?
<b>Achievable</b>	Can the Event be produced by the production team? Do they have the resources?
<b>Realistic</b>	Is it possible to achieve the metrics? Is this resourced appropriately ~ can it be delivered?
<b>Time Specific</b>	What's the Deadline, can it be met? When are the review dates ~ can they be met?

In addition to the support documentation, the applicant must submit between one and three letters of support from local hotels. The application will detail how the applicant proposes to track room nights and which hotels may be used. This will be compared to the end of Event report which will detail which hotels were actually used and/or estimated the number of room nights generated ~ and will also indicate specifically how this metric was tracked.

An acceptable means of tracking would be a document signed by the General Managers or Director of Sales of the hotels of benefit (depending on size of event, 1-3 letters), which will clearly enumerate the number of rooms occupied and the nights of occupancy. A sample letter is attached as Appendix 10.

*APPENDIX 4: supporting documentation*

The application will also articulate the anticipated number of attendees and will clearly articulate how that number will be evaluated during the Event (*e.g. ticket's, passes, comps etc*).

~~The applicant must return the agreement which undertakes to abide by the TDC credit line usage & Logo requirement duly executed.~~

It's strongly urged that applicants are prudent in their assumptions and, post Event, are able to illustrate their outcomes in a robust and verifiable manner. (The methodology for estimates and/or actual attendance must be clearly defined.) Ongoing support of Events will be contingent on 75% attainment of agreed targets.

*APPENDIX 8 7: TDC credit line usage & Logo requirements*

~~The Event organizer shall provide a location at the event site for the TDC to set up a portable Welcome Center to distribute tourism information.~~

The event organizer is required to survey their audience using the TDC's event survey questionnaire, which will be provided to all event organizers.

Options that the event organizer may consider:

1. Utilize the TDC's tablets with questionnaire and survey software uploaded.  
TDC staff will provide instructions on use and downloading survey results.
2. Print the questionnaire for use at the event. Approved electronic format will be provided and must be used, to maintain continuity for fiscal data collected.
3. Provide a method for event attendees to access and answer the TDC-approved survey via online link provided during and/or after the event.

4. Contact Florida Tech, Eastern Florida State College or other educational institutions (Business/Statistics Department) and propose a project for interns to help survey and compile the data, utilizing the approved survey and paper intercept version of the TDC survey.
5. If it is determined incentivizing survey takers is needed, event organizers will be required to procure incentive(s), promote and instruct responsible event staff or volunteers and or others to carry out intercepts.
6. A combination of the options above.

In the case of TDC staff involvement on site for any purpose, the Event organizer shall willingly provide a prime location at the event site for the TDC to set up a portable Welcome Center to distribute tourism information, if requested.

**The FY 14-15 application calendar is as follows: (subject to change)**

<b>Application Deadline</b>	<b>Marketing Committee Meeting</b>	<b>Event delivered</b>
<u>August 15, 2014</u> <u>July 1</u>	<u>August/September</u> <u>July</u>	<u>Between October 1, 2014 and September 30, 2015</u> <u>After January 30, 2014</u>
<u>January 1</u>	<u>January</u>	<u>After July 1, 2014</u>

All applications are due on the date listed above. If the day falls on a weekend then they are due by the Friday preceding the deadline ~~and applicants must submit 15 copies of the application (including all support material requested).~~ Applications must be submitted online (VisitSpaceCoast.com/ tbd ) and must also submit 2 hard copies (1 original and 1 copy) of the application [including all support material as requested]. The above dates are subject to change. Any changes will be publicly noticed.

## **SCORING RUBRIC**

### **Scoring Applications**

The Marketing Committee will score all applications using a standardized methodology. Event organizers shall not provide an oral presentation of their event application.

The Marketing Committee will use a scoring rubric which addresses the potential benefits of every proposed Event and assigns points to each element. The cumulative points will determine the eligibility and level of support. The scoring will be a public document, available at the TDC office and therefore made freely available to applicants. The New Event scoring rubric differs slightly from the other events scoring due to the attendance projection criterion.

*A copy of the Scoring Rubric is appended at APPENDIX 6*

### **Marketing Committee & Meeting Information**

The TDC Marketing Committee members will be responsible for reviewing, evaluating and making support recommendations. ~~The Marketing Committee may, at their discretion, request review by TDC Cultural Events Committee or the TDC Sports Commission.~~

~~Applicants are required to attend the meeting and be available to answer questions the committee may have about their applications. If the applicant is not present at the Marketing Committee meeting, the application will not be further considered for funding.~~

On the day of the Marketing Committee meeting to review applications, the Committee will discuss the evaluation procedures and scoring rubric prior to scoring applications.

Applicants are not required to attend the Marketing Committee meeting, however the applicants may need to answer questions the committee may have about their applications, therefore may consider attending.

Applications will be scored and an average percentage score will be calculated by the TDC staff. ~~The Marketing Committee will review each application beginning with the highest scoring application and determine the recommended funding level. This process will continue with the next highest scoring until all applications have been discussed. Not all events may receive funding due to the amount of funds available and the application's average score.~~

The highest and lowest scores will be excluded from the calculation as long as there is a majority present at the Marketing Committee meeting. Not all events may receive support due to the amount of funds available and the application's average score, although the TDC can include all tourism related events in social media marketing and website calendar of events.

Public comment will be accepted. At the conclusion of the meeting the committee will make support recommendations to the TDC. The Marketing Committee's recommendation will be forwarded to the TDC for ratification at their monthly meeting.

## **Post Event Report & Metrics**

The Event organizer will provide TDC with a Post Event Report within 3 calendar months after the completion of the Event. Reports will be accepted and analyzed on a rolling basis and will be scrutinized within 30 days of submission.

~~The Report will also present examples of all print ads, programs, displays during the Event and on the website etc., where the TDC Logo and Credit have been used.~~

marketing the event, including event print ads, digital ads and promotions, billboards, television, radio, displays during the Event. The TDC will provide copies of the ads placed by the TDC and the Event organizer will provide additional significant and representative evidence of event ads, publicity and promotions handled by the Event organizer.

The Post Event Report is required to be submitted in order to be considered for future ~~funding~~ support. The Post Event Report form is included in this application. As the TDC marketing for the Event supports a submitted plan by the Organizer, the execution of that plan is expected to be visible and shown in the Post Event Report, with media affidavits.

*(For TDC guidance on the use of Logo and Credit please see Appendix 8.)*

#### Attainment of Agreed Targets:

Ongoing support of Events will be contingent on ~~substantial~~ 75% attainment of agreed targets. If outcomes are significantly low or overall delivery results in a significantly lower economic impact than agreed this will be a committee consideration during the evaluation of any subsequent application for a repeat of the Event or by the applicant(s) for any similar Event.

#### Hotel Occupancy:

The Report will also detail which hotels were used and the number of room nights achieved, indicating how this metric was tracked and confirming occupancy through the presentation of a document signed off by the hotel[s] (1-3 depending on Event size) indicating room nights and occupancy associated with the Event. This will be used for comparison against the assumptions stated in the original application.

#### Number of Attendees:

The Report will also articulate the confirmed number of attendees which will be compared to the anticipated numbers and this part of the Report will clearly articulate how that number was evaluated *[e.g. ticket's, passes, comps etc]*.

Where the Event is free at point of entry, issuing tickets of no face value is a useful device for capturing emails addresses or cell numbers for subsequent SMS campaigns. This also allows for accurate evaluation of attendance. On those occasions where the Event is free at point of entry and no tickets are issued, an acceptable estimation of attendee numbers will be a written statement from the ranking officer of police or emergency services personnel. Any other

methodology for tracking/evaluating attendee numbers must be approved by TDC marketing staff prior to the event.

#### Economic Impact:

The Report will address the economic impact generated for the Space Coast (see Appendix 5). This will concern itself with measures of economic impact / outputs as;

- direct [initial, 1<sup>st</sup> tier suppliers],
- indirect [inter industry triggered by 1<sup>st</sup> tier suppliers]
- how many jobs were impacted by the Event [FTEs]

It's strongly urged that applicants are prudent in their assumptions and work to illustrate the outcomes in a verifiable manner. You will be required to make a presentation to the Marketing Committee and speak about your success and present your Post Event Report (form included in the application).

#### **EXCEPTIONS**

As with all policies there will be exceptional circumstances. It's to be acknowledged that while it's clearly not possible to legislate for the unknown it is possible to identify and anticipate the potential for exceptional circumstances and to weight our response to them.

To this extent and without prejudice to any of the foregoing, large scale Events which routinely attract in excess of 35,000 attendees or over 2,000 documented room nights, will be subject to ongoing Support regardless of the number of years the Event has been delivered - with the caveat that the Event will clearly generate an appropriate significant benefit. An example of significant benefit is to be found at Appendix 3.

The support for these signature Events will be subject to review every 3 years.

**TDC Funding Policy Questions Contact Info:**

Rob Varley, TDO Executive Director

[Rob.Varley@visitspacecoast.com](mailto:Rob.Varley@visitspacecoast.com)

Kalina Subido-Person, TDO Director of Marketing

[Kalina.Person@visitspacecoast.com](mailto:Kalina.Person@visitspacecoast.com)

~~Nola Copeland, Marketing Assistant~~

~~—————[Nola.Copeland@visitspacecoast.com](mailto:Nola.Copeland@visitspacecoast.com)~~

Candace Narmore, TDO Office Manager

[Candace.Narmore@visitspacecoast.com](mailto:Candace.Narmore@visitspacecoast.com)

## APPENDICES AND FOOTNOTES

### **APPENDIX 1 - Terms used in this document**

<u>New Event</u>	<u>Events that have not yet been delivered or have been organized and operated for up to 2 years.</u>
<u>Developing Event</u>	<u>Events that have been organized and operated &gt; 2 years but &lt; 5 years</u>
Mature Event	Events that have taken place for 3 5 or more years.
Economic Impact	Measure of change which might include output, earnings, employment or revenue
Employment	Number of jobs in the local economy. Employment impact is the expected increase in jobs directly and indirectly attributable to the Event
Output	Value of local product [sales or services]. The output is the increase in local product directly and indirectly attributable to the Event
Revenue	Revenues will include taxes, fees, sales of goods and services. The Revenue Impact is the increase in taxes, fees, sales of goods and services
Bed/Room Nights	Total number of overnight rooms multiplied by the average length of stay.
Attendees	Persons who attend the Event but who are not paid to do so nor are they volunteering. Attendees may or may not pay to attend the Event
Multiplier	Expected change in output, earnings, employment for each one-dollar change in direct impact

### **APPENDIX 2 – Seasons & Periods**

High Season: February, March, April & July

Low Season: August, September, October, November & December

Mid or Shoulder Season: January, May & June

### **APPENDIX 3 – Example of Significant Value**

~~An appropriate significant benefit which would return an acceptable return on investment would conform to the following formula:~~

---

$$\text{SUPPORT} = \frac{(\text{estimated attendees} \times 5\%) \times (\$93 \times 5)}{2.4}$$

2.4

*Where Support equals 5% of estimated attendees / 2.4 (party) X \$93  
(average room rate) X 5% (Tourist Tax)*

---

Illustration:

Statistics evidence that there's typically an average 80:20 Event attendance ratio split between residents and visitors [80% resident attendance and 20% visitor/tourist attendance]. We estimate that 5% spend the night in a tax collecting property.

Therefore a large scale two-day event of 50,000 attendees might expect to attract 20% or 10,000 out-of-county visitors, with 5% or 2,500 staying in a hotel/motel. To this we will apply the ratio 2.4, which is currently estimated as the size of a "party". Therefore 2,500 visitors can be considered as 1,042 parties. Since a "party" will give occupancy of one room night and we might consider an average room night rate at \$93 – the visitors associated with the event will return \$96,906 of room night revenues. To calculate the amount of Tourist Tax revenue generated from this example, you must multiply the \$96,906 x 5% tourist tax rate: \$4,845 per night x 2 nights = \$9,690.

Therefore, \$10,000 in advertising value or support for this example event would return \$9,690 in Tourist Development Tax which would be approximately a 1:1 return on investment. Applicant may provide event data that supports a higher out-of-county visitor percentage of attendees and may adjust figures to more accurately reflect the event impact.

An estimate of Direct Local Expenditures will also be considered by the Marketing Committee and applicants are required to calculate the event's economic impact using the TDC approved Economic Impact Worksheet.

## **APPENDIX 4 - Supporting Documents Check List**

Applicants are required to submit:

1. A brief history of the organization including date founded and mission statement. \_\_\_\_\_
2. Describe the organization's current and past events or programs held, and include specifics such as venues, dates and attendances. \_\_\_\_\_
3. Explain how this Event positively impacts Brevard County. \_\_\_\_\_
4. Describe what impact TDC support will have in terms of participation; number of attendees, attendee growth and development. \_\_\_\_\_
5. Describe the target audience[s], major program[s] and activities for which you're seeking advertising support. \_\_\_\_\_
6. How does the organization measure and evaluate achievement of goals, objectives and impact? \_\_\_\_\_
7. Describe the organization's marketing plans to support the Event. Provide a public relations and media plan. \_\_\_\_\_
8. Give a brief description of collaborations or partnerships with Brevard organizations such as hotels, restaurants, community based organizations etc. Submit 1-3 letters of support from local hotels. \_\_\_\_\_
9. Provide documentation to support an aspiration to excellence – positive reviews, recent achievements, feedback from attendees, etc. \_\_\_\_\_
10. Provide plan to survey audience using TDC approved questionnaire. \_\_\_\_\_
11. What does success look like? Increased hotel occupancy and/or dollars spent locally. How will you track and measure this impact? \_\_\_\_\_
12. The preparation of an event Economic Impact Form (attached). \_\_\_\_\_
13. The preparation of a post Event report for organizations that have previously received funding. \_\_\_\_\_
14. Provide location at event for portable TDC visitor booth or kiosk. \_\_\_\_\_
15. Provide link to TDC website (VisitSpaceCoast.com) on Event's website. \_\_\_\_\_

APPENDIX 5 – Economic Impact Form

**APPENDIX 6 – Scoring Rubric for DEVELOPING / MATURE EVENTS**

		Excellent	Good	Fair	Weak
<p><i>Support for Events: Brevard County Tourist Development Council Scoring Rubric</i></p>		<p>Strongly demonstrates alignment with Event Support Policy</p> <p><b>20 points</b></p>	<p>Satisfactorily demonstrates alignment with Event Support Policy</p> <p><b>15 points</b></p>	<p>Does not sufficiently demonstrate alignment with Event Support Policy</p> <p><b>10 points</b></p>	<p>Makes an incomplete and/or inadequate case for participation</p> <p><b>0 or 5 points</b></p>
<p><b>1. Organization Stability and Event Management Experience:</b> Illustrates acceptable experience of successful Event management.</p>	<p>Extensive Experience</p>	<p>Reasonable Experience</p>	<p>Limited Experience</p>	<p>Minimal Experience</p>	
<p><b>2. Tourism Development:</b> Demonstrates how Event promotes and builds Brevard as a visitor destination; <u>consideration given to tourism need times; opportunities to grow</u> visitor base.</p>	<p>Compelling and specific demonstration</p>	<p>Significant demonstration</p>	<p>Limited demonstration</p>	<p>Minimal demonstration</p>	
<p><b>3. Estimated number of Attendees, Attendee Data:</b> <u>Enumerates assumptions of attendance with supporting facts;</u> shows well managed and utilized attendance data.</p>	<p>Over 10,000/ Event day or over 1,500 total room nights</p>	<p>Between 5 - 10,000/ Event day or between 1,000 - 1,500 total room nights</p>	<p>Between 1 - 5,000/ Event day or between 500 - 1,000 total room nights</p>	<p>Under 1,000 per Event day or under 500 total room nights</p>	
<p><b>4. Marketing and Promotions:</b> Explains strategic marketing and public relations plan; <u>collaboration/cross-promotion.</u></p>	<p>Compelling and specific explanation</p>	<p>Reasonable explanation</p>	<p>Limited explanation</p>	<p>Minimal explanation</p>	
<p><b>5. Economic Impact:</b> Explains how the event clearly supports incremental increases in hotel room nights and return visits to the area.</p>	<p>Compelling and specific explanation</p>	<p>Reasonable explanation</p>	<p>Limited explanation</p>	<p>Minimal explanation</p>	
<p><b>RETURNING APPLICANTS ONLY - Evaluate previous post event reportage</b></p>	<p><b>10 points</b></p> <p>Exceeded all of previous application assumptions</p>	<p><b>5 points</b></p> <p>Achieved between 80% &amp; 90% of previous application assumptions</p>	<p><b>0 points</b></p> <p>Achieved 80% of previous application assumptions</p>	<p><b>minus 10 points</b></p> <p>Achieved less than 80% of previous application assumptions</p>	
<p><b>CATEGORY POINTS ACHIEVED</b></p>					
<p><b>TOTAL POINTS ACHIEVED</b></p>					

**APPENDIX 6 – Scoring Rubric for NEW EVENTS ONLY (Year 1-2) \* ENTIRELY NEW PAGE ADDED TO POLICY \***

<i>Support for Events: Brevard County Tourist Development Council Scoring Rubric</i>		Excellent	Good	Fair	Weak
		Strongly demonstrates alignment with Event Support Policy	Satisfactorily demonstrates alignment with Event Support Policy	Does not sufficiently demonstrate alignment with Event Support Policy	Makes an incomplete and/or inadequate case for participation
		20 points	15 points	10 points	0 or 5 points
<b>1. Organization Stability and Event Management Experience:</b> Illustrates acceptable experience of successful Event management.		Extensive Experience	Reasonable Experience	Limited Experience	Minimal Experience
<b>2. Tourism Development:</b> Demonstrates how Event promotes and builds Brevard as a visitor destination; consideration given to tourism need times; opportunities to grow visitor base.		Compelling and specific demonstration	Significant demonstration	Limited demonstration	Minimal demonstration
<b>3. Marketing and Promotions:</b> Explains strategic marketing and public relations plan; collaboration/cross-promotion.		Compelling and specific explanation	Reasonable explanation	Limited explanation	Minimal explanation
<b>4. Economic Impact:</b> Explains how the event clearly supports incremental increases in hotel room nights and return visits to the area.		Compelling and specific explanation	Reasonable explanation	Limited explanation	Minimal explanation
<b>CATEGORY POINTS ACHIEVED</b>					
<b>TOTAL POINTS ACHIEVED</b>		X			
<b>PERCENTAGE SCORE</b>		X/80 = %			

## **APPENDIX 7 - Tourist Development Tax**

The Tourist Development Tax was approved by the voters of Brevard County in November 1986. The tax originally added 2% to the bill paid by tourists for overnight accommodations at hotels, motels, apartment hotels, rooming houses, RV parks, and condominiums in Brevard County. Visitors who rent overnight accommodations in Brevard County up to a maximum stay of 6 months will pay the tax. The initial tax went into effect as of December 1, 1986. On December 1, 1989 the tax rate was raised to 3%, in June 1992 the tax was raised an additional 1% to 4% effective March 1994, and in May 2005 the tax was raised to 5% effective July 2005.

**Revenue Allocation.** The Tourist Development Plan approved by the Board of County Commissioners sets general allocation categories for the use of the tourist tax.

The following represents the budget allocations based on the original 2% tax, followed by the allocations for the additional cents per Ordinance 102-119:

### **2% tax:**

- a) 45% to advertise and promote tourism to Brevard County.
- b) 35% to finance improvement, maintenance, renourishment and erosion control for Brevard County's Beaches.
- c) 7.5% for construction, enlargement, and maintenance of publicly owned and operated facilities in Brevard County, such as a convention center, auditorium, or sports arena.
- d) 7.5% to operate the Brevard County Tourist Information Center located at the Kennedy Space Center.
- e) 5.0% to promote tourist oriented cultural Events such as visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, festivals, and other tourist-related activities in Brevard County.

### **1% tax (3rd cent):**

- f) 55% to finance beach improvement, maintenance, renourishment, restoration and erosion control.
- g) 10% for construction, enlargement and maintenance of publicly owned and operated facilities in Brevard County.
- h) 10% to fund official visitor information centers.

- i) 15% to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote a zoological park.
- j) 10% to promote tourist oriented cultural Events such as visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, festivals, and other tourist-related activities in Brevard County.

**1% tax (4th cent):**

- k) 100% less up to \$350,000 per year, to pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a professional sports franchise facility.
- l) Up to \$350,000 can be used to promote and advertise tourism to Brevard County. The County shall determine the annual funding for Space Coast Stadium improvements.

**1% tax (5<sup>th</sup> cent):**

- m) 100% to promote and advertise tourism to Brevard County.

A portion of the cultural Events revenue allocation as approved by the TDC, is reserved for cooperative advertising.

More detailed specifications and regulations concerning the use of the Tourist Development Tax proceeds are outlined in Florida Statutes Chapter 125.0104 and Brevard County Code Sections 102-116 through 102-119.

**Responsibility for Tax Revenue Spending.**

The Brevard County Tourist Development Council, referred to as the TDC, has been selected to serve as the policy board for the tourist tax by the Board of County Commissioners, hereafter referred to as the Board. The Board has final approval on all TDC budgets.

An administrative staff works for the County Manager and the Tourist Development Council in the Tourism Development Office, hereafter referred to as the Office.

**Development of Policies.**

The administrative staff develops the proposed policies, procedures, and spending plan for the TDC to consider and recommend to the Board for final approval. Input is solicited from the public and the appropriate TDC committee to advise on how to properly allocate the revenues according to the category that the committee represents. Recommendations are then referred to the TDC and to the Board of County Commissioners for final approval.

## **Standing Committees**

The six standing committees of the TDC are:

1. Marketing
2. Beach Improvement
3. Capital Facilities
4. Sports Commission
5. Cultural Events
6. Welcome Center/Signage

## **APPENDIX 8 - TDC credit line usage & Logo requirement**

The current TDC logo and credit line will be provided by the TDC staff for use by applicant for advertising and promotions when applicable.

A logo and live link from the event or organization website home page to the VisitSpaceCoast website is required by this Policy.

**APPENDIX 9**

**POST EVENT REPORT – Due to the TDC Office within 3 calendar months after completion of the event.**

1. Name of Applicant Organization: \_\_\_\_\_
2. Event Name: \_\_\_\_\_
3. Event Date(s): \_\_\_\_\_
4. Contact Person and Title: \_\_\_\_\_
5. Contact Person's Phone and Email: \_\_\_\_\_
6. Items to be addressed in Post Event Report (Please attach to this form):
  - a. Actual number of attendees v. estimated and reason for variance (if any).
  - b. Actual number of hotel room nights generated v. estimated and reason for variance (if any).
  - c. Present examples of all print ads, programs, displays during the Event and on the website, and publicity generated. Include media affidavits. How was the TDC acknowledged?
  - d. Present results and analysis of event surveys.
  - e. Actual economic impact form completed.
  - f. Did the event expenditures fall within the budget?
  - g. Did the event have the anticipated results?
  - h. How can the event be improved or expanded in the future?
  - i. Additional comments.

\_\_\_\_\_  
Printed Name of Organization's Chief Official

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Organization's Chief Official

## **APPENDIX 10**

Sample letter documenting room nights generated from Event provided by hotel(s):  
Depending on Event size, one to three letters are required to be submitted with Post Event Report.

1. Must be on hotel letterhead stationery.
2. Must mention Event name and dates.
3. Must address estimated or actual room nights generated from event or % of increase in hotel occupancy.
4. Any additional comments regarding Event or Event organizer.
5. Must be signed by hotel General Manager or Director of Sales.

Application will be provided online at: [www.visitspacecoast.com/](http://www.visitspacecoast.com/) and will be required to be submitted online no later than 5pm on the deadline date.

Example below:

Type of Event: New (year 1-2) \_\_\_\_\_ Developing 3-5 \_\_\_\_\_ Mature (5+ years) \_\_\_\_\_

Length of Event: \_\_\_\_\_ Multi-day \_\_\_\_\_ One day

Date(s) of Event: \_\_\_\_\_

**Brevard County Tourist Development Council  
FY ~~2013-14~~ 2014-15 Event Support Application**

Mail or deliver an original and one (1) copy to: Tourism Development Office, 430 Brevard Ave. Ste. 150, Cocoa, FL 32922. Application must be received no later than 5pm on deadline date.

1. Name of Event: \_\_\_\_\_

2. Name of Applicant Organization: \_\_\_\_\_

3. Street/P.O. Box: \_\_\_\_\_

4. City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

5. Contact Person: \_\_\_\_\_ Phone \_\_\_\_\_

Title: \_\_\_\_\_ E-mail \_\_\_\_\_

Organization's / Event website: \_\_\_\_\_

6. Organization's Chief Official: \_\_\_\_\_

Title: \_\_\_\_\_ Phone \_\_\_\_\_

7. \_\_\_\_\_  
Signature of Organization's Chief Official (blue ink) \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Printed name of Organization's Chief Official

APPLICATION page 2

PROVIDE EVENT DESCRIPTION AND NARRATIVE RESPONSES FOR EACH OF (5) SCORING CRITERIA:

EVENT DESCRIPTION: Provide a description of the Event.

**1. ORGANIZATION STABILITY AND EVENT MANAGEMENT EXPERIENCE: up to 20 points**

Illustrate the organization's experience with successful Event management.

**2. TOURISM DEVELOPMENT: up to 20 points**

- a. Demonstrate how the Event promotes and builds Brevard County as a visitor destination.
- b. Does the Event help grow visitation during the tourism low or shoulder months?
- c. Does the Event provide opportunities to grow a new or niche customer base?

**3. ATTENDEE DATA: up to 20 points**

- a. Provide actual total attendance figures for the previous year's Event; October 1, 2012 - September 30, 2013.
- b. Explain how the data was gathered; include sample size and brief methodology.
- c. Provide summary insights into demographics, patterns, or behaviors that may assist the TDC in supporting the Event.
- d. For New Events (1-2 years), this criterion is not applicable and will not be scored, however if data is available, please provide.

**4. MARKETING AND PROMOTIONS: up to 20 points**

- a. Explain the Event's strategic marketing and public relations plan.
- b. Provide a brief description of your marketing media mix from the previous year, October 1 – September 30. (Please include paid and unpaid or contributed media – dollar figures are not required).
- c. Please provide any specific results or analysis from particular efforts that might be useful here.
- d. Describe cooperation, collaboration, or shared advertising with other local or regional organizations, attractions, or events. Describe specific efforts. Who? How? What has been successful?
- e. Optional: Provide up to (3) marketing materials/examples: prefer electronic submissions. If not possible to provide electronically, you may deliver actual physical samples, please submit 12 copies each to the TDC offices located at 430 Brevard Ave., Suite 150, Cocoa, no later than date and time application is due.

**5. ECONOMIC IMPACT: up to 20 points**

- a. Explain how your event clearly supports in-county economic impact.
- b. Provide any evidence you have of hotel room nights and/or trip extension and return visits.

**APPENDIX 5**

Event Name:

Event Date(s):

Circle one: Projected or Post Event

**EVENT IMPACT WORKSHEET**

**DIRECT IMPACT**

Determining direct impact of an event:

- 1 How much will / did event organizers spend locally? \_\_\_\_\_
  - 2 How many anticipated/ actual **out-of-town overnight** visitor days?  
 $\frac{\text{_____}}{3.61} \times \text{_____} = \text{_____}$  Multiply by \$ 354.29 = \$ \_\_\_\_\_  
 # attending/avg party size # nights
  - 3 How many anticipated / actual **day visitor** days? (if applicable)  
 $\frac{\text{_____}}{3.59} \times \text{_____} = \text{_____}$  Multiply by \$ 79.37 = \$ \_\_\_\_\_  
 # attending/avg party size # days
  - 4 What is /was the expected event site spending (parking, concessions, on site advertising)? \_\_\_\_\_
  - 5 What other expenditures, if any, are / were there? \_\_\_\_\_
- Total Direct Impact=** \$ \_\_\_\_\_

**MULTIPLIED IMPACTS**

To determine the direct plus indirect impacts of an event:

**EXPECTED:**

Direct Impact =	\$	-	
Output Multiplier =		1.73	
Total Output Impact =	\$	-	
Direct Impact =	\$	-	
Earnings Multiplier =	\$	0.54	
Total Earnings Impact =	\$	-	
Direct Impact =	\$	-	÷ 1,000,000
Employment Multiplier =		22	
Employment Impact =	\$	-	