



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## Unfinished Business

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H.3.

12/19/2023

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### Subject:

Approval re: Funding for Palm Bay Sacrifice Park Improvements.

### Fiscal Impact:

FY2023-2024 \$250,000 from the TDC Marketing Fund (1441), to be transferred from available, unencumbered Capital Facilities Fund (1443/293200) revenues presently set aside for this request.

### Dept/Office:

District 5 Commissioner

### Requested Action:

It is requested that the Board of County Commissioners approve grant funding for the City of Palm Bay Sacrifice Park Improvements in the amount of \$250,000.

Further, based on the facts specified, it is requested that the Board make the following legislative findings by approving the grant: Tourist Development Tax funds are authorized for this grant pursuant to Section 125,0104 (5)(a), Florida Statutes, and Section 102-119(3)c. of the Brevard County Code of Ordinances, because the grant supports a venue which has as one of its main purposes the attraction of tourists as evidenced by the promotion of the venue and events held at the venue to tourists from outside Brevard County.

Additionally, request authority for the Tourism Development Office Director to negotiate and sign all necessary agreements and related documents upon approval from the County Attorney's Office, Risk Management, and Central Services; and authorize the County Manager to execute necessary budget change requests.

### Summary Explanation and Background:

At the meeting on October 10, 2023, the Board of County Commissioners considered FY 2023-2024 TDC Capital Facilities Grant applications for three projects:

1. US Law Enforcement Foundation (American Police Hall of Fame) Igniting the Flame - \$5,000,000 (\$1,000,000 per year for 5 years upon groundbreaking)
2. City of Palm Bay Sacrifice Park Improvements - \$250,000
3. Valiant Air Command Event Center - Additional \$349,213

The TDC Capital Facilities Committee voted 9-0 for approval of the American Police Hall of Fame and Valiant Air Command Event Center grant applications. The Committee voted 8-0 for approval with one abstention for the Palm Bay Sacrifice Park Improvements grant application. The Tourist Development Council voted unanimously to recommend the Board approve all three Capital Facilities grant awards in the amounts listed above.

The Board of County Commissioners approved the grant applications for the American Police Hall of Fame and Valiant Air Command Event Center in the requested amounts. The Board requested the City of Palm Bay to return within six months with financial analysis and eligibility information, or to otherwise establish the eligibility to receive funding for the Sacrifice Park Improvements project, with the \$250,000 to remain in the Capital Facilities Fund not to be spent.

The City of Palm Bay attempted to satisfy the request for additional economic and fiscal analysis. However, Sacrifice Park does not readily lend itself to the type of analysis required for the Capital Facilities Grant program. Moreover, Sacrifice Park does not neatly fall into a category eligible for funding through a Capital Facilities Grant. Therefore, the City revised its request to seek TDC Marketing Fund revenues, which may be expended on a venue, event, or service which has as one of its main purposes the attraction of tourists as evidenced by the promotion of the venue, event, or service to tourists from outside Brevard County. A copy of the City's revised request including a marketing and tourism plan is attached.

If the Board approves the City's request, the \$250,000 grant amount would be transferred from available, unencumbered Capital Facilities Fund revenues presently set aside for this request to the TDC Marketing Fund. Therefore, while the grant would be funded from the Marketing Fund, it would not impact the approved marketing program or otherwise reduce the revenues presently available in the Marketing Fund.

**Attachments:**

1. Clerk's Memorandum re: Board Action on October 10, 2023
2. City of Palm Bay Request Package

**Clerk to the Board Instructions:**

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



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

December 20, 2023

**M E M O R A N D U M**

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

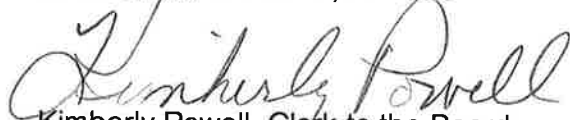
**RE:** Item H.3., Funding for Palm Bay Sacrifice Park Improvements

The Board of County Commissioners, in regular session on December 19, 2023, approved grant funding for the City of Palm Bay Sacrifice Park Improvements in the amount of \$250,000; further, based on the facts specified, made the following legislative findings by approving the grant: Tourist Development Tax funds are authorized for this grant pursuant to Section 125.0104(5)a, Florida Statutes, and Section 102-119(3)c, of the Brevard County Code of Ordinances, because the grant supports a venue which has as one of its main purposes the attraction of tourists as evidenced by the promotion of the venue and events held at the venue to tourists from outside of Brevard County; authorized you to negotiate and sign all necessary agreements and related documents, upon approval from the County Attorney's Office, Risk Management, and Central Services; and authorized the County Manager to execute necessary Budget Change Requests.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS  
RACHEL M. SADOFF, CLERK

  
Kimberly Powell, Clerk to the Board

cc: County Attorney's Office  
Risk Management  
Finance  
Budget



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

October 11, 2023

**MEMORANDUM**

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


**RE:** Item I.3., Approval for Funding Recommendations for Three Fiscal Year (FY) 2023-2024 Tourist Development Council (TDC) Capital Facilities Grants

The Board of County Commissioners, in regular session on October 10, 2023, approved funding the Police Hall of Fame capital project for \$5 million over five (5) years, at \$1 million per year; approved funding the Valiant Air Command capital project at \$349,213; approved fully funding the Brevard Cultural Alliance (BCA) for the year in the amount of \$202,000 that was recommended at the August 8, 2023, Board of County Commission (BoCC) Meeting, with a contract to extend their responsibilities for that year; approved fully funding the Cultural Support Grant Program this year in the amount of \$530,000 that the TDC recommended on August 8, 2023; approved making the appropriate legislative findings based on the Agenda Reports from August 8, 2023; and requested the City of Palm Bay to return within six months with financial analysis and eligibility information, or to otherwise establish the eligibility, to receive funding for the project, with the \$250,000 to be left in the TDC fund, not to be spent.

Your continued cooperation is greatly appreciated.

Sincerely,

**BOARD OF COUNTY COMMISSIONERS  
RACHEL M. SADOFF, CLERK**

  
Kimberly Powell, Clerk to the Board

**cc:** Each Commissioner  
County Attorney  
Finance  
Budget



**Jason Steele, Chair**  
**Brevard County Board of County Commissioners**  
**Brevard County Government Center**  
**2725 Judge Fran Jamieson Way**  
**Viera, FL 32940**

**Re: Sacrifice Park grant application**

**Dear Chair Steele & fellow Commissioners,**

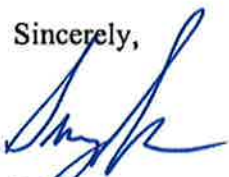
**Thank you for the consideration of the City’s Sacrifice Park Improvement project at the October 10, 2023 Commission Meeting. As requested by the Board, the City has interviewed two different third-party firms to provide economic and fiscal analysis for Sacrifice Park. Based on those conversations and feedback from the professionals, the City will not be pursuing those studies. Both firms stated that a key component is the ability to survey visitors and guests, preferably electronically through registered email addresses. Because this park is free and open to the public, there is no ticketing system, registration system or way to collect emails to survey patronage. In addition, in-person surveys at this juncture are not an option for a variety of reasons. Many of the events we want to host at the facility have either already happened or will not happen for some time. For example, our Annual Wreath Laying and Patriots Day events happen in April and September, respectively. In addition, the City has a variety of future events, some of which will have firm, registered attendance (5k events, opening and closing ceremonies) and also will provide the opportunity for onsite surveys (art shows, Never Forget mobile display). Lastly, the City hopes that the greatly improved memorial and event space and promotion of the park as a tourism destination will generate significant visitation increase.**

The City does believe this is an eligible use for tourist development tax and, moreover, will be an important project for generating tourism to the Space Coast. We believe this venue will promote and advertise tourism in the state of Florida and will be developing the project and the site with the promotion of tourism as one of the main purposes. Law enforcement and first responder organizations and groups are passionate about supporting each other and will travel far to do so. We believe this park will not only serve as a landmark and memorial that visitors will travel to, we also are reconfiguring the site to accommodate events that will draw out of County attendance. Lastly, the City hosts a variety of multi-day training activities at our Regional Emergency Preparedness Training Facility ("The Range") which is 3.9 miles away. For example, we recently hosted a law enforcement competition called Patriot Day, which had 300 spectators and participants from all over the state over multiple days and had opening and closing ceremonies. Those ceremonies could be held just 3.9 miles away from The Range at Sacrifice Park.

Attached please find a marketing and tourism plan to promote Sacrifice Park and in turn promote tourism in our area, including our goals and objectives, target audience, planned events and partners, and media plan. We have also included letters of support and a recap of the project, to include the history, the conceptual designs, and a list of the eight law enforcement agencies in Brevard County who are represented on the current monument and will continue to be represented on the new memorial.

The City respectfully requests the Board's support to bring this project to life with a \$250,000 grant. The City does have over a 100% match comprised of \$150,000 in state appropriations and over \$100,000 in private donations. Conceptual design is complete, engineering is in process, and permit modification for the site will be limited. The City believes we can deliver this project by the end of calendar year 2024, and respectfully requests the Board's support to do so.

Sincerely,



Suzanne Sherman

City Manager



## Sacrifice Park

A Public Memorial & Remembrance  
Destination Honoring First Responders who  
made the Ultimate Sacrifice



Marketing & Tourism Development Plan

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## Sacrifice Park

### Goals, Objectives, and Target Audience

**Goal 1:** Develop Sacrifice Park into a tourism remembrance destination, attracting visitors from around the state.

- Objective 1: By December 2024, complete a memorial reflecting the weight of the sacrifice of all first responders who lost their lives in Brevard County that will generate tourism by featuring unique, photo-worthy, architectural elements (thin blue line light feature, 3-sided obelisk).
- Objective 2: By December 2024, using secured grant funds, reconfigure the site to accommodate a large event pavilion, podium/stage area, and green space for tents, tables, and chairs.

**Goal 2:** Host events at Sacrifice Park to attract out of County visitors and promote the Space Coast as a destination.

- Objective 3: Host at least two events in the first year following opening, using paid advertising to target out of County visitors.
- Objective 4: Host at least one event in the first year following opening in conjunction with regional training at The Range, which has out of County participation.

**Goal 3:** Become a notable destination for those seeking to tour law enforcement memorials in Florida.

- Objective 5: Upon completion, have Sacrifice Park Memorial added to the VisitSpaceCoast.com website under “Things to Do.”
- Objective 6: Secure advertising space at a tourism point of entry, such as the Melbourne Orlando International Airport or Port Canaveral.

#### **Target Audience:**

- First responders from partner agencies hosting events
- First responders from partner agencies in conjunction with scheduled training at the Palm Bay Regional Emergency Preparedness Training Center (“The Range”)
- First responder supporters such as:
  - professional organizations
  - membership organizations
  - union groups
  - veteran and military organizations
  - fundraising organizations and non-profits hosting fundraising events
- Retirees visiting historical places in Florida
- Families with children visiting Florida seeking memorial destinations & historical places

## Sacrifice Park

### Planned Events

#### **Existing City Events:**

Palm Bay will hold these events at Sacrifice Park

1. Annual Wreath Laying in Honor of Officers Johnson & Grogan
  - a. April 23<sup>rd</sup> of each year
  - b. Generates considerable press coverage
  - c. Attracts Palm Bay retirees from all over the country
  - d. Estimated 100 annual attendees
  - e. Will do a press release and promotional videos as we do each year
2. Patriot Day (September 11<sup>th</sup>)
  - a. Over 200 attendees
  - b. Participation from survivors from NYFD and NYPD
  - c. Will advertise out of County to generate more attendance
3. "Road to Hope" Law Enforcement United Memorial Bicycle Tour
  - a. *100 participants and spectators, stopping at Sacrifice Park as part of the event, attracts out of County attendees*
  - b. From Miami to DC for Police Week
  - c. Stops in Palm Bay – Sacrifice Park ideal stopping point

#### **Existing Partner Events:**

Palm Bay already has a relationship and has participated in these events and will move our participation to Sacrifice Park.

4. Tour de Force
  - a. *100 participants and spectators, stay one night and day in Palm Bay, attracts out of County attendees*
  - b. From Miami to Jacksonville
  - c. Stops in Palm Bay – Sacrifice Park ideal stopping point
5. Patriot Games
  - a. *300 participants and spectators came from all over the state for the multi-day competition*
  - b. Tactical fitness games for law enforcement, military, and citizens to test their skills through competition to yield an intensity and experience rarely obtained by other means
  - c. Event is held at City of Palm Bay's "The Range," 3.9 miles from Sacrifice Park
  - d. Opening and closing ceremonies could be moved to Sacrifice Park
6. Law Enforcement Torch Run for Special Olympics
  - a. *Well recognized, national event that generates press coverage*
  - b. Largest public awareness vehicle and grass-roots fundraiser for Special Olympics
  - c. Starting point in Brevard County varies, but two years ago started at Palm Bay City Hall

## Sacrifice Park

### **Future Partner Events:**

Once Sacrifice Park is developed into a remembrance memorial destination, the City will consider these other events.

7. Survive First Events
  - a. National organization dedicated to promoting whole health and mental health initiatives for first responders, headquartered in Cocoa Beach
  - b. Frequently hosts 5k races and an annual gala to benefit their initiatives
  - c. Looking to expand events in our area and already has a relationship with the City
8. 5k Race - City already owns the equipment and hosts an annual 5k event
9. Fire Ladder Climb site for September 11<sup>th</sup> (IAFF)
10. Events hosted by partner groups such as:
  - a. Law Enforcement Agencies in Brevard, particularly one of the **eight agencies** with plaques on the current memorial
  - b. Fraternal Order of Police
  - c. International Association of Firefighters
  - d. Florida Police Chiefs Association
  - e. Brevard County Chiefs Association
  - f. FBINA Local Chapter
11. Art Show focused on First Responders
12. "Never Forget" Mobile Exhibit from Tunnels to Towers
  - a. Tribute to those who lost their lives on 9/11
  - b. 83-foot trailer which transforms into a 1,100 SF exhibit
  - c. Interactive education including artifacts, transmissions and recordings

## Marketing Strategy

The City budgets for paid advertisements for many of our events with third party media partners. The City also utilizes our Staff members and contracted video production services to produce high quality press releases, social media posts, photographs, and professional videos promoting and highlighting our events.

### **Advertisement from Event Partners**

The following event organizers will help promote Sacrifice Park and the Space Coast as a tourist destination by promoting the events that will be hosted there. These organizations have experienced outreach for their large contingency of followers and existing social media and online presence:

- Survive First
- Law Enforcement United
- Tour de Force
- Law Enforcement Torch Run for Special Olympics
- Patriot Games
- Tunnels to Towers

## Sacrifice Park

### **Radio and Digital**

The City has a long-standing relationship with many radio and digital media advertising companies, including Cumulus Media. As you can see in the Media Appendix, Cumulus Media helps develop the audience for each event and targets advertisements to those demographics using:

- Mobile Display Banners
- Facebook Newsfeed
- Instagram Advertising
- Radio Commercials

For example, for our Multicultural Festival, we targeted residents in Brevard, **Kissimmee, and St. Cloud and generated 97,500 impressions, not including radio.** Cumulus Media also hosts our Special Event Coordinator on their podcast, the Mark Moses Show, to do further promotion of our events.

### **Billboards**

The City also has a long-standing relationship with Clear Channel Outdoor who advertises our events **out of County in Daytona Beach and Orlando**, as well as Melbourne, as seen in the Media Appendix. They periodically donate in-kind digital billboards to help promote our events.

### **Print & Web Collateral**

The City has several strategies to advertise Sacrifice Park as a memorial and remembrance destination, to include:

- Utilizing VisitFlorida.com and visit Florida Magazine
- Visit Space Coast website
- Advertising at Melbourne International Airport and Port Canaveral
- Utilizing Digital Marketing out of county
- Adding Sacrifice Park on Brevard County Tour brochures
- Utilizing other local, regional, and state travel guides
- Create brochures for hotels around Brevard

**Sacrifice Park**

Appendix 1: Letters of Support



# Florida Police Chiefs Association

*Serving Florida's Law Enforcement Since 1952*

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November 9, 2023

Brevard County Board of County Commissioners  
2725 Judge Fran Jamieson Way  
Viera, FL 32940

RE: Florida Police Chiefs Association Support for Sacrifice Park Improvement Project

Dear Commissioners:

On behalf of the Florida Police Chiefs Association, I am writing to express my support for the grant request from the City of Palm Bay for the Sacrifice Park Improvement Project. From the materials I've reviewed, it is clear that this project will increase tourism from outside of Brevard County by serving as a remembrance and memorial destination, and most notably honoring first responders who made the ultimate sacrifice. Eight Brevard County law enforcement agencies are represented on the current monument in the park, and most of those agencies are members of the Florida Police Chiefs Association.

While I have no doubt that these Sacrifice Park Improvements will serve Brevard County well, providing a destination for tourism, events, affiliated training, and remembrance of the ultimate sacrifice of our first responders, I am supportive of these improvements because it is an investment in the future of our first responder community. Too often, the selfless commitment to public service, the daily rigors of the job they all face, goes unrecognized. I hope that Sacrifice Park can become a place where current first responders and future recruits to the first responder field can go to be reminded of their purpose; a place for first responder families to go and feel supported by their community; and a place for the public to visit to be reminded that there have been and always will be distinguished heroes willing and ready to sacrifice themselves to protect and serve others. Our first responders struggle with trauma and need public places that provide recognition and support for what they do, of which there are too few. Sacrifice Park is one such place, The purpose of these improvements to Sacrifice Park is clearly a worthy cause that I hope you will support.

Sincerely,

Jennifer "Cookie" Pritt  
Executive Director, Florida Police Chiefs Association

cc: Chief Charles Broadway, Clermont Police Department, FPCA President

Todd Benedict  
Florida Tour De Force  
11/17/2023

Brevard County Board of County Commissioners  
2725 Judge Fran Jamieson Way  
Viera, FL 32940

Dear Commissioners:

I am writing to express our support for the grant request from the City of Palm Bay for the Sacrifice Park Improvement Project. As the Vice President of Florida Tour De Force, an annual charity bicycle ride from North Miami Beach, FL to Daytona Beach Shores, FL, I have seen firsthand for many years the tremendous support for First Responders in Brevard County. Our 5-day ride is done to honor Florida Law Enforcement Officers lost in the line of duty. During the 25+ year history of our ride, we have spent more time travelling in Brevard County each year than any other county we pass through, ending day 3 and beginning day 4 in Palm Bay, then ending day 4 and beginning day 5 in Titusville. As we travel through Brevard we receive tremendous support from agencies like Palm Bay PD, Titusville PD, and the Brevard County Sheriff's Office, as well as support from many of your local businesses. This project would increase tourism by serving as a remembrance and memorial destination, honoring first responders who made the ultimate sacrifice. With 8 Brevard County law enforcement agencies represented on the current monument in the park, adding all First Responders would only increase awareness and bring in people from outside to honor the fallen. It is important that everybody commits to never forget and always honor the sacrifice of First Responders and this memorial space will provide a destination for friends, family and outside visitors who wish to remember them.

Palm Bay's plan to host events for law enforcement and first responder agencies and partner groups (like Florida Tour De Force), as well as providing green space, pavilions, parking, restrooms, and easy access from multiple corridors, would certainly make for a desirable destination. The proximity of Sacrifice Park to the City's Regional Emergency Response Training Facility, "The Range", also makes it an ideal location for gatherings, award ceremonies, and opening and closing ceremonies for events and trainings at The Range.

Sacrifice Park Improvements will only strengthen the already tremendous support of First Responders in Brevard and would serve the county well, providing a destination for tourism, events, affiliated training, and, most importantly, remembrance of the ultimate sacrifice of First Responders.

Regards,

Todd Benedict  
Vice President  
Florida Tour De Force



# "Honor the Fallen, Remember the Survivors"

LEU Long Ride, P.O. Box 09-0550, Brooklyn, NY 11209 (516) 317-9320

Pedaling 1,200 miles to Honor Fallen Officers

Law Enforcement United is founded upon and committed to honoring officers who have died in the line of duty, and ensuring that their surviving family is supported and not forgotten.

Our fundraising efforts support Concerns of Police Survivors and the Officer Down Memorial Page. Together we help ensure these heroes are honored and their survivors have the support programs they need.

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#### **FLETC Long Ride Director**

Richard J. Gallo, USDA-OIG (Ret),  
New York, NY

#### **Roanoke Tough Ride Director**

Michael Gary, US Pentagon PD  
Pentagon, VA

#### **LEU Long Ride Delegates**

Hunt Taylor, VA Beach PD (Ret)  
Virginia Beach, VA

John Donaggio, Arlington County PD  
Arlington, VA

Ben Price, Florence Cty SO  
Florence, SC

Ryan Peterson, Plymouth, PD  
Plymouth, MN

Kevin Quinter, Wyomissing PD, PA

Darren Raley, Mt. Pleasant PD,  
Mount Pleasant, SC

Peter Geary, Jr., Broward Cty SO  
Fort Lauderdale, FL

Kelly Donahue, Madison PD  
Madison, WI

Brian Jeska, Minneapolis PD  
Minneapolis, MN

November 10, 2023

Honorable Rita Pritchett, Chair  
Board of County Commissioners  
2725 Judge Fran Jamieson Way  
Viera, FL 32940

Dear Commissioner Pritchett:

On behalf of Law Enforcement United (LEU), it is my honor to express our support for the grant request from the City of Palm Bay for the Sacrifice Park Improvement Project. We respectfully ask for your help in moving the grant process forward.

As an organization of federal, state and local law enforcement we pedal our bicycles to honor fallen officers. This past May one of the divisions of LEU pedaled from South Florida to Washington DC, arriving at the start of National Police Week. We were proud to stop at the memorial at the Palm Bay Police Department to honor their fallen officers, as well as others from the County who gave their lives in the line of duty. We also stopped at the Satellite Beach PD, Cocoa Beach PD and Titusville PD offices before we overnighted in Brevard County. In 2024, we are again planning to cycle thru Brevard County, on May 3<sup>rd</sup> adding stops at two sites where Deputies from Brevard Sheriff office made the ultimate sacrifice protecting the citizens of the County. Which leads us to again affirm the importance of the Sacrifice Park Improvement Project.

We look forward to re-visiting Brevard County to honor fallen officers next May, and extend an invitation to you, and the other Commissioners, to attend one of the ceremonies. I can be reached at [rich.gallo@leunited.org](mailto:rich.gallo@leunited.org) and my cell is 516.317-9320. Looking forward to hearing from you.

Sincerely,

Rich Gallo



**Sacrifice Park**

Appendix 2: Supporter Packet with History of Project



## Sacrifice Park

A Public Memorial & Remembrance  
Destination Honoring First Responders who  
made the Ultimate Sacrifice



Support Packet for \$250,000 grant request from  
Brevard County Board of County Commissioners

Sacrifice Park honors all Brevard County First Responders who made the Ultimate Sacrifice – representing eight diff. agencies

- Sergeant Edward Hartman, **Satellite Beach PD**
- Officer Philip Flagg, Satellite Beach PD
- Officer Charles Autry, **Cocoa Beach PD**
- Deputy James Adcock, **Brevard County Sheriff's Office**
- Officer Stephen House, **Titusville PD**
- Deputy Robert Nicol, Brevard County Sheriff's Office
- Officer Gerald Johnson, **Palm Bay PD**
- Officer Ronald Grogan, Palm Bay PD
- Officer Joseph Pelicans, **Melbourne PD**
- Deputy Barbara Pill, Brevard County Sheriff's Office
- Officer Steven Pollak, Palm Bay PD
- Officer George Hanchey, **KSC Security**
- Trooper Joseph Sawtell, **Florida Highway Patrol**
- Officer Jack Schnell, Titusville PD
- Lieutenant Amos Cox, Brevard County Sheriff's Office
- Trooper Hal Strickland, Florida Highway Patrol
- Deputy Raymond Warner, Brevard County Sheriff's Office



# Project History



# Project History

- On April 23, 1987, a lone gunman engaged what may be one of the state's first mass shootings at two Palm Bay plazas.
- Officers Johnson and Grogan were killed while responding to the shooting.
- The shooter also killed four civilians and wounded fourteen others.
- Any long-time resident of Brevard County will never forget that tragic day.



# Project History

- Fundraising efforts for a planned memorial began in 1995 as a partnership between the Palm Bay Chapter of the Fraternal Order of Police (FOP) and Palm Bay Parks & Recreation.
- The Park was constructed in the late 1990s / early 2000s, and honors first responders who made the ultimate sacrifice.
- The park is constructed on two parcels – the City's and Brevard County's.
- In 2021, in setting the stage for this next phase, the City executed a 99-year lease with Brevard County so that the City could improve and formally take responsibility for maintenance of the park.

# Sacrifice Park on City AND County parcels





Current Photos



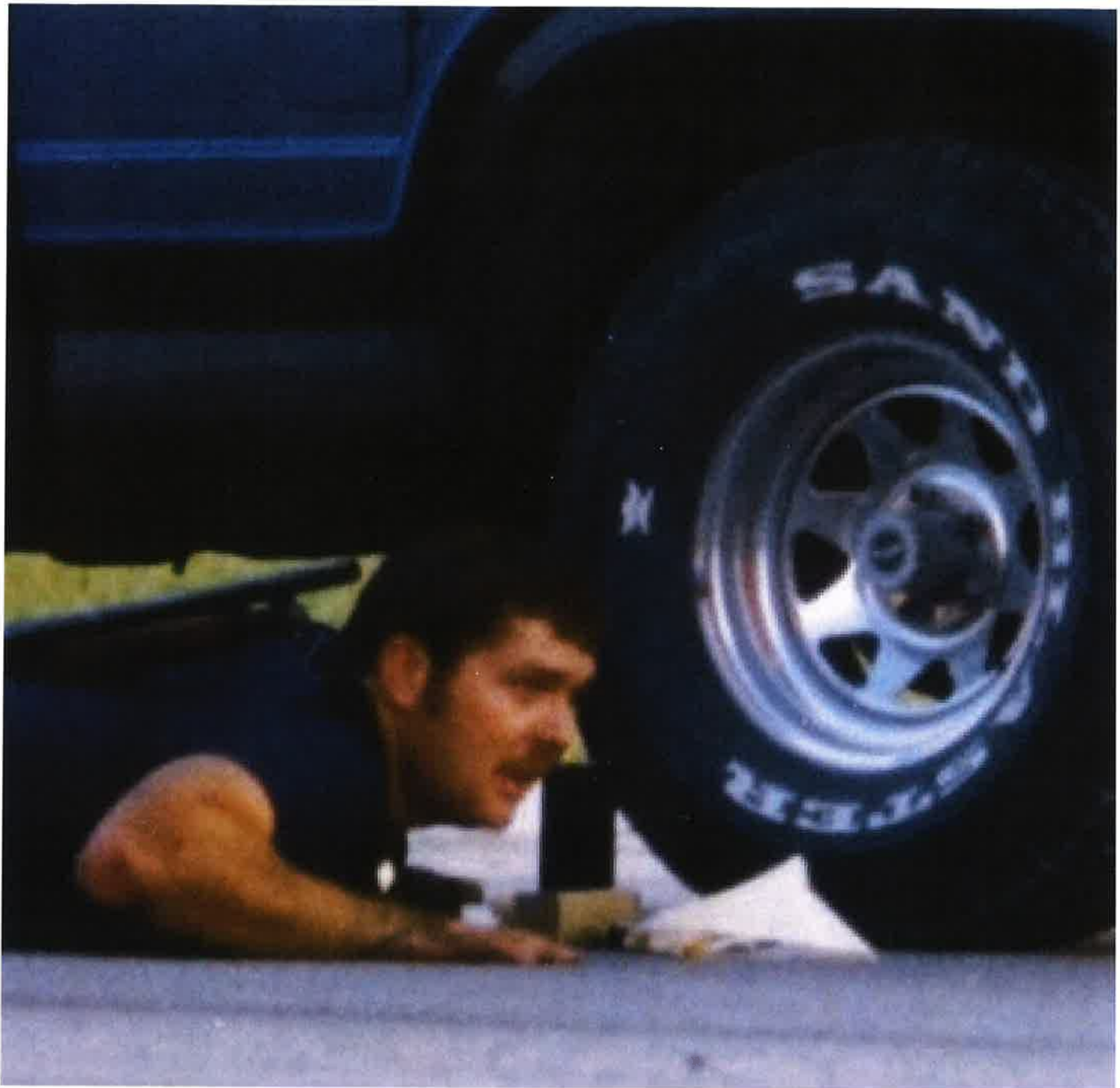


Sacrifice Park improvements has many supporters for the project. Of note:

- City of Palm Bay Mayor Rob Medina, Deputy Mayor Donny Felix, Councilman Kenny Johnson and Councilman Randy Foster
- State of Florida Palm Bay Legislators, for supporting the 2023 Session Legislative Appropriation of \$150,000
- Sherriff Wayne Ivey who personally auctioned off multiple “ride alongs” with him at the 2023 Mayor’s ball, raising more than \$10,000
- Palm Bay branch of the Fraternal Order of Police
- Over 20 community and business sponsors of the 2022 Mayors Ball, and 28 community and business sponsors for the 2023 Mayor’s Ball, where Sacrifice Park improvements was the beneficiary of the events

# Matching Funds

- The 2022 Mayor's Ball held on March 26, 2022 raised \$48,227 to fund the architectural design of improvements to Sacrifice Park.
- The 2023 Mayor's Ball held on March 18, 2023 raised \$62,771 toward the construction of said improvements.
- With outstanding local legislative support, during the 2023 Legislative session we received a Fiscal Year 2024 State Legislative appropriation of \$150,000.
- **TOTAL RAISED TO DATE: \$260,998**
- **The City has over a 100% match for the project!**



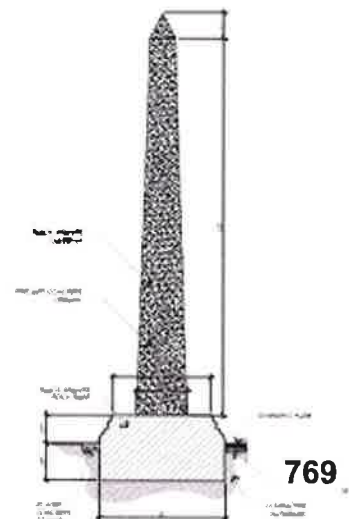
“Their sacrifice is the cornerstone of our foundation...We are who we are today because of them.”

- Mariano Augello, Chief of Police, City of Palm Bay

# Sacrifice Park Improvements

A grant from the Brevard County will allow all these planned improvements:

- Demolition of existing monument, preserving the existing plaques
- Cured in place concrete memorial walls with engravable black granite cladding to honor first responders countywide killed in the line of duty
- A 25' flagpole opposite a 16' obelisk, featuring an inlaid LED light to alternate between blue and red lighting
- **Obelisk is three sided to represent:**
  - **Police**
  - **Fire**
  - **Emergency Medical Technicians**
- **Thin Blue Line light feature**
- **Flagpole with Pledge of Allegiance engraved in wall**
- Pedestal for monument to feature existing plaques from the Winn Dixie shooting
- **Engravable donor pavers to fund on-going maintenance**
- Landscaping, up-lighting, benches, and new park signage
- **Amenity space for events** – green space, pavilions
- **Elevated area for a stage**











## Sacrifice Park as a Remembrance *Destination*

- The memorial at Sacrifice Park shall recognize and honor ***first responders countywide*** who gave their lives in the line of duty – the ultimate sacrifice.
- Sacrifice Park will be open to all law enforcement and first responder agencies and groups to host events and activities
- Less than 10 minutes from our Regional Emergency Response Training Facility, “**The Range,**” with opportunities to have opening and closing ceremonies @ Sacrifice Park and events at The Range
- The additional \$250,000 will allow us to pursue other improvements to the park to include replaced pavilions and greenspace.



# Sacrifice Park as a Remembrance *Destination*

- Because the memorial at Sacrifice Park shall recognize and honor ***first responders countywide*** who gave their lives in the line of duty, there are many other opportunities to create events that encourage tourism and attendance from both in and out of the County. Potential events:
  - Event space for other law enforcement agencies, ***including those with officers memorialized on the obelisk***
  - Event space for groups like Fraternal Order of Police, International Association of Firefighters, American Legion Posts, and more
  - Law Enforcement United Memorial Bicycle Tour stop
  - Tour de Force bicycle tour stop
  - Patriot Day competition event at The Range – opening/closing ceremonies
  - Torch Run starting or ending point
  - Space Coast Law Enforcement Motorcycle Challenge Ceremony site
  - 9/11 “Ladder Climb” site
  - Survive First events
  - City of Palm Bay’s Annual Memorial Wreath Laying
  - City of Palm Bay’s Patriot Day event
- These events are poised to attract out of County attendance and generate “heads in beds” in Brevard County
- Opportunities for additional events to honor our first responders and the sacrifices they make every day are far reaching!



## Poised for tourism development

- We have ample parking in the City Hall parking lot to accommodate numerous guests
- Numerous public restrooms, including outside of City Hall (for weekend events)
- Partnership opportunity with Brevard County with the Degroodt Public Library
- Easy access from I-95, and St Johns Heritage Parkway
- Palm Bay is the second largest municipality by population in all of Central Florida – 132,000+ residents and growing, and only 60% built out

# Promotion through Palm Bay produced videos

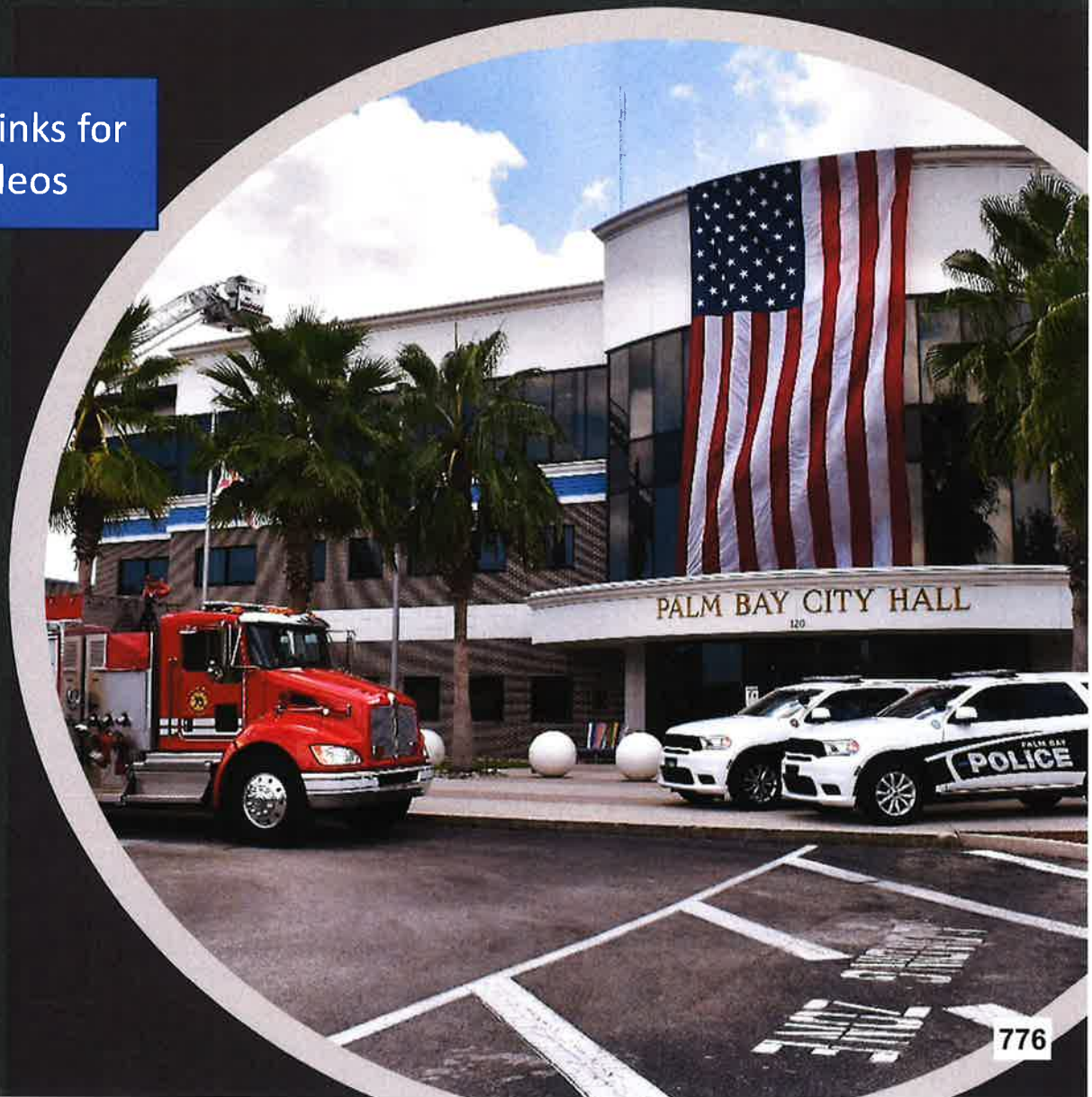
- Sacrifice Park Memorial Video (premiered at 2023 Mayor's Ball)

<https://youtu.be/dz8SAtWalk>

- Promotional Video for 2023 Palm Bay Mayors Ball

<https://youtu.be/74Ali6DZYXE>

Click links for  
videos



# Sacrifice Park Community Benefits

- Sacrifice Park will serve all of Brevard County
- It will serve as a remembrance destination, generating tourism and overnight stays
- It will be easily accessible, free, open to all, situated adjacent to a Brevard County public library
- It serves a core promise to our first responder community: **that we will never forget their sacrifice**

“I envision a great grandchild walking up to this park with a heartfelt reality of knowing that we here, the Palm Bay citizens, honor and will never forget the ultimate sacrifice their great grandparent made in the service of others.”

- Mayor Rob Medina



Thank you for your consideration of our Sacrifice Park improvement project.

"We have a responsibility to ensure that our...fallen heroes know that we will never forget the blood that was shed on the very fabric of our City and our County. Never will we forget."

-Mayor Rob Medina, City of Palm Bay



**Sacrifice Park**

Appendix 3: Sample Media Packages



**CUMULUS**  
M E D I A



**CUMULUS**

**DNADIGITAL**  
**NO TWO PEOPLE ARE THE SAME**

Presented by: Will Kelly

# NOW LET'S TALK YOUR AUDIENCE COUNT





We identified the most relevant target audience for you.

## Multicultural Festival

### We want to reach...

- Spanish speakers
- Interested in arts, festivals, foodies, etc...

### Who live in zip codes:

- Brevard
- Kissimmee
- St. Cloud

There are **43,680** people total that match your ideal customer profile.



# HOW DO WE REACH THEM?



# Mobile Blended Display, Social Advertising, Radio

Ads that are served on websites, apps or social media (Facebook & Instagram) through digital displays

## Benefits:

- Reach a large quantity of people at once
- Our audiences ensure that only **real people** who you have pre-qualified will see your ad.

**24 LIVE MUSIC**  
EVERY SATURDAY & SUNDAY  
FOLLOW OUR STORY ON FACEBOOK & INSTAGRAM @WHOWILL

**Lift Slip Available**  
13,000 LB LIFT SLIP  
\$17,995.00  
\$10 FLAT RATE  
POWER & WATER  
Email for more info: [info@moorter2.com](mailto:info@moorter2.com)

WANTED TO PARKIN'  
2020



# Examples of Creative



IT'S THE Y YOUR WAY...  
FOR EVERYONE

TWO FREE HOURS OF CHILDCARE  
WHILE YOU WORKOUT

GET PEACE OF MIND WHILE YOU EXERCISE



BECOME A MEMBER OF  
THE Y FAMILY TODAY

Sign Up

YMCACF.ORG



NFL  
DRAFT  
PARTY

Thursday  
April 27th  
8pm - 10pm

Grand Prize:  
\$100 Walk-On's  
Gift Certificate!

FOR THE FULL LIST OF PRIZES VISIT WWW.YMCACF.ORG

77 TV's  
44 Beers on Draft  
Happy Hour Prices

8550 Napala Drive  
Melbourne, FL 32940



IT'S THE Y YOUR WAY...  
FOR EVERYONE

TWO FREE  
HOURS OF  
CHILDCARE  
WHILE YOU  
WORKOUT

Sign Up



JENNIFER KLINE

Branch Manager

The Space Coast  
Lending Expert

321-754-1212  
3786 Unity Road, Suite 101  
Melbourne, FL

THE MORTGAGE FIRM  
WEST MELBOURNE  
FL 32909

Learn More



LIVE LIFE  
UNINTERRUPTED

Storm season is here. Live Life  
Uninterrupted with Space Coast  
Power, home of the 10-year  
Briggs & Stratton warranty.

CALL TODAY FOR A FREE  
IN-HOME ESTIMATE!



LIVE LIFE UNINTERRUPTED

CALL TODAY FOR A FREE IN-HOME ESTIMATE!



# OUR RECOMMENDATION: Multicultural Festival



## Mobile Display Banners 150,000 total impressions

Desktop & mobile ads that follow your audience across all the websites and apps that they visit.



## Facebook Newsfeed & IG ADS 58,750 monthly impressions

Ads that follow your audience on their Facebook & Instagram pages.



## Radio Commercials 300 :30 commercials

Commercials on (4) Cumulus Melbourne Stations to run two weeks prior to the event (with matching stream)

Total Reach: **97,500 Impressions (not including radio)**

**TOTAL: \$5,000**

43,680 pre-identified families will be followed by roughly 3 ad impressions

Client Signature \_\_\_\_\_

Date Signed \_\_\_\_\_



**Campaign Proposal**

<b>Proposal Date:</b>	10/26/2023	<b>Target Geo:</b>	St Cloud, Kissimmee, Orlando, Vero Beach, Sebastian, Port St Lucie
<b>Campaign:</b>	City of Palm Bay Holiday Light Parade	<b>Target Audience:</b>	New Parents or parents of children under 12, grandparents or retirees, actively dating individuals, interests in outdoor events
<b>Count ID</b>	455931	<b>Total Audience Size:</b>	59,310
		<b>Total Email Addresses:</b>	22,662

**CAMPAIGN GOAL:** Promote an Event

<b>DIGITAL RECOMMENDATION:</b>		Impressions	MSRP
PBM DESKTOP & MOBILE BLENDED DISPLAY		100,000	
PBM FACEBOOK NEWSFEED & INSTAGRAM - *BUDGET BASED APPROACH*		70,000	
AUDIENCE POSTAL FILE (FIRST/LAST NAMES & POSTAL ADDRESS OF ENTIRE TARGET AUDIENCE GROUP)			\$0
MATCH-BACK ANALYSIS (PROCESS OF MATCHING ALL CONVERSIONS REPORTED BY ADVERTISER TO OUR LIST OF PEOPLE WHO RECEIVED OUR ADS)			\$0
<b>TOTAL:</b>		<b>170,000</b>	
APPROX. AD FREQUENCY:		3	PER PERSON

**Accepted by:** \_\_\_\_\_  
**# of Months:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## Juliet Misconi

---

**From:** Daniel Waite  
**Sent:** Wednesday, November 8, 2023 12:13 PM  
**To:** Juliet Misconi  
**Subject:** FW: Veteran's Day Parade



**Daniel Waite, CPRP**  
**Special Event Coordinator**

*Down to Earth* And Up To Great Things™

(321) 726-2760 or ext. 2065 (321) 626-2912

2225 Port Malabar Blvd. NE, Palm Bay, FL 32905 > [www.PlayPalmBay.org](http://www.PlayPalmBay.org) > [Facebook.com/pbflparks](https://Facebook.com/pbflparks)

**From:** Mark Moses <Mark.Moses@cumulus.com>  
**Sent:** Tuesday, October 31, 2023 5:49 PM  
**To:** Daniel Waite <Daniel.Waite@palmbayflorida.org>; terryhamric@bellsouth.net  
**Subject:** Re: Veteran's Day Parade

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hey Terry,

Thank you so much for chatting with me today about the event coming up on 11/11. Here is a link to our conversation. You can post this on facebook for people to listen!!

See you at the parade!

<https://markmosesshow.podbean.com/e/terry-struven-palm-bay-veterans-day-parade-picnic-interview-103123/>



Terry Struven-Palm Bay Veterans Day Parade & Picnic Interview (10/31/23) | The Mark Moses Show

The Mark Moses Show is joined by Terry Struven with The American Legion Post 177 in Palm Bay to preview The Palm Bay Veterans Day Parade and Picnic coming up Saturday, November 11th in Palm Bay. Listen to Mark

**ACCOUNT EXECUTIVE**

Rose Bobier  
rosebobier@clearchannel.com

**CLEAR CHANNEL OUTDOOR, LLC**

715 North Dr, Suite L  
Melbourne, FL 32934

**ORDER #1174604-MEL**

City of Palm Bay Recreation - Digital 6006 -  
01/02/2023

**ADVERTISER**

City of Palm Bay Recreation (#418821)  
2225 Port Malabar Blvd NE  
Palm Bay, FL 32905-5623

**BILL TO**

City of Palm Bay Recreation (#418821)  
2225 Port Malabar Blvd NE  
Palm Bay, FL 32905-5623

**DAYTONA BEACH/MELBOURNE**

**OOH SERVICES**

Product	Display	Start Week	Period Type	Period Rate	Periods	Total Price
Digital Bulletin 1 slots	#005450 - I-95 WS 1.1mi N/O Wickham Rd F/S - 1 - 10'6" x 36'	1/2/2023	4-Week		0.964286	

**ORLANDO**

**OOH SERVICES**

Product	Display	Start Week	Period Type	Period Rate	Periods	Total Price
Bulletin	#005324 - US 192 SS 1.5mi E/O SR 535 F/NW - Single - 14' x 48'	1/2/2023	4-Week		0.964286	

**PRODUCTION SERVICES**

Description	Billable Date	Unit Qty	Unit Rate	Total Price
Orlando: 14x48	1/2/2023	1		

**COMMENTS**

Production is included in contract. Creative services are provided at no charge. Allow 2-3 weeks for production and installation of vinyl.

Our records indicate that a tax-exempt certificate has been provided on your behalf to one or more Clear Channel markets associated with this contract. Based on that certificate, taxes were omitted from this contract. If the certificate is no longer valid or is not valid with respect to a specific market or for specific services, applicable taxes will be added to your invoice and you will be responsible for payment of such taxes.

**SUMMARY**

Description	Cost
OOH Services	
Production Services	
<b>TOTAL</b>	