



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Consent

F.27.

7/6/2021

Subject:

Approval, re: Funding recommendations for listed FY 2021-2022 Sport Events Grant Applications, approve additional grant award for out of cycle applicant FY20-21.

Fiscal Impact:

FY2021-2022: \$102,577.50 for the listed grants is budgeted in the Marketing fund #1441/293050.

Dept/Office:

Tourism Development Office

Requested Action:

It is requested that the Board of County Commissioners approve funding the following FY 2021-2022 Sports Grant applications as well as make the necessary legislative findings: Space Coast Showdown Soccer Tournament (10/14/2021 - 10/19/2021) \$18,080.00; Cocoa Beach Half Marathon & 10k (10/31/2021) \$10,712.50; Space Coast Cup Soccer Tournament (11/6/21 - 11/7/21) \$12,990.00; Softball Magazine Senior Softball Camp (11/18/21 - 11/20/21) \$3,620.00; Florida Marathon Weekend (2/12/22 - 2/13/22) \$15,242.50; Moon Golf Invitational (2/19/22 - 2/22/19) \$6,270.00; Beach 'n Boards Festival (3/10/22 - 3/13/22) \$17,580.00; Softball Magazine Spring Training (Week 1: 3/10/22 - 3/12/22 Week 2: 3/17/22 - 3/19/22) \$12,090.00; American Cancer Society Gateway to Space 5k & 10k (3/19/22); \$5992.50.

It is also requested that the Board of County Commissioners approve the funding of an out of cycle FY20-21 Sports Grant application as well as make the necessary legislative findings for the AAU Primary National Championships & AAU Club Championships (7/12/21 - 7/16/21) \$15,000.00.

Further, it is requested that the Board make the legislative finding that Tourist Development Tax funds are authorized for each grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a, (5) a, and (6)a. of the Brevard County Code of Ordinances, because each grant supports an activity or event which has as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists from outside Brevard County.

Additionally, it is requested that the Board authorize the Tourism Development Office Director to negotiate and sign all necessary grant agreements and related documents to support the grants.

Summary Explanation and Background:

The Sport Events Grant Program is to provide grants to sports-related organizations to support and enhance athletic events seeking financial assistance for events held on Florida's Space Coast. The grants are administered by the Sports Committee of the Tourist Development Council. The goal of the grant program is to assist the County in attracting and growing high quality sporting events that generate significant economic impact through the attraction of out-of-county participants, related room nights and spending in the local economy. Reimbursement grants up to \$20,000 are available to support events that benefit sports tourism on the Florida's Space Coast. Qualifying grants are also subject to partial reimbursement to the TDO from the Florida Sports Foundation.

The Sports Committee at their May 4, 2021 meeting and the Tourist Development Council at their May 26, 2021 meeting voted unanimously to recommended the Board approve the FY 2021-2022 Sports & Events Grant Cycle #1 Awards as well as make the necessary legislative findings. On May 26, 2021, the Tourist Development Council, with the full support of the Sports Committee Chairman, unanimously voted to recommend the Board approve funding as well as make the necessary legislative findings for the AAU Primary National Championships and Club Championships scheduled for July 12 - 16 2021 in support of moving the event to Brevard County. The event is normally held at the Disney/ESPN Wide World of Sports, but COVID-19 event restrictions make holding the event at that location challenging. The AAU would like to move the event to Brevard County.

Clerk to the Board Instructions:

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



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

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

July 7, 2021

MEMORANDUM

TO: Peter Cranis, Tourism Development Office Director

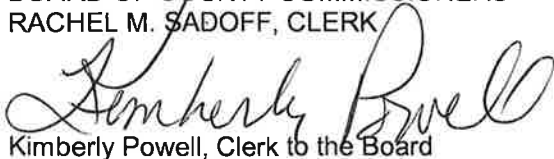
RE: Item F.27., Approval, of Funding Recommendations for Listed FY 2021-2022 Sport Events Grant Applications and Additional Grant Award for Out of Cycle Applicant FY 2020-2021

The Board of County Commissioners, in regular session on July 6, 2021, approved funding the following FY 2021-2022 Sports Grant Applications, as well as making the necessary legislative findings: Space Coast Showdown Soccer Tournament (10/14/2021-10/19/2021) \$18,080, Cocoa Beach Half Marathon and 10k (10/31/2021) \$10,712.50, Space Coast Cup Soccer Tournament (11/06/2021-11/07/2021) \$12,990.00, Softball Magazine Senior Softball Camp (11/18/2021-11/20/2021) \$3,620, Florida Marathon Weekend (02/12/2022-02/13/2022) \$15,242.50, Moon Golf Invitational (02/19/2022-02/22/2022) \$6,270, Beach 'n Boards Festival (03/10/2022-03/13/2022) \$17,580, Softball Magazine Spring Training (Week 1: 03/10/2022-03/12/2022, Week 2: 03/17/2022-03/19/2022) \$12,090, and American Cancer Society Gateway to Space 5k and 10k (03/19/2022) \$5,992.50; approved the funding of an out of cycle FY 2020-2021 Sports Grant Application and made necessary legislative findings for the AAU Primary National Championships and AAU Club Championships (07/12/2021-07/16/2021) \$15,000; made legislative findings that Tourist Development Tax (TDT) funds are authorized for each grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a, (5)a, and (6)a of the Brevard County Code of Ordinances, because each grant supports an activity or event which has, as one of its main purposes, the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists from outside of Brevard County; and authorized you to negotiate and sign all necessary grant agreements and related documents to support the grants.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK



Kimberly Powell, Clerk to the Board

cc: Finance
Budget

Event Name	Score Total	Score Average	Funding Requested	Score Based Award
1-1 Space Coast Showdown Soccer	633	90.40%	\$20,000.00	\$18,080.00
1-2 Cocoa Beach Half Marathon & 10k	600	85.70%	\$12,500.00	\$10,712.50
1-3 Space Coast Cup Soccer	606	86.60%	\$15,000.00	\$12,990.00
1-4 Softball Magazine Senior Softball Camp	507	72.40%	\$5,000.00	\$3,620.00
1-5 Space Force Marathon & Half * APP RESCINDED	-----	-----	\$0.00	
1-6 Florida Marathon Weekend	610	87.10%	\$17,500.00	\$15,242.50
1-7 Moon Golf Invitational	585	83.60%	\$7,500.00	\$6,270.00
1-8 Beach 'n Boards Festival	615	87.90%	\$20,000.00	\$17,580.00
1-9 Softball Magazine Spring Training	564	80.60%	\$15,000.00	\$12,090.00
1-10 American Cancer Society Gateway to Space 5k & 10K	558	79.90%	\$7,500.00	\$5,992.50
			\$120,000.00	\$102,577.50



Space Coast

F L O R I D A

Sports & Events Grant Program Application FY20-21

Sports & Events Grant Program FY 2020/2021 Application

Thank you for your interest in Brevard County Sports & Events Grant Program.

VERY IMPORTANT: Please read this entire page to the end before you begin the application, paying special attention to all of the Necessary Important Documents section.

The primary purpose of the Sports & Events Grant Program is to promote Brevard County as a sports-related destination by offering funding assistance to support and enhance athletic events seeking to be held on the Space Coast.

The following application is the first step to apply for Sports & Events Grant Program funding. Please allow approximately 20 minutes to complete the application form and upload the attachments. A copy of the PDF application form is available to you below in the **NECESSARY IMPORTANT DOCUMENTS** section, please print it yourself or email the grant administrator Erinn Stranko, Operations Manager at Erinn.Stranko@VisitSpaceCoast.com to request a PDF of the application. Each application shall only contain one project or event.

Please note that while completing the application you are UNABLE TO SAVE your progress and go back at a later time. We encourage you to prepare for the application by printing the application PDF (see below in NECESSARY IMPORTANT DOCUMENTS section) and assemble all of your data and descriptions needed before beginning the application.

The last question will give you the opportunity to upload your project or event documents, which are required for a complete application package. After your application has been received, a confirmation email will be sent to you confirming receipt and a copy of your application will be emailed to you within five (5) business days from the date of receipt.

If you have any questions regarding the application or other inquiries please contact Erinn Stranko at Erinn.Stranko@VisitSpaceCoast.com

Eligibility Requirements

The Sports Committee allocates funds from its annual budget to a grant program for Event Owners, Rights Holders, Tournament Directors, Groups and Organizations that coordinate events with a demonstrated history of visitor impact or the significant potential to draw visitors to the area. The Sports & Events Grant Program is administered by the Tourist Development Council with recommendations from the Sports Committee.

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

REQUIRED DOCUMENTS

Required Attachments

At the end of the Application, please upload the following documents and label as the following:

- Attachment (1) - Event location map
- Attachment (2) - Event plan
- Attachment (3) - Event budget

NECESSARY IMPORTANT DOCUMENTS

1. Sports & Events Grant Program funding Event Budget form
2. Sports & Events Grant Program funding Guidelines
3. Sports & Events Grant Program funding Application PDF for you to print if needed

Project Application

All items and questions must be fully addressed within the application to receive funding consideration. Please click 'Next' (or RIGHT arrow) to begin the application.

(untitled)

1. Applicant Information-

What is the event title? *

2021 AAU Primary National Championship & 2021 AAU Club Championship

(untitled)

2. Applicant Contact Information- *

Organization Name

Amateur Athletic Union (AAU)

First Name

DEBBY

Last Name

BATZ

Job Title

EXECUTIVE DIRECTOR

Mailing Address

PO BOX 22409

Apt/Suite/Office

City

State

Zip

LAKE BUENA
VISTA

FL

32830

Email Address

DEBBY @ AAUSPORTS.ORG

Phone Number

407-934-7200

Mobile Phone

407-466-7443

Website URL

WWW.AAUSPORTS.ORG

(untitled)

3. Event Information-

How many days will your event be held? *

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

COMPETITION DAYS

4. Event Information-

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

Event Dates 7/12/2021 ◆

* Note: This is the 1st day of competition.
Setup would begin 7/10/21
Registration would begin 7/11/21

5. Event Information-

What is your alternative date? *

N/A

(untitled)

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

Track & Field
Ages (8u - 18)
AAU Members

(untitled)

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

Satellite High School or Holy Trinity

(untitled)

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

* BASED ON 2,850 TOTAL PARTICIPANTS (BOTH MEETS)

# of Out-of-State Participants	1,000
# of Out-of-State Spectators	1,500
# of Out-of-State Coaches	100
# of Out-of-County Participants (Florida Resident)	1,500
# of Out-of-County Coaches (Florida Resident)	120
# of Out-of-County Spectators (Florida Resident)	2,250
Total Estimated Attendance	4,275

(untitled)

9. How much event grant support are you requesting?

\$ | 15,000 |

10. What is the purpose of the financial support? *

The Tourist Development Council may choose to make payment directly to the vendor or provider of services, and support maybe in the form of "in-kind" services. Please check all that apply.

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

(untitled)

11. Projected number of rooms per night- *

If your event extends past five nights of paid accommodates on the Space Coast please upload a document within the last question to address this information.

Night One	# of rooms	500
Night Two	# of rooms	850
Night Three	# of rooms	1300
Night Four	# of rooms	1300
Night Five	# of rooms	903

(untitled)

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

#

(untitled)

13. Tell us about your event history.

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

(untitled)

14. As the event organizer, have you secured liability insurance for your event? *

Yes

No

15. What is the name of the Insurance Company? *

EVEREST

(untitled)

16.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read the guidelines and will comply with the requirements of the grant, if awarded.
*

Clear


or

Signature of DEBBY BARTZ

(untitled)

17. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (3) attachments which includes your event location map, event plan/timeline/schedule, and event budget in order to complete the application package.

If you are not able to upload the required (3) attachments please email your (3) documents to Erinn.Stranko@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (3) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on May 27, 2020, no late arrivals will be accepted.

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



(untitled)

18. Required Attachments:

Please label each with appropriate attachment number.

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

Browse...

Event History ✓

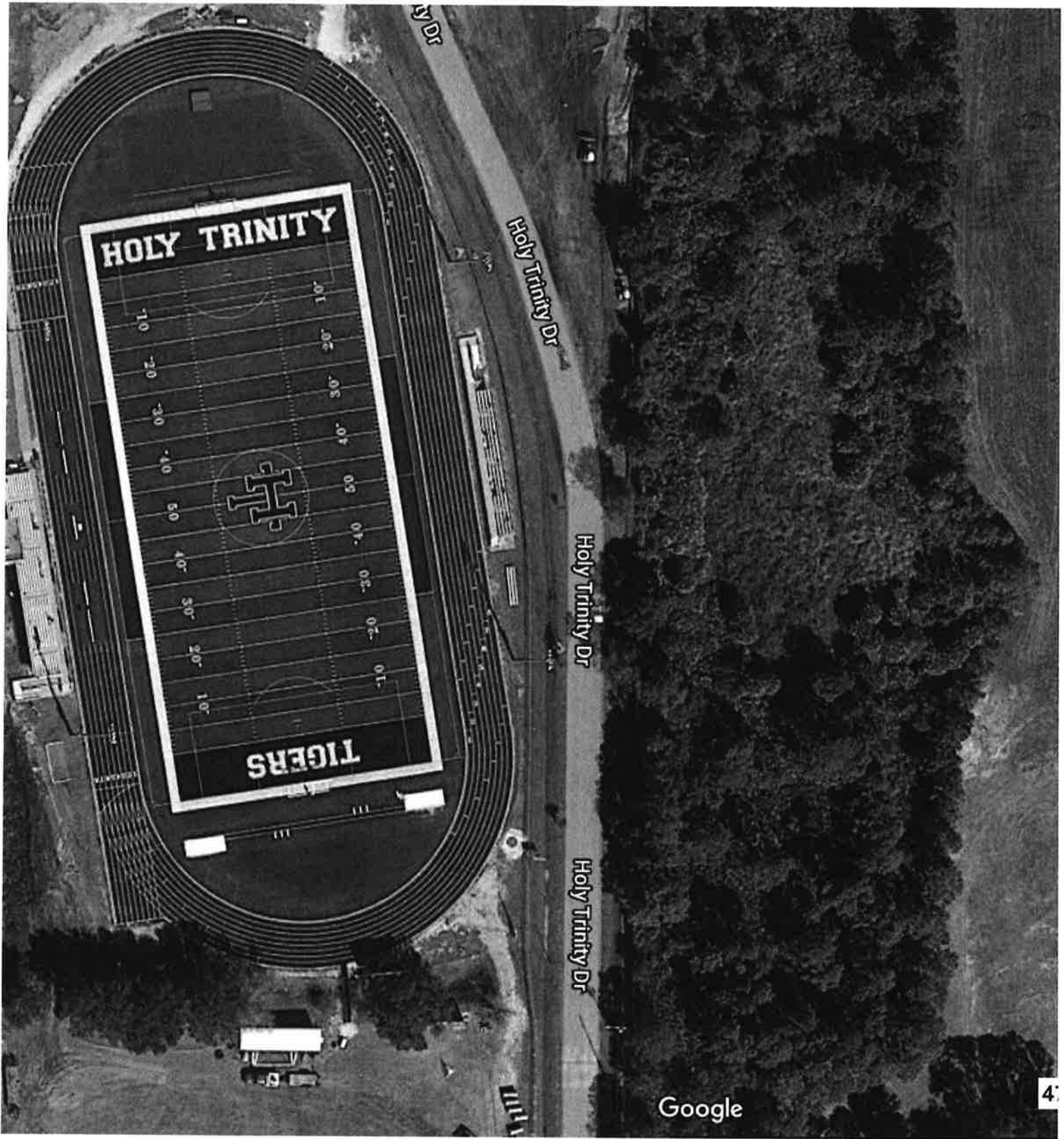
Thank You!

Your application is complete. An email will follow within (3) business days to confirm that your application has been received. Thank you again for your interest in the Brevard County Sports & Events Grant Program.

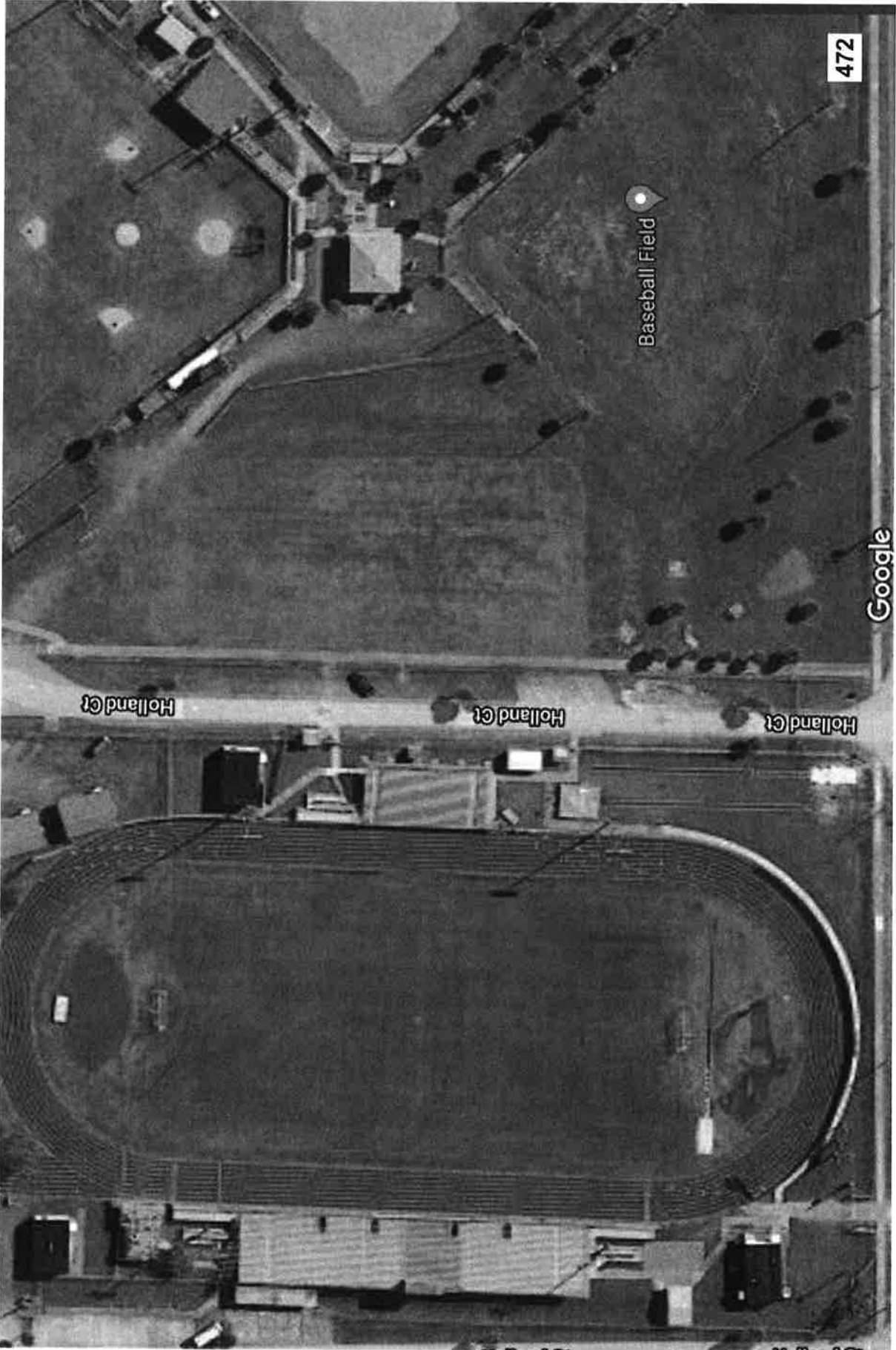
**AAU Primary National Championship & AAU Club Championship
Event History (2015-2019)**

Note: Historically this event is held annually at ESPN Wide World of Sports Complex, but due to some restrictions it could not be held there in 2021. Event was not held in 2020.

2015	
AAU Primary National Championship	
# of Participants:	534
AAU Club Championship	
# of Participants:	3,183
# of States Represented:	33
# of Athletes from Florida:	1,012
2016	
AAU Primary National Championship	
# of Participants:	662
AAU Club Championship	
# of Participants:	4,387
# of States Represented:	37
# of Athletes from Florida:	1,346
2017	
AAU Primary National Championship	
# of Participants:	733
AAU Club Championship	
# of Participants:	4,818
# of States Represented:	32
# of Athletes from Florida:	1,399
2018	
AAU Primary National Championship	
# of Participants:	730
AAU Club Championship	
# of Participants:	4,627
# of States Represented:	32
# of Athletes from Florida:	1,491
2019	
AAU Primary National Championship	
# of Participants:	753
AAU Club Championship	
# of Participants:	5,152
# of States Represented:	36
# of Athletes from Florida:	1,492



Google



472

Baseball Field

Google

Holland Ct

Holland Ct

Holland Ct

TENTATIVE SCHEDULE- FINAL POSTED AFTER ENTRIES CLOSE

2021 AAU CLUB CHAMPIONSHIPS
SATELLITE HIGH SCHOOL, SATELLITE BEACH, FL
TRACK & FIELD MEET SCHEDULE

YOU ARE HEREBY NOTIFIED THAT THE MEET SCHEDULE OUTLINED BELOW IS SUBJECT TO CHANGE WITHOUT PRIOR WRITTEN NOTICE.

EVENT SCHEDULE - TRACK & FIELD
WEDNESDAY, JULY 14

RUNNING EVENT SCHEDULE

<i>TIME</i>	<i>EVENT/AGE GROUP</i>	<i>RACE</i>
8:00 AM	3000M Run (11G, 11B, 12G, 12B, 13G, 13B, 14G, 14B, 15-16G, 15-16B, 17-18G, 17-18B)	TF
10:00 AM	400M Hurdles (15-16B, 17-18B, 15-16G, 17-18G)	TF
	200M Hurdles (13G, 13B, 14G, 14B)	TF
11:00 AM	800M Run (8&UG, 8&UB, 9G, 9B, 10G, 10B, 11G, 11B, 12G, 12B)	TF
12:30 PM	800M Run (13G, 13B, 14G, 14B, 15-16G, 15-16B, 17-18G, 17-18B)	SF
1:30 PM	200M Dash (ALL DIVISIONS)	SF
3:30 PM	4 x 100M Relay (All Divisions)	SF

FIELD EVENT SCHEDULE

<i>TIME</i>	<i>EVENT</i>	<i>AGE GROUP</i>	<i>PIT/RING #</i>
8:00 AM	Long Jump	14G	Pit 1
	Long Jump	14B	Pit 2
	Discus	12G	
	Shot Put	10G	Ring 1
	Shot Put	10B	Ring 2
11:00 AM	Long Jump	17-18G	Pit 1
	Long Jump	17-18B	Pit 2
	Discus	12B	
	Shot Put	11G	Ring 1
	Shot Put	11B	Ring 2
2:00 PM	Long Jump	9G	Pit 1
	Long Jump	9B	Pit 2
	Discus	17-18G	
	Shot Put	15-16G	Ring 1
	Shot Put	15-16B	Ring 2

EVENT SCHEDULE - TRACK & FIELD
THURSDAY, JULY 15

RUNNING EVENT SCHEDULE

<i>TIME</i>	<i>EVENT/AGE GROUP</i>	<i>RACE</i>
8:00 AM	4 x 800M Relay (11-12G, 11-12B, 13-14G, 13-14B, 15-16G, 15-16B, 17-18G, 17-18B)	TF
9:00 AM	80M Hurdles (11G, 11B, 12G, 12B)	SF
	100M Hurdles (13G, 14G, 13B, 14B, 15-16G, 17-18G)	SF
	110M Hurdles (15-16B, 17-18B)	SF
10:00 AM	100M Dash (All Divisions)	SF
12:00 PM	400M Run (ALL DIVISIONS)	SF

FIELD EVENT SCHEDULE

<i>TIME</i>	<i>EVENT</i>	<i>AGE GROUP</i>	<i>PIT/RING #</i>
8:00 AM	Long Jump	12G	Pit 1
	Long Jump	12B	Pit 2
	Discus	11G	
	Shot Put	14G	Ring 1
	Shot Put	14B	Ring 2
11:00 AM	Long Jump	13G	Pit 1
	Long Jump	13B	Pit 2
	Discus	11B	
	Shot Put	9G	Ring 1
	Shot Put	9B	Ring 2
1:00 PM	Discus	15-16G	

EVENT SCHEDULE - TRACK & FIELD
FRIDAY, JULY 16

RUNNING EVENT SCHEDULE

<i>TIME</i>	<i>EVENT/AGE GROUP</i>	<i>RACE</i>
8:00 AM	1500M Run (ALL DIVISIONS)	TF
10:00 AM	80M Hurdles (11G, 11B, 12G, 12B)	F
	100M Hurdles (13G, 14G, 13B, 14B, 15-16G, 17-18G)	F
	110M Hurdles (15-16B, 17-18B)	F
11:00 AM	200M Dash (ALL DIVISIONS)	F
11:30 AM	4 x 400M Relay (9-10G, 9-10B, 11-12G, 11-12B, 13-14G, 13-14B, 15-16G, 15-16B, 17-18G, 17-18B)	SF

FIELD EVENT SCHEDULE

<i>TIME</i>	<i>EVENT</i>	<i>AGE GROUP</i>	<i>PIT/RING #</i>
8:00 AM	Long Jump	15-16G	Pit 1
	Long Jump	15-16B	Pit 2
	Discus	14G	
	Shot Put	13G	Ring 1
	Shot Put	13B	Ring 2
11:00 AM	Long Jump	11G	Pit 1
	Long Jump	11B	Pit 2
	Discus	14B	
	Shot Put	8&UG	Ring 1
	Shot Put	8&UB	Ring 2
1:00 PM	Discus	15-16B	

EVENT SCHEDULE - TRACK AND FIELD
SATURDAY, JULY 17

RUNNING EVENT SCHEDULE

<i>TIME</i>	<i>EVENT/AGE GROUP</i>	<i>RACE</i>
8:00 AM	1500M Racewalk (9G, 9B, 10G, 10B, 11G, 11B, 12G, 12B)	TF
8:30 AM	400M Dash (All Divisions)	F
9:15 AM	3000M Racewalk (13G, 13B, 14G, 14B, 15-16G, 15-16B, 17-18G, 17-18B)	TF
11:15 AM	4 x 100M Relay (All Divisions)	F
12:00 PM	800 M Run (13G, 14G, 13B, 14B, 15-16G, 17-18G)	F
1:15 PM	100M Dash (All Divisions)	F
1:30 PM	4 x 400M Relay (9-10G, 9-10B, 11-12G, 11-12B, 13-14G, 13-14B, 15-16G, 15-16B, 17-18G, 17-18B)	F

FIELD EVENT SCHEDULE

<i>TIME</i>	<i>EVENT</i>	<i>AGE GROUP</i>	<i>PIT/RING #</i>
8:00 AM	Long Jump	10G	Pit 1
	Long Jump	10B	Pit 2
	Discus	13B	
	Shot Put	17-18G	Ring 1
	Shot Put	17-18B	Ring 2
11:00 AM	Long Jump	8&UG	Pit 1
	Long Jump	8&UB	Pit 2
	Discus	13G	
	Shot Put	12G	Ring 1
	Shot Put	12B	Ring 2
1:00 PM	Discus	17-18B	

**2021 AAU PRIMARY NATIONAL CHAMPIONSHIP
MULTI-EVENTS AND TRACK & FIELD**

The AAU National Primary Championship has been designed to promote the grass roots activities and to add another National Championship to the AAU Athletics Program. It also gives these athletes the opportunity to compete in single age groups 5, 6, 7 and 8.

SITE: SATELLITE BEACH HIGH SCHOOL

ORDER OF EVENTS

MONDAY JULY 12, 2021

08:00	Triathlon	Long Jump - Shot Put - 55 Meter SP WG - PWG
	Triathlon	Long Jump - Shot Put - 100 Meter SPG - PG
09:00	Triathlon	Long Jump - Shot Put - 55 Meter SPWB - PWB
	Triathlon	Long Jump - Shot Put - 200 Meter SPB - PB

Running Events

12:00	100 meter	SPWG - SPWB - PWG - PWB SPG - SPB - PG - PB	SF
1:00	55 meter	SPWG - SPWB - PWG - PWB	SF
1:30	200 meter	SPWG - SPWB - PWG - PWB SPG - SPB - PG - PB	SF

SF = semi finals

TF = time finals

F = finals

TUESDAY JULY 13, 2021

Field Events

8:00 AM	Long Jump	SPG - SPB - PG-PB	F
	Shot Put	SPWG - SPWB - PWG - PWB	F
11:00 AM	Long Jump	SPWG - SPWB - PWG-PWB	F
	Shot Put	SPG - SPB - PG - PB	F

Running Events

8:00 AM	1500 meter	SPG - PG - SPB - PB	F
8:30	4 x 100 relay	SPWG - PWG - SPG - PG	TF
	4 x 100 relay	SPWB - PWB - SPB - PB	
9:00	400 meter	SPG - SPB - PG - PB	TF
10:00	55 meter	SPWG - SPWB - PWG - PWB	F
10:30	100 meter	SPWG - SPWB - PWG - PWB	F
		SPG - SPB - PG - PB	
11:00	800 meter	SPG - SPB - PG - PB	TF
11:45	200 meter	SPWG - SPWB - PWG - PWB	F
		SPG - SPB - PG - PB	
12:45	4 x 400 relay	SPG - PG	TF
	4 x 400 relay	SPB - PB	

SF = semi finals

TF = time finals

F = finals

AGE DETERMINATION

The athlete's year of birth shall determine the age division in which he/she will compete:

Age Group	Year Born	Code
PRIMARY GIRLS	2004	PG
PRIMARY BOYS	2004	PB
SUB PRIMARY GIRLS	2005	SPG
SUB PRIMARY BOYS	2005	SPB
PEE WEE GIRLS	2006	PWG
PEE WEE BOYS	2006	PWB
SUB PEE WEE GIRLS	2007	SPWG
SUB PEE WEE BOYS	2007	SPWB

EVENTS

Code	<u>55</u>	<u>100</u>	<u>200</u>	<u>400</u>	<u>800</u>	<u>LJ</u>	<u>SP</u>	<u>4X1</u>	<u>4X4</u>	<u>Tri</u>	<u>40H</u>	<u>TURBO</u>	<u>1500</u>
SPWG	X	X	X			X	X	X		X			
SPWB	X	X	X			X	X	X		X			
PWG	X	X	X			X	X	X		X			
PWB	X	X	X			X	X	X		X			
SPG		X	X	X	X	X	X	X	X	X	X	X	X
SPB		X	X	X	X	X	X	X	X	X	X	X	X
PG		X	X	X	X	X	X	X	X	X	X	X	X
PB		X	X	X	X	X	X	X	X	X	X	X	X

All divisions are limited to three (3) events including relays.

Entry in a relay, either as a principal runner or an alternate member will be considered an entry for the purpose of this rule.

RELAY TEAMS

Relay teams in the 4 X 100 event may consist of athletes 8 and under, Sub-Pee Wee, Pee Wee, Sub-Primary & Primary. Relay teams in the 4 X 400 event will consist of athletes 7 & 8 only, Sub Primary & Primary. All relay teams are gender specific. Girls compete against Girls and Boys compete against Boys. Members of a relay team must be registered with the same Club

ENTRY FEE

Track & Field entry fee \$40.00 per athlete regardless of number of events.

Multi –Event each athlete wishing to compete in multi-events must submit an entry fee of \$40.00, if the athlete wishes to compete in the track and field portion of the meet, they must submit an additional \$40.00.

ONLINE ENTRY

Registration will only be accepted online at www.coacho.com

Only Visa, Master Card, Discover and American Express accepted.

NO EXCEPTIONS!!!!!!..... NO REFUNDS!!!!!!

All athletes and coaches must have 2012 AAU membership before registering online. For membership information, and to purchase membership online, go to www.aausports.org.

Once online meet entry has been accepted, no changes can be made. Upon completion of the online entry process, including the payment of entry fee, athlete entries are locked and a confirmation email is sent showing all athletes and events entered. Athletes can be added until online meet entry is closed, but the entry and roster record of locked athletes cannot be changed.

ENTRY DEADLINE

Online entry must be submitted no later than Wednesday July 4, 11:59 PM Eastern Time for all Primary Championship events. It is the responsibility of the coach, designated administrator, athlete or parent to make sure all athletes are registered online.

AWARDS

Individual awards ceremonies will be conducted at the awards area. Awards for every final event will be presented approximately 30-60 minutes after the conclusion of the event. National Championship medals presented 1st through 8th place, each event per age group (including each relay team member).

PACKET PICK-UP & CHECK-IN

Packet Pick-up for all athletes and coaches participating in the 2012 National Primary Championship will be held at Disney's Wide World of Sports Complex.

All participating athletes should plan to check-in the day before competition begins. Upon arriving at the complex, please follow posted signs to registration area. Free parking will be available and temporary parking for RV and Buses will also be available at the complex.

COACHES CREDENTIALS

Clubs /teams will receive coach's credentials (passes) based on the following formula:

1 – 8 Athletes	No complimentary coaches credentials
9 – 16 Athletes	One (1) complimentary coach credential
17 – 25 Athletes	Two (2) complimentary coach credentials
26 – 45 Athletes	Three (3) complimentary coach credentials
46 – 65 Athletes	Four (4) complimentary coach credentials
66 – 85 Athletes	Five (5) complimentary coach credentials
Over 85 Athletes	Six (6) complimentary coach credentials

Please note that the credentials issued to athletes and coaches are ATS tickets. These tickets are required to be used in the turnstiles to gain access to Disney's Wide World of Sports Complex. If an athlete or coach loses their credentials, a replacement will be issued at the cost of an LOE ticket.

FOR MORE INFORMATION CONTACT:

Meet Director

Roland Williams
1 McArthur Lane

AAU National Staff

Trevor Hartwig - Assistant Meet Director
P.O. Box 22409

Elkton, MD 21921
443-907-8630 (cell)
410-620-5614 (fax)
rewaau@comcast.net

Lake Buena Vista, FL 32830
407-828-2892
407-934-7242 (fax)
tony@aausports.org



2021 AAU Primary Nationals & Club Championship REVENUE & EXPENSE REPORT

PROJECTED BUDGET

REVENUE:		Athlete/Team Total	Entry Fee	National Office
Entry Fee Split:				
AAU Primary National Championship		350	\$ 45.00	\$ 15,750.00
AAU Club Championship		2,500	\$ 45.00	\$ 112,500.00
Other Revenue:				
TDC				\$ 15,000.00
Merchandise Sales				\$ -
Admission/Gate	Track & Field (Online Sales)			\$ 28,500.00
	Track & Field (Cash)			\$ 6,500.00
FloSports, Inc. (Per Contract)				\$ 700.00
TOTAL REVENUE				\$ 178,950.00

EXPENSES:		National Office
Travel/Housing:		
Airfare (Officials, etc.)	Track & Field/Multi Events (Air)	\$ 5,000.00
	Track & Field/Multi Events (Travel Per Diem)	\$ 2,000.00
Airfare (National Staff)		\$ -
Hotel (Officials, etc.)	Track & Field/Multi Events	\$ 25,000.00
	AdkinsTrak Timing	\$ 3,000.00
Hotel (National Staff)		\$ -
	Track & Field/Multi Events	\$ 800.00
Rental Cars (Officials, etc.)		
	Track & Field/Multi Events	\$ 3,500.00
Rental Cars (National Staff)		
		\$ 1,000.00
Payments:		
Track Officials Per Diem	Per Contract	\$ 14,000.00
Meet Director Stipend	Per Contract	\$ 2,500.00

AdkinsTrak Timing	Track Site Supervisor	\$ 17,500.00
TJ Gaudy	Track Site Supervisor	\$ 1,000.00
Doug Butler	Track Site Supervisor	\$ 1,000.00
Marcus Bailey	Track LOC	\$ 1,000.00
National Staff Per Diem	Interns	\$ -
<u>Track Contracted Meet Management Fees:</u>		
Meet Director	Chad Culver	\$ 7,837.50
Assistant Meet Director		\$ -
Computer/HyTek Team	Brad Messina	\$ 2,137.50
Computer/HyTek Team	Kristi Becerra	\$ 2,137.50
Announcer		\$ -
Other:		
Event License Fee		\$ 350.00
<u>Medals</u>		
Copper Medals (\$3.41/medal)		\$ 6,820.00
Trophies		\$ 2,500.00
Officials & National Staff Polo Shirts		\$ 5,276.20
Shirt Screen Print Cost		\$ 1,800.00
Track Officials Hats		\$ 1,500.00
Hat Embroidery		\$ 650.00
Track Online Registration Fee (\$1.15/athlete)		\$ 3,277.50
Track Athlete Wristbands		\$ 300.00
Track Officials & Coach Wristbands		\$ 300.00
Track Starter Shells		\$ 1,200.00
Track Bib Numbers/Envelopes		\$ 1,800.00
Track Hip #'s		\$ 1,500.00
Track Facility Rental		\$ 10,000.00
Track Golf Cart Rental		\$ 1,800.00
COVID & Track Signage	10 days @ \$1,000/day	\$ -
<u>Reimbursements:</u>	FedEx	\$ -
<u>Track & Field</u>		
	Chad Culver	\$ 1,000.00
	Brad Messina	\$ 1,000.00
	Kristi Becerra	\$ 1,000.00
	Charles Oliver	\$ 500.00
<u>National Staff</u>		\$ -
	Debby Batz	\$ -

	Tony Staley AMEX	\$	-
	Tony Staley	\$	-
	Madison Evans	\$	-
<u>Officials Hospitality (Food)</u>	Track & Field	\$	5,000.00
<u>Equipment, Supplies, Wristbands, PPE Items</u>	KN95, N95 masks & Face Shields	\$	-
	General Supplies	\$	-
	Wristbands (Admission, Temp Check)	\$	500.00
		\$	1,300.00
		\$	2,000.00
Penske Truck Rental	Track	\$	7,000.00
Ice (Track)	Track	\$	600.00
Tent Rental	Track	\$	600.00
POD Rental	Track	\$	6,000.00
Waste Management (Dumpsters)	Track	\$	2,200.00
Security, EMT	Track	\$	-
Medical Personnel (Trainers)	Track	\$	3,000.00
Portable AC Units (Press Box)	Track	\$	3,500.00
Generator (Timing/FloSport Portables)	Track	\$	5,000.00
Portable Trailer Rental			
Port-a-Let Rental			
TOTAL EXPENSES		\$	168,686.20
TOTAL REVENUE		\$	178,950.00
TOTAL EXPENSES		\$	168,686.20
NET PROFIT/(LOSS)		\$	10,263.80

NOTES:

SPORTS GRANT CYCLE #1 FY21-22									
Name of Event	Event Organizer	Date(s) of Event	Projected Room Nights	Amount Requested	Previously Supported?	# of TDC Grants Rec'd in Past for this Event	Committee Member Notes		
1-1 Space Coast Showdown Soccer Tournament	Gorges Classic Soccer Tournaments	10/14/2021 - 10/19/2021	1200	\$20,000.00	NO	0			
1-2 Cocoa Beach Half Marathon & 10K	Smooth Running, LLC	10/31/2021	1050	\$12,500.00	YES	6			
1-3 Space Coast Cup Soccer Tournament	Space Coast United Soccer Club	11/6/2021 - 11/7/2021	1000	\$15,000.00	NO	0			
1-4 Softball Magazine Senior Softball Camp	Softball Magazine, Inc.	11/18/2021 - 11/20/2021	400	\$5,000.00	YES	3			
1-5 Space Coast Marathon & Half Marathon	Smooth Running, LLC	12/11/2021 - 12/12/2021	1800	\$25,000.00	NO	0			
1-6 Florida Marathon Weekend	Smooth Running, LLC	2/12/2022 - 2/13/2022	1200	\$17,500.00	YES	13			
1-7 Moon Golf Invitational	University of Louisville	2/19/2022 - 2/22/2022	500	\$7,500.00	YES	1			
1-8 Beach 'n Boards Festival	Beach 'n Boards Fest LLC	3/10/2022 - 3/13/2022	1001	\$20,000.00	YES	7			
1-9 Softball Magazine Softball Spring Training	Softball Magazine, Inc.	Week 1: 3/10/2022 - 3/12/2022 & Week 2: 3/17/2022 - 3/19/2022	650	\$15,000.00	YES	3			
1-10 American Cancer Society Gateway2Space 5k	American Cancer Society	3/19/2022	201	\$7,500.00	YES	2			
Scoring Guidelines									
	Lodging Room Nights	Funding Levels	TOTAL SUPPORT REQUESTED (CYCLE #1 FY21-22)	\$145,000.00					
	200 (minimum)	Up to \$5,000	TOTAL ESTIMATED FUNDING FY21-22 (2 GRANT CYCLES)	\$140,000.00					
	201 - 500	\$5,001 - \$7,500							
	501 - 1,000	\$7,501 - \$15,000							
	1,001+	\$15,001 - \$20,000							

Sports & Events Grant Program Application FY21-22

Response ID:12 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Space Coast Showdown

3. (untitled)

2. Applicant Contact Information-

Organization Name

Gorges Classic Soccer Tournament

First Name

Ibe

Last Name

Jonah

Job Title

Tournament Director

Mailing Address

213 North Tioga Street

Apt/Suite/Office

#6881

City

Ithaca

State

NY

Zip

14851

Country

Email Address

ibe@gorgesclassic.com

Phone Number

607-339-1988

Mobile Phone

607-339-1988

Website URL

www.gorgesclassic.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

6

4. Event Information-

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

10/14/2021

5. (untitled)

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

Our event is a fun and festive 11v11 outdoor soccer tournament for adults ages 18 - 70. We have 8 adult divisions: men's open (18+), men's over 30, O-40, O-50, O-60, women's open, women's O-35, & coed open.

6. (untitled)

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

Mitch Ellington Park & 3 other parks in Brevard County

7. (untitled)

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

of Out-of-State ADULT Participants : 4400

of Out-of-County ADULT Participants (In State, Overnight Stay) : 470

of Out-of-State ADULT Spectators/Fans : 600

of Out-of-State YOUTH Spectators/Fans : 80

of Out-of-County Spectators/Fans (In State, Overnight Stay) : 200

Of Day Trippers/Local Attendees (No Overnight Stay) : 100
of Out-of-State Coaches, Officials, Staff, etc... : 100
of Out-of-County Coaches, Officials, Staff (In State, Overnight Stay) : 30
of Out-of-State Media : 15
of In-State Media (In State, Overnight Stay) : 5
Total Estimated Attendance : 6000

8. (untitled)

8. How much event grant support are you requesting?

20,000

9. What is the purpose of the financial support?

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

9. (untitled)

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

1200

10. (untitled)

11. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

PREVIOUS_EVENT.pdf

11. (untitled)

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

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

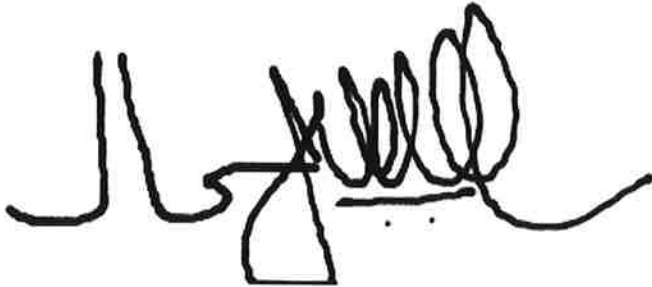
Yes

12. (untitled)

13.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Ibe Jonah

13. (untitled)

14. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Erinn.Stranko@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on April 2, 2021, no late arrivals will be accepted.

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

14. (untitled)

15. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

MAP_OF_SPACE_COAST_SHOWDOWN_LOCATIONS.docx

Space_Coast_Showdown_Plan_&_Schedule.docx

Space_Coast_Showdown_Budget.xlsx

MARKETING_PLAN.docx

15. Thank You!

New Send Email

Apr 05, 2021 02:17:38 Success: Email Sent to: ibe@gorgesclassic.com

PREVIOUS EVENT (TOURNAMENT) IN SPACE COAST, FL

NAME OF EVENT: SpaceX Showdown Soccer Tournament

LOCATION: Mitch Ellington Park, 575 W. Hall Road, Merritt Island, FL 32953

DATES: March 19-21, 2021

REFERENCE NAME: John Mackor, Florida Beer Co; Phone # 321-223-2033

TOTAL OUT-OF-COUNTY PARTICIPANTS: 1900

TOTAL NUMBER OF ROOM NIGHTS: 237



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The Arts

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 Hotels

 Attractions

 Transit

 Parking

 Pharmacies

 ATM





Palm Lake Dr

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Palm Lake Dr

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The Arts

🍴 Restaurants

🏨 Hotels

🎡 Attractions

🚗 Transit

P Parking

🏪 Pharmacies

📍 AT



Attachment (2)
Space Coast Showdown
Adult Soccer Tournament in Space Coast (Brevard County, FL)
Prepared by [Gorges Classic Soccer Tournament]

Plan & Rationale

Gorges Classic will be organizing a carefully crafted adult age-bracket soccer tournament using fields at various locations in the Florida Space Coast including the Mitch Ellington Park, Space Communities Sports Complex, Kelly Park West & Viera Regional Park. This will be done in a manner that maximizes positive economic impact for the Space Coast area of Florida. The program of events began in March 2021 with 34 teams (1500 participants) in men's open, O-30, O-40, & O-50 divisions that came from all over the United States. We'll expand this program to include other brackets and begin to draw teams from more US States and from Europe and South America. We plan to have 2 separate multiday tournament events in October 2021 and March 2022 that will capitalize on the inaugural success and make this the pre-eminent soccer tournament destination in the country. Teams will arrive on Thursday and play from Friday to Sunday thereby spending a minimum of 4 nights in the Space Coast.

Goal

To secure 100 team registrations (4,000+ participants) to have a fantastic and economically impactful tournament twice a year in the Space Coast area of Florida. We will get teams from across the United States, Canada, Europe & South America.

Mission

Our mission is to organize a recreational fun and fair competition in a safe atmosphere that is most inviting for the participants while also being highly beneficial to the Space Coast area. We expect tournament participants will avail themselves of the opportunity to stay longer and visit local places of interest including the Kennedy Space Center & beautiful Brevard beaches.

Vision

Our shared vision is the promotion of the game of soccer through robust and healthy competition that simultaneously promotes and benefits the region by way of increased tourism.

Unique Value Proposition

The Gorges Classic is a tournament like no other. We stage the finest & fun-nest tournament for adults that combine a festival-like atmosphere with good quality soccer which is most appealing to teams/players. Working with local businesses and organizations, we provide good entertainment for the participants, and we also have cash prizes that elevate the level of competition.

Strategic Priorities

- ✓ Effective implementation of the tournament marketing plan to reach out to all adult teams in the United States, Canada, Mexico, South America & Europe, and to convince a significant number of them to sign up for the Space Coast Showdown tournament in October 2021 & March 2022.
- ✓ Secure sponsors/sponsorship deals to make it easier to market the tournament and entice teams to register.
- ✓ Liaise and collaborate with local businesses to have a smooth & successful tournament.
- ✓ Make all the necessary arrangements on critical matters like putting in place adequate refereeing pool, and revising plans as the situation warrants.

Tournament Priorities

- *Implement tournament best practices*

- *Greater emphasis on recruiting over 30, 40 & 50 teams.*
- *Efficient and effective tournament marketing.*
- *Identify & contact potential sponsors (for funds & in-kind contributions).*
- *Recruitment of paid staff & volunteers.*
- *Using adequate & appropriate tools and resources.*
- *Diversify team outreach and tailor to specific region & age group.*
- *Evaluate efforts & resource allocation in light of results.*
- *Quickly establish good rapport with key constituents: teams, area businesses, sponsors, referees, volunteers & governmental officials.*

Tournament Experience

Gorges Classic Soccer Tournament (GCST) is pleased to submit this grant application. Our organization has an unparalleled wealth of experience organizing soccer, and adult soccer tournaments in particular. The Gorges Classic Soccer Tournaments have been staged in several cities in the last 10 years that continuously attract teams from across the United States & Canada.

We have organized well over 70 tournaments. These have been done yearly for the last 10 years and comprise our tournament "Viagra in Niagara" (Niagara Falls, NY), "Showdown in Vegas" (Las Vegas NV), "Lonestar Showdown" (Austin TX), "Chicago Showdown" (Chicago IL) among others. As a result, we have in-depth understanding of what it takes to organize a successful tournament. We are prepared, totally committed, and have the organizational experience to put together a carefully crafted soccer tournament emphasizing fun and fair competition at the chosen Space Coast soccer complexes. We have the organizational experience to comply with applicable rules & regulations, and the knowhow to plan and execute a successful tournament.

Type of Tournament We Envision & will Execute

We started in March 2021 with men's Soccer tournament. We plan to capitalize on the inaugural success to bring in other categories including women's open and over 30 teams, and men's over 60 teams. We will essentially be working to promote soccer and the Space Coast area. We pride ourselves in organizing fun and fair competition and will strive to do so in a safe atmosphere that would be most inviting for the participants and also highly beneficial to Space Coast community. Because of our vision, capacity to plan and execute, marketing strategy, and considerable experience of the organizing team we have assembled, we anticipate we will have 100+ teams going forward. The plan is to have the teams arrive on Thursday and to have the tournament start on Friday and go to Sunday.

We recognize that the Space Coast is an ideal place to host an adult tournament. It is a wonderful place to play the beautiful game of soccer outdoors. Fully aware of this uniqueness and the amazing facilities available at the park and fueled by the desire to extend the rich legacy of Gorges Classic brand of soccer tournaments, we'll be organizing fully-fledged adult soccer tournament twice a year in Space Coast FL.

Schedule of Space Coast Tournament

- ✓ October 15-17, 2021
- ✓ March 18-20, 2022

Location of Space Coast Showdown Tournament

- ✓ Mitch Ellington Park, 577 Hall Rd, Merritt Island, FL 32953
- ✓ Kelly Park West, 2455 N Banana River Dr, Merritt Island, FL 32952
- ✓ Space Coast Communities Sports Complex, 662 Canaveral Groves Blvd, Cocoa, FL 32926
- ✓ Viera Regional Park, 2300 Judge Fran Jamieson Way, Melbourne, FL 32940

SPACE COAST SHOWDOWN

Soccer Tournament

EXPENSES

TOTAL EXPENSES		Estimated	Actual
		\$81,660.00	\$0.00

Site	Estimated	Actual
Facility Rental	\$4,000.00	
Support Staff	\$3,000.00	
Field Lining	\$1,000.00	
Referees	\$18,000.00	
Total	\$26,000.00	

Venue Operation	Estimated	Actual
Potta John Rental	\$1,800.00	
Athletic Trainers	\$2,400.00	
Videographers	\$1,000.00	
Nets & Field Setup	\$1,400.00	
First Aid/Ice	\$160.00	
Total	\$6,760.00	

Publicity	Estimated	Actual
Graphics work	\$900.00	
Posters/Flyers	\$200.00	
Digital Marketing	\$9,000.00	
Total	\$10,100.00	

Miscellaneous	Estimated	Actual
Cleanup	\$500.00	
Car Rental (3 vehicles)	\$2,100.00	
Liability Insurance	\$1,500.00	
T-Shirts	\$1,800.00	
Total	\$5,900.00	

Refreshments	Estimated	Actual
Food	\$1,200.00	
Drinks	\$500.00	
Linens		
Staff and gratuities	\$1,500.00	
Total	\$3,200.00	

Program	Estimated	Actual
Performers	\$5,000.00	
Sound/Light	\$2,000.00	
Travel	\$1,600.00	
Hotel	\$3,600.00	
Other	\$1,200.00	
Total	\$13,400.00	\$0.00

Prizes	Estimated	Actual
Ribbons/Plaques/Trophi	\$2,300.00	
Cash Prizes	\$14,000.00	
Total	\$16,300.00	\$0.00

Attachment (4)

MARKETING PLAN

SPACE COAST SHOWDOWN SOCCER TOURNAMENT

Tournament Marketing Strategy

Gorges Classic plans to conduct a comprehensive marketing campaign to reach a target audience of 2,000,000 people that enjoy playing soccer at both competitive and recreational level, and to have a high conversion rate (team registrations) that will come to a festive adult tournament in the Space Coast.

Gorges Classic will maintain an extensive marketing campaign that will ensure maximum visibility for the tournament in Space Coast FL while highlighting the phenomenal experiential value of being present at the tournament. Creative marketing, promotion, public relations and national-wide soccer community engagement will be at the heart of our efforts. We'll be extremely resourceful in maximizing the use of low-cost, high-impact marketing channels including traditional and digital media with a heavy dose of emphasis on the latter.

We have in place a carefully calibrated and nuanced marketing strategy to ensure we'll get 100+ teams to have a vibrant and economically impactful tournament. The theme of the tournament is "Space Coast Showdown".

How will the word be spread to get teams in the United States, Canada, Mexico, South America & Europe to sign up for the tournament? We will be adopting a multi-pronged marketing strategy that would include:

- A. Extensive and intensive use of social media marketing targeting some key demographic using paid & free Facebook, Twitter, Instagram, LinkedIn, YouTube, Tik Tok, & Snapchat. We'll create an event page, invite our FB friends and draw them to our tournament website. (Please note: Ibe Jonah has 4,500 friends on FB, and belong to FB Soccer Groups whose combined total membership is 338,241). We'll also be using Google AdWords, running Google re-marketing digital campaigns, selecting effective keywords, and boosting SEO for both our Google Ads and organic search results.
- B. Email marketing: sending email blasts to the over 20,000 soccer contacts in our list using Mailchimp, Constant Contact & Active Network.
- C. Enlisting soccer pundits/personalities on TV to give us a mention.
- D. Deploying our Tournament ambassadors from across the United States & Canada to hand out tournament printed flyers/posters & help recruit teams. We'll also have a referral commission for individuals or organizations referring teams to the tournament.
- E. Submitting tournament events info to Community Calendar of TV/Radio Stations & regional newspapers. Buying TV & radio spots in designated, carefully chosen markets where necessary.
- F. Direct marketing: phone calls and text messages to all soccer contacts we know including the presidents of the largest adult soccer leagues in NYC, Boston, Chicago, LA, Philly, Baltimore, Pittsburgh,

Cleveland, San Francisco, San Diego, Dallas, Houston, Atlanta, Detroit, Toronto, Ottawa, Montreal, Vancouver, Hamilton & London, Las Vegas, Boston, etc.

G. Relationship marketing to organizations like Celtic, Real Madrid, Barcelona, Chelsea FC, Juventus, Manchester United, Bayern Munich, etc. fan groups; USMNT & MLS supporters like American Outlaws & Sam's Army.

H. Banner Ad placement on soccer league websites, and in sports magazines like First Touch, Front Row Soccer, Goals, 442, Kicker, Athletic, etc.

I. Issuing press releases and getting interest stories planted in designated newspapers.

J. We'll also call upon teams/players who have ever participated in the Gorges Classic to come to our Space Coast Showdown tournament.

Selling the tournaments and attracting a large pool of teams and participants would require emphasis on the following points as well:

1. Fun and fair competition devoid of rancor and unnecessary injury.
2. Excellent atmosphere and organization.
3. Quality facilities especially smooth, well-manicured fields.
4. Good officiating (energetic, experienced and effective referees).
5. Fantastic wide range of attractions.
6. A 10+ year history and track record of past good tournaments.
7. Opening reception and concert for team managers and players.
8. Various beach hotels & dining options.
9. Massage therapists & Reiki services.
10. Beer tasting from local craft breweries.
11. Cash Prize \$2000 for every division champion
12. Tournament MVP awards & to fair play teams.

What Makes Our Tournament Unique & Set Us Apart from Others

The Gorges Classic is a tournament like no other that combines a festival-like atmosphere with quality soccer to draw teams from across the country. It has been an exemplar of what adult soccer tournaments should be: the finest & fun-nest tournament for adults that maximize benefits to local residents and businesses. Put simply, we pride ourselves in organizing fun and fair competition in a safe atmosphere that is most inviting for the participants and also highly beneficial to residents and businesses. Participants get to enjoy an impressive entertainment lineup and an abundance of food while playing good quality soccer against decent teams from the United States & Canada.

Sports & Events Grant Program Application FY21-22

Response ID:17 Data

2. (untitled)

1. Applicant Information-

What is the event title?

7th Annual Cocoa Beach 10k/Half Marathon

3. (untitled)

2. Applicant Contact Information-

Organization Name

Smooth Running, LLC

First Name

Mitch

Last Name

VARNES

Job Title

Principal

Mailing Address

PO Box 33100

Apt/Suite/Office

n/a

City

Indialantic

State

FL

Zip

32903

Country

Email Address

mitchvarnes@gmail.com

Phone Number

3217597200

Mobile Phone

3217597200

Website URL

www.runcocoabeach.com

Website URL

4. (untitled)

3. **Event Information-**

How many days will your event be held?

1

4. **Event Information-**

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

10/31/2021

5. (untitled)

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

7th Annual Cocoa Beach 10k / Half Marathon. This is an open event and the last in a series of races with an "I Dream of Jeannie" theme. The theme beginning in 2022 will be "Space & Rockets." Our race is the largest participant sporting event in Cocoa Beach and draws people from all over Florida, the United States and internationally. Large running groups from Europe have travelled in for the race in past years. The Cocoa Beach race name is a big part of the success of this race. The Half Marathon is for runners while the 10k allows walkers.

6. (untitled)

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

A1A, Cocoa Beach

7. (untitled)

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

of Out-of-State ADULT Participants : 300

of Out-of-State YOUTH Participants : 20

of Out-of-County ADULT Participants (In State, Overnight Stay) : 900
of Out-of-County YOUTH Participants (In State, Overnight Stay) : 40
of Out-of-State ADULT Spectators/Fans : 300
of Out-of-State YOUTH Spectators/Fans : 60
of Out-of-County Spectators/Fans (In State, Overnight Stay) : 900
Of Day Trippers/Local Attendees (No Overnight Stay) : 4500
of Out-of-State Coaches, Officials, Staff, etc... : 2
of Out-of-County Coaches, Officials, Staff (In State, Overnight Stay) : 2
of Out-of-State Media : 2
of In-State Media (In State, Overnight Stay) : 2
of Day Trip/Local Media (No overnight stay) : 2
Total Estimated Attendance : 7030

8. (untitled)

8. How much event grant support are you requesting?

12,500

9. What is the purpose of the financial support?

Paid advertising and media buys outside of Brevard County
Site fees/costs (contract help, etc)
Non-monetary awards (medals, ribbons, plaques, etc)
Sanction fees

9. (untitled)

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

1050

10. (untitled)

11. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

Cocoa_Beach_Half_Marathon_3_year_history_for_2021_tourism_grant_application.docx

11. (untitled)

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

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

No

12. (untitled)

13.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: G Mitchell Varnes, Jr.

13. (untitled)

14. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Erinn.Stranko@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on April 2, 2021, no late arrivals will be accepted.

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

The Cocoa Beach 10k/Half Marathon is one of the most popular races in Central Florida. It's "I Dream of Jeannie" theme and Cocoa Beach location results in more than half its field regularly coming from outside of the Space Coast area. It is the largest participant sporting event in Cocoa Beach.

The projected entry numbers for this 2021 event are hard to gauge and may be lower than projected due to near all major marathons and half marathons -- Boston, New York, Chicago, London, Los Angeles, Marine Corps and many, many more races - were canceled in 2020 and spring of 2021 due to the pandemic and rescheduled for the fall of 2021.

14. (untitled)

15. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Cocoa_Beach_Half_Map.jpg

Cocoa_Beach_Half_Marathon_2021_Projected_Budget_for_Tourism_Grant_Application.docx

Cocoa_Beach_Half_Marathon_2021_marketing_and_strategy_plan_for_tourism_office.docx

Cocoa_Beach_Half_Marathon_and_10k_proposed_2021_schedule_for_tourism_office_grant_application.docx

15. Thank You!

New Send Email

Apr 16, 2021 10:10:30 Success: Email Sent to: mitchvarnes@gmail.com

Previous location & dates
Reference name & contact information
Total out-of-county participates
Total number of room nights *

7th Annual Cocoa Beach 10k / Half Marathon
October 31, 2021

- Previous location & dates:

This event has always been held in October and based in or adjacent to Lori Wilson Park and I Dream of Jeannie Lane.

- Reference name & contact information:

Mitch Varnes / Smooth Running, LLC

Event Director

- Total Out of County Participants:

This event typically draws more than 65% of its field from out of this area.

Based on the past three years, this would amount to:

2018: 1,200 + out of area entrants

2019: 850 + out of area entrants

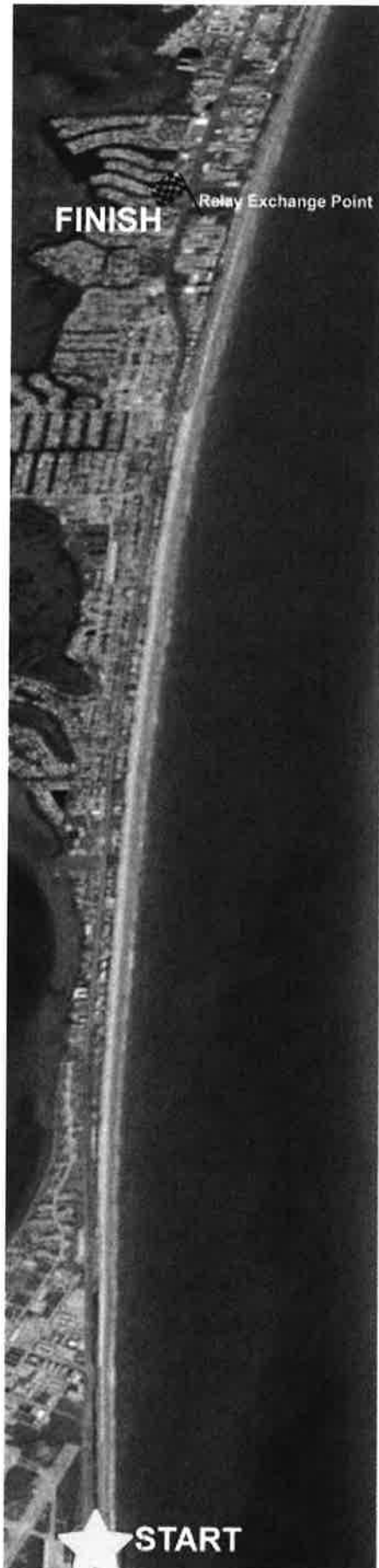
2020: 700 + out of area entrants

- Total Number of Room Nights:

2018 – 1,400 room nights

2019 – 1,200 room nights (664 verified hotel) + Airbnb, VRBO, etc..

2020 – 1,350 room nights (fewer overall and destination runners due to pandemic, but those who came to the race stayed more nights than usual).



Easternmost Northbound lane of A1A closed for race route from Hangar's Beach. (PAFB to SR-520)

1. Start at Hangar's Beach opposite PAFB Runway
2. A1A North to Hernando Ln. (Block south of SR-520)
3. Turn East on Hernando Ln.
4. Turn South on Ocean Beach Blvd.
5. Follow Ocean Beach Blvd. South to its dead-end loop just past Wakulla
6. Follow Ocean Beach Blvd. back North to Marlon Ln.
7. East on Marion to swing gate leading to Shepard Park
8. In Shepard Park, follow the loop through lot and to ramped walkway to beach
9. South 2.9 miles on hard packed sands to Minutemen Causeway
10. West off beach onto Minutemen by Coconuts and then turn North onto A1A
11. Follow A1A to South entrance of Lori Wilson Park
12. East on South entrance of Lori Wilson Park to finish on I Dream of Jeannie Lane



PACKET PICK-UP

SATURDAY, OCTOBER 30, 2021

11 a.m. – 5 p.m.

- Packet Pick-up
Cocoa Beach Rec Center
321 Ramp Rd, Cocoa Beach, 32931

**Entrants Must Have A Copy of Photo ID to pick up or another entrant's packets.
No Exceptions.**

RACE DAY PACKET PICKUP IS AVAILABLE FROM 5AM – 630AM IN THE HILTON COCOA BEACH PARKING LOT WHERE ATHLETES WILL LOAD ON THE BUSES TO THE START LINE.

CONTACT US

Registration or packet pickup questions? Email us at support@thefloridamarathon.com.



All the information needed for the race will be in the athlete's packet. Athletes already signed up for the race will receive the packet via e-mail provided, 2 weeks prior to race date.

RACE INFO

SUNDAY, OCTOBER 31, 2021 – RACE DAY

7 a.m. start at Hilton Cocoa Beach on A1A N lane.

1500 N Atlantic Ave, Cocoa Beach, FL 32931

Finish on A1A at Lori Wilson Park

1500 N Atlantic Ave, Cocoa Beach, FL 32931



RACE DAY

7: a.m.

- Race Start

9:45 a.m.

- Awards Ceremony at I Dream of Jeannie Lane at Lori Wilson Park on the beach, Cocoa Beach

11 a.m.

- Official Course Closure. Hard 2.5-hour time limit.

7th Annual Cocoa Beach Half Marathon & 19k

October 31, 2021

Objective:

The objective of this event is to continue to showcase Cocoa Beach, its beaches and the Space Coast to runners and their families visiting here from all parts of the USA and the world.

Goal:

Given the ongoing Covid-19 situation, our goal is to produce a high quality and safe race that is a standard for other races to follow.

The delay in other national and regional races and their postponement to the fall of 2021 will almost certainly affect our entry numbers this year.

Nevertheless, we hope to draw at least 1,500 runners to the event, with more than 60% of them coming from outside of the Space Coast.

Strategy:

The event will be marketed toward novice and active runners, with an emphasis on those from outside of our area.

The last year of our "I Dream of Jeannie" themed race and its iconic Jeannie Bottle finisher medals will be a focal point of the marketing strategy.

The event will be marketed via the following:

- Sponsored and targeted Face Book and Instagram ads to runners throughout the Southeastern United States, with a focus on runners from Atlanta southward.
- Paid eblasts via confirmed lists to hundreds of thousands of runners.
- Eblasts via our firm's qualified list of over 20,000 runners and walkers.
- Mailed distribution of more than 40,000 marketing cards to running stores and races throughout the U.S. East Coast.
- Paid ads with Runner's World Magazine (total circulation of more than 5 million digital and print).
- Discounted entries offered to members of national and regional running groups, including: MOMS Run This Town, Black Girls Run, Half Fanatics, Marathon Maniacs, Running Destinations, Run Tampa, New York Road Runners, Track Shack, Run Disney and more.
- Large signs marketing the event will also be strategically placed on major roadways on the Space Coast.

Targeting:

- Active runners throughout the Southeastern United States.
- Distance Runners (10k and greater)
- Families

Estimated media and advertising expenditure: \$15,000.00.

2021 Cocoa Beach Half Marathon / 10k

PROPOSED BUDGET

\$15,000 – Advertising and Marketing

\$5,000 – Police support

\$4,000 – Barricades, Cones and traffic support

\$600 – Permits

\$1,000 – Sanctioning and insurance

\$3,500 – Food and course amenities

\$3,000 – On Course entertainment and emcees

\$14,000 – Shirts provided to entrants and volunteers

\$5,000 – Race caps provided to entrants

\$2,000 – New signage and banners

\$1,500 – Tents for course and finish line

\$400 – Chair and table rentals

\$600 – Light tower rentals

\$9,000 – finisher medals

\$3,500 – Awards

\$2,000 – Finish line structure and fencing rental, balloons, red carpet, etc.. for start and finish line.

\$4,000 – Timing fee

\$2,000 – Miscellaneous/Unexpected

\$76, 100 Estimated Costs

Sports & Events Grant Program Application FY21-22

Response ID:10 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Space Coast Cup

3. (untitled)

2. Applicant Contact Information-

Organization Name

Space Coast United Soccer Club

First Name

Lisa

Last Name

Girard

Job Title

SCUSC Board Member / Tournament Liason

Mailing Address

PO Box 410301

Apt/Suite/Office

Box 410301

City

Melbourne

State

FLORIDA

Zip

32941

Country

Email Address

lisa.girard@spacecoastsoccer.org

Phone Number

8609043119

Mobile Phone

8609043119

Website URL

<https://www.spacecoastsoccer.org/spacecoastcup/>

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

2

4. Event Information-

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

11/06/2021

5. (untitled)

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

Soccer Tournament - Youth Junior Division Soccer Tournament, Boys and Girls ages 8-years-old through 14-years-old, competing in U9 through U14 age divisions.

6. (untitled)

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

Viera Regional Park and Wickham Park

7. (untitled)

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

of Out-of-County YOUTH Participants (In State, Overnight Stay) : 1200

of Out-of-State ADULT Spectators/Fans : 1000

of Out-of-State YOUTH Spectators/Fans : 500

Of Day Trippers/Local Attendees (No Overnight Stay) : 350

of Out-of-County Coaches, Officials, Staff (In State, Overnight Stay) : 100

of Day Trip/Local Media (No overnight stay) : 2
Total Estimated Attendance : 3150

8. (untitled)

8. How much event grant support are you requesting?

15000

9. What is the purpose of the financial support?

Paid advertising and media buys outside of Brevard County
Non-monetary awards (medals, ribbons, plaques, etc)
Promotions
Other - please specify: Required Sports Personnel

9. (untitled)

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

1000

10. (untitled)

11. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

SCUSCSCCUP_4y.docx

11. (untitled)

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

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

Yes

12. (untitled)

13.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Lisa Girard

13. (untitled)

14. **SPECIAL MESSAGE:**

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Erinn.Stranko@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on April 2, 2021, no late arrivals will be accepted.

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

14. (untitled)

15. **Required Attachments:**

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Attachment_(3).docx
Attachment_(1).pdf
Attachment_(4).docx
Attachment_(2).docx
Attachment_(1b).pdf

15. Thank You!

New Send Email

Apr 02, 2021 05:55:33 Success: Email Sent to: lisa.girard@spacecoastsoccer.org

Space Coast Cup November 7-8, 2020:

- The Space Coast Cup is an annual soccer tournament, hosted by Space Coast United Soccer Club (SCUSC), in which competitive division soccer teams, boys and girls, in the U9 through U14 age groups (8-year-olds to 14-year-olds youth) compete. In the inaugural year, 2020, 100 teams participated across 17 divisions. 1000+ players along with parents, siblings and extended family attended the 2020 tournament hosted at Viera Regional Park and Wickham Park. Teams attended from greater Miami, Jacksonville, Gainesville, and Orlando areas.
- Space Coast United Soccer Club has 570 players currently enrolled in competitive soccer programs and 770 participating in recreational soccer programs. Youth ages two through 19 years old participate in multiple levels of soccer play, from beginner to competitive / college prep. SCUSC players are primarily from Brevard County ranging from Mims to Grant.
- 21 Space Coast United team participated in the 2020 Space Coast Cup tournament, approximately 340 players. 2 additional teams were from Brevard County, approximately 30 players. The remaining 600+ participants were from outside of Brevard County.
- Due to the CDC and State Guidance in November 2020, the tournament did not require hotel stay to play and we did not solicit hotel numbers. However we are aware through participant feedback that the vast majority of players and their families stayed local to the Viera Regional Fields.
- Space Coast United Director of Coaching – Scott Armstrong and Tournament Committee Board Liaison – Lisa Girard



SPACE COAST UNITED SOCCER CLUB

WICKHAM PARK

3500 CROTON ROAD, MELBOURNE, FL 32935

NATURAL GRASS FIELDS

GPS Location: 28.1642, -80.6559

Google Plus Code 587V+WC Melbourne, Florida



RESTROOM

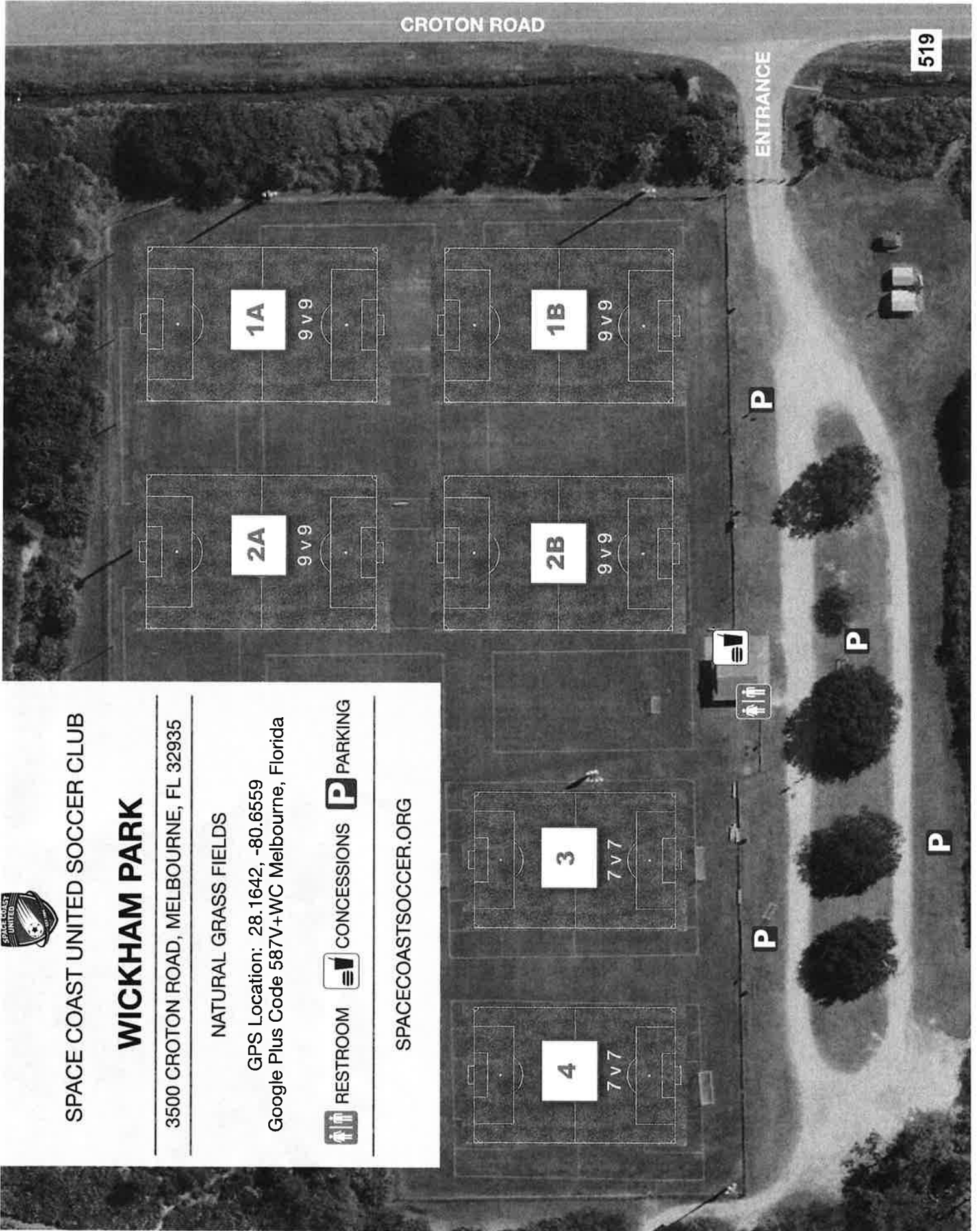


CONCESSIONS



PARKING

SPACECOASTSOCCER.ORG



CROTON ROAD

ENTRANCE

519

1A

9 v 9

1B

9 v 9

2A

9 v 9

2B

9 v 9

3

7 v 7

4

7 v 7

P

P

P

P



**SPACE COAST UNITED
SOCCER CLUB**
SPACECOASTSOCCER.ORG

CLUB CONTACTS

EXECUTIVE DIRECTOR OF COACHING
SCOTT ARMSTRONG
321-693-3739
doc@spacecoastsoccer.org

DIRECTOR OF COACHING JR DIVISION
DEAN FLEXTON
321-848-2897
dean.flexton@spacecoastsoccer.org

ECNL COORDINATOR
CAROL-ANN ROMAN
321-544-1591
carolann.roman@spacecoastsoccer.org

COVID CONTACT
STEPHANIE HOLT KAMP
313-767-0808
stephanie.holtkamp@spacecoastsoccer.org

**LIGHTNING DETECTOR
ON-SITE**

This facility is equipped with a SFERIC Siren Alerting System.

The detector will emit one long horn blast when lightning is detected within 10 miles.

Three short blasts indicate the all-clear.

**WELCOME
TO THE
SPACE COAST**

HERE IS SOME INFORMATION WE HOPE WILL MAKE YOUR VISIT ENJOYABLE.



**SPACE COAST UNITED
SOCCER CLUB**

**VIERA REGIONAL
PARK FIELD MAP**

2300 JUDGE FRAN JAMIESON WAY
MELBOURNE, FL 32940

ARTIFICIAL TURF FIELDS

SPECTATORS: Please remain on the Sidewalks surrounding the fields.

TURF RULES: No Chairs, Tents or Canopies placed onto Turf. No Gum, No Metal Cleats, No Seeds or Nut Shells, No Pets. Please clean up bench area after play.



RESTROOM



CONCESSIONS



MEETING ROOM



**PICNIC TABLE
PAVILION**



PARKING

HOTELS

USE TRAVELING SPORTS TEAMS

Save time and get the best rate with
Traveling Sports Teams,
our club-partnered Travel Agency.

EMAIL your requirements to
scusc@travelingsportsteam.com
or CALL 480-515-9767

NEARBY HOTELS

HOLIDAY INN MELBOURNE-VIERA
CONFERENCE CENTER
8298 N. WICKHAM RD

FAIRFIELD INN & SUITES
MELBOURNE VIERA
2400 TOWN CENTER AVE

HAMPTON INN
MELBOURNE VIERA
130 SHERIFF DR

LA QUINTA INN AND SUITES
MELBOURNE VIERA
7200 GEORGE T EDWARDS DR

HOME2 SUITES
MELBOURNE VIERA
2404 METFIELD DRIVE

BEACHSIDE HOTELS
IN SATELLITE BEACH,
INDIAN HARBOUR BEACH
AND COCOA BEACH

FOOD & RESTAURANTS

PUBLIX SUPER MARKET
5380 STADIUM PKWY
ROCKLEDGE, FL 32955

TARGET AND WALMART
SUPERSTORES
8455 AND 8500 N WICKHAM RD

BOLD CUP COFFEE
2271 TOWN CENTER AVE #117
321-254-0312

STARBUCKS
7351 SHOPPES DR
321-254-0312

TROPICAL SMOOTHIE CAFE
2328 CITADEL WAY SUITE #102
321-241-1140

CHILI'S
6550 COLONNADE AVE
321-639-6881

BLAZE PIZZA
2348 CITADEL WAY #101
321-248-8586

FIRST WATCH
2328 CITADEL WAY STE 104
321-473-7210

THE AVENUE VIERA
NEXT DOOR TO THE PARK, MANY
RESTAURANTS AND SHOPS

PIZZA GALLERY & GRILL
2250 TOWN CENTER AVE
321-633-0397

PANERA BREAD
2290 TOWN CENTER AVE SUITE 101
321-504-7250

FIVE GUYS
2230 TOWN CENTER AVE
321-633-0033

28 NORTH GASTROPUB
2250 TOWN CENTER AVE #101
321-241-1159

OLIVE TREE GREEK GRILL
2270 TOWN CENTER AVE #113
321-631-0188

BONEFISH GRILL
2251 TOWN CENTER AVE #12
321-636-1619

CHIPOTLE MEXICAN GRILL
2322 HARNETT DR
321-639-1830

PLAYER, PARENT AND COACH SAFETY GUIDELINES

SPACE COAST UNITED WILL CLOSELY FOLLOW CURRENT LOCAL REGULATIONS AND CONSIDERATION WILL BE GIVEN TO LOCAL CAPACITY AND LOCAL SPREAD STATISTICS.

GENERAL GUIDELINES

- Follow all local and state guidelines for facilities and events.
- Participants and parents of participants should continuously monitor their own health while participating and/or attending events.
- Any participant or household member of a participant, who is not feeling well, has been exposed to a person with COVID-19 within 14 days of play, or has traveled to/from any foreign country/domestic area identified by the CDC or local health officials as a hot spot within the past 14 days, should not participate.
- Parents/guardians should check their child's temperature prior to coming to the field; if the child has a temperature of 100.4 or greater, child cannot participate.

SPECTATOR GUIDELINES

- Spectators should wear face masks if social distance of 6 feet cannot be maintained from others not from their own household.
- No spectator should enter the field of play.
- It is recommended to limit one parent/guardian in attendance per player.
- All spectators should maintain a distance of 6 feet from others.
- All spectators should depart immediately after the conclusion of the game.
- All spectators should bring personal hand sanitizer for personal use.

TEAM GUIDELINES

- Players must bring their own water/sports drink bottle
- Social distance on sidelines between players and coaches
- It is recommended for Coaches to wear a face mask while in close proximity to players
- No physical contact during celebrations
- No pre-game or post-game handshakes
- No spitting
- Passes will be handled by the coach or team manager only
- Teams must clean up and leave the team area immediately following the game
- Players should bring personal hand sanitizer for personal use
- Players should bring a face mask in the event they need to see the trainer

HEALTH

**AN ATHLETIC TRAINER
WILL BE ON-SITE FOR ECNL
AND ECNL RL GAMES**

**A DEFIBRILLATOR (AED) IS LOCATED
IN THE OFFICE AND WILL BE WITH
THE TRAINER DURING GAMES**

**HEALTH FIRST
VIERA HOSPITAL
8745 N WICKHAM RD
MELBOURNE
321-434-9000**

**PHARMACIES
TARGET-CVS
WALMART PHARMACY
PUBLIX PHARMACY
WALGREENS, CVS**

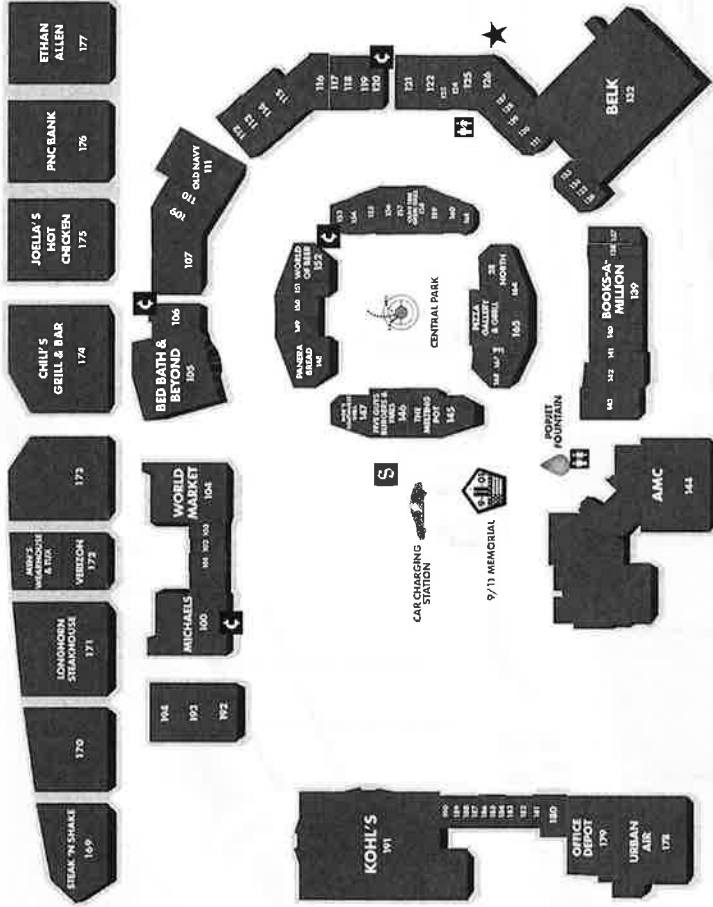
TURF FIELD RULES

- **No chairs.** Spectators can place chairs on the sidewalks surrounding the field.
- **No canopies/tents.** The canopy legs can tear the turf. Canopies can be set up in the grass near the field.
- **No metal cleats.** Players will not be allowed on the field with metal cleats.
- **No chewing gum.**
- **No Sunflower seeds or Nut shells** (peanuts, pistachios, etc.) thrown onto the turf. Please dispose of these in the trash barrels, or grass if necessary.
- **No Pets.** Pets are not allowed in the park in general per the Parks & Recreation Rules.
- **No Smoking**
- **No Golf Carts** driven onto the turf or sidewalks.
- Bench areas must be cleaned up after use.



THE AVENUE
VIERA

avenueviera.com



RESTAURANTS & SPECIALTY FOOD

28 North Gastropub	164	321.241.1159
Bean Sprout Asian Cuisine & Sushi Bar	101	321.632.8999
Bold Cup Coffee	119	321.282.1493
Bonefish Grill	143	321.636.1619
Chili's Grill & Bar	174	321.639.6881
Cold Stone Creamery	168	321.637.1450
Five Guys Burgers & Fries	146	321.633.0033
Joella's Hot Chicken	175	COMING SOON
Le Macaron French Pastries	160	321.241.1191
Longhorn Steakhouse	171	321.632.9990
Magic Swirls	186	321.639.9559
Moe's Southwest Grill	147	321.433.3540
Olive Tree Greek Grill	158	321.631.0188
Panera Bread	148	321.504.7250
Pizza Gallery & Grill	165	321.633.0397
Planet Smoothie	161	321.872.0225
Poke Bao & Boba Bar	159	321.210.5788
Steak 'n Shake	169	321.637.9445
Taj Indian Cuisine	151	COMING SOON
Thai Hana	189	321.636.3363
The Melting Pot	145	321.433.3040
World Market	104	321.504.7223
World Beer	152	321.633.6655



SPACE COAST CUP SOCCER TOURNAMENT

2021 Event Plan

Background Information:

- The Space Coast Cup is an annual soccer tournament, hosted by Space Coast United Soccer Club (SCUSC), in which competitive division soccer teams, boys and girls, in the U9 through U14 age groups (8-year-olds to 14-year-olds youth) compete. In the inaugural year, 2020, 100 teams participated across 17 divisions. 1000+ players along with parents, siblings and extended family attended the 2020 tournament hosted at Viera Regional Park and Wickham Park. Teams attended from greater Miami, Jacksonville, Gainesville, and Orlando areas.
- Space Coast United Soccer Club has 570 players currently enrolled in competitive soccer programs and 770 participating in recreational soccer programs. Youth ages two through 19 years old participate in multiple levels of soccer play, from beginner to competitive / college prep. SCUSC players are primarily from Brevard County ranging from Mims to Grant.

Objective:

- Provide a premier soccer tournament experience which builds brand loyalty to all Space Coast United soccer tournament events and Space Coast United Soccer Club directly.
- Create an annual destination event which other Soccer Organizations commit to attending year after year and families look forward to attending year after year.

- Provide an opportunity for SCUSC clubs to compete in high-level tournament without travelling outside of the county which was required prior to the establishment of the Space Cost Cup.
- SCUSC strives to provide a safe, friendly environment, conducive to soccer competition in compliance with all Federal, State, County, and League requirements.
- SCUSC endeavors to increase access to the sport of soccer regardless of gender, race, and/or socio-economic situations to all youth in Brevard County.

Goal:

- Grow the size of the Space Coast Cup Soccer Tournament with greater numbers of teams attending and expand our reach with teams attending from further outside of Brevard County, including non-Florida teams.
- Make the Space Coast Cup a premier destination soccer tournament experience for soccer families to attend from outside of Brevard County.
- Increase SCUSC's ability to impact more Brevard County youth through accessible, affordable programs for every family.
- Increase SCUSC's ability to impact female athlete participation in youth soccer.

Timeline:

- Publish Tournament Dates in July to all previously attended Soccer Clubs/Teams.
- Open Registration in August 2021 for the November 2021 tournament (US Youth Soccer rules state formation of teams is not allowed prior to August for the season).
- Marketing and recruitment begin in August 2021. Weekly tournament committee meetings to coordinate registration, scheduling, merchandise, food vendors, referees, volunteers, etc.
- Registration to close mid-October 2021.
- Schedules for play published on or before Nov 1, 2021.

Project Name: Space Coast Cup Soccer Tournament _____

Organization Name: Space Coast United Soccer Club (SCUSC) _____

Task Line Item	<u>Event Costs</u>	TDC Funding Amount Request
1	Required Sports Personnel (referees)	\$25,000
2	Marketing and Programming Expenses	\$300
3	Non-monetary Awards (medals and trophies)	\$3,500
4	Required Sports Personnel (trainers)	\$700
5	Office Supplies	\$250
6	Game Day Perishables	\$250
7		\$
8		\$
	TOTAL Event Costs	\$30,000



SPACE COAST CUP SOCCER TOURNAMENT

2021 Marketing Plan

Background Information:

- The Space Coast Cup is an annual soccer tournament, hosted by Space Coast United Soccer Club (SCUSC), in which competitive division soccer teams, boys and girls, in the U9 through U14 age groups (8-year-olds to 14-year-olds youth) compete. In the inaugural year, 2020, 100 teams participated across 17 divisions. 1000+ players along with parents, siblings and extended family attended the 2020 tournament hosted at Viera Regional Park and Wickham Park. Teams attended from greater Miami, Jacksonville, Gainesville, and Orlando areas.
- Space Coast United Soccer Club has 570 players currently enrolled in competitive soccer programs and 770 participating in recreational soccer programs. Youth ages two through 19 years old participate in multiple levels of soccer play, from beginner to competitive / college prep. SCUSC players are primarily from Brevard County ranging from Mims to Grant.

Objective:

- Provide a premier soccer tournament experience which builds brand loyalty to all Space Coast United soccer tournament events and Space Coast United Soccer Club directly.
- Create an annual destination event which other Soccer Organizations commit to attending year after year and families look forward to attending year after year.

- Provide an opportunity for SCUSC clubs to compete in high-level tournament without travelling outside of the county which was required prior to the establishment of the Space Cost Cup.
- SCUSC strives to provide a safe, friendly environment, conducive to soccer competition in compliance with all Federal, State, County, and League requirements.
- SCUSC endeavors to increase access to the sport of soccer regardless of gender, race, and/or socio-economic situations to all youth in Brevard County.

Goal:

- Grow the size of the Space Coast Cup Soccer Tournament with greater numbers of teams attending and expand our reach with teams attending from further outside of Brevard County, including non-Florida teams.
- Make the Space Coast Cup a premier destination soccer tournament experience for soccer families to attend from outside of Brevard County.
- Proceeds from the tournament will be used primarily to enhance our Brevard County playing fields with the addition of lights and contribute to our Club scholarship funds to allow a greater number of youth to participate in our program.
- Increase SCUSC's ability to impact more Brevard County youth through accessible, affordable programs for every family.
- Increase SCUSC's ability to impact female athlete participation in youth soccer.

Strategy:

- Build upon a successful prior year tournament – encouraging past participants to return, leverage inter Club partnerships, and National League affiliations.
- Increase advertising sponsorship through a branding of the Space Coast United Soccer Club, Space Coast Cup, and Space Coast Recreational Challenge.

- Leverage uniqueness of Viera Regional Park's seven full size astro-turf soccer fields. Few Florida venues have turf fields which enable a high-quality surface regardless of weather and frequency of play.
- Promote the Space Coast Cup as a family event. Most athletes attend the tournament with their parents and immediate family, a successful tournament provides off-field activities attractive to the non-athletes as well. Families have easy access to the Brevard Zoo, Kennedy Space Center, beaches, shopping and restaurants. Space launches can also be viewed directly from the soccer playing fields. Highlight area attractions in visiting team handout.
- Highlight Viera/Brevard County infrastructure – Viera hosts brand-new hotels walking distance from the Viera Regional Park fields, abundant food options within 5-mile radius, and easy on/off access from I-95, all add to the ease and convenience of attending.

ANNUAL CAMPAIGN

- Space Coast Cup tournament - Stay-to-Play Youth Soccer Tournament Friday, November 5th through Sunday, November 7th, 2021, for Junior Division (U9 to U14 boys and girls) teams. Primarily utilizing the Viera Regional Park soccer fields and Wickham Park soccer fields, with other Brevard County field locations used if needed. 2021 will be the 2nd year Space Coast United Soccer Club is running this annual Fall tournament. 2021 is the first year SCUSC is requesting a grant for the Space Coast Cup.

Creative Brief:

- Space Coast United Soccer Club endeavors to teach youth ages two through 19 years old, the skills of soccer and a love of the lifelong sport of soccer, offering levels of soccer play, from beginner to college prep, at competitive and recreational competitions.
- Space Coast Cup is the title soccer tournament in Space Coast United Soccer Club's branding of our youth athletic programs.

Targeting:

- Youth soccer players, ages 8 years old to 14 years old, travelling with their families (parents and siblings) from outside of Brevard County competing in the Florida Youth Soccer Association, and/or the National US Club Soccer Association, specifically the Elite Clubs National League (ECNL) and Elite Clubs National Regional League (ECNLR). ECNL teams compete in ten conference leagues throughout the United States.

Campaign Strategy:

- Build upon a successful prior year tournament – encouraging past participants to return, leverage inter Club partnerships, and National League affiliations. Increase advertising sponsorship through a branding of the Space Coast United Soccer Club, Space Coast Cup, and Space Coast Recreational Challenge.

- Utilize hashtag #spacecoastcup on social media and encourage our youth team participants to use the hashtag as well, along with the #ecn1 hashtag when appropriate.
- Promote Space Coast Cup at tournaments attended by Space Coast United Soccer Club teams, especially ECNL conference events out of state.
- Increase Space Coast destination point advertising with inclusion of local area attractions advertised on our Club website and in our visiting team reference handouts. Leverage the SCUSC's partnership with Traveling Sports Teams travel agency hotel and area outings bookings and advertising.

Key Message:

- Space Coast United Soccer Club is a premier destination for youth soccer.
- Space Coast Cup is a premier youth soccer tournament.
- Space Coast Florida is a preferred soccer destination.

KPIs:

- Increased year-over-year team registration.
- Increased number of girls' teams participation.
- 1000+ lodging room nights.

Tactics:

- Leverage the advantages our Club employs. Seven turf fields at Viera Regional Park allow the tournament to continue in wet weather. Lightning detection devices with audio, visual, and internet notifications increase the safety of youth players. Four lit fields at the Viera Regional Park increase the hours fields can be open for tournament play. Field proximity to hotels, food, tourist attractions, and shopping locations is conducive to the full family experience of youth soccer players, who travel with parents, siblings, and often extended family. Field proximity to major highway for easy navigation.

Annual Campaign	Markets	Notes	Budget
Required Sports Personnel (Referees)	Greater Florida – word of mouth, 100+ referees working across the State	2020 actual \$18,585	\$25,000
Marketing and Programming Expenses	Seen by visiting Soccer Clubs located throughout Florida State	POS Signage	\$300
Non-monetary Awards (medals and trophies)	Advertise on Social Media Awards – Finalist and Champion medals, 1 trophy per division, Greater Florida Market	2020 award count – 290 champion medals, 290 finalist medals, 17 division winner trophies, actual spend \$2,992	\$3,500
Required Sports Personnel (Trainer)	Trainer word of mouth at other tournaments he/she works	2020 expense	\$700

Seasonal Campaign

- Space Coast Cup tournament - Stay-to-Play Youth Soccer Tournament Friday, November 5th through Sunday, November 7th, 2021, for Junior Division (U9 to U14 boys and girls) teams. Primarily utilizing the Viera Regional Park soccer fields and Wickham Park soccer fields, with other Brevard County field locations used if needed. 2021 will be the 2nd year Space Coast United Soccer Club is running this annual Fall tournament. 2021 is the first year SCUSC is requesting a grant for the Space Coast Cup.

Creative Brief

- Space Coast United Soccer Club endeavors to teach youth ages two through 19 years old, the skills of soccer and a love of the lifelong sport of soccer, offering levels of soccer play, from beginner to college prep, at competitive and recreational competitions.
- Space Coast Cup is the title soccer tournament in Space Coast United Soccer Club's branding of our youth athletic programs.

Targeting

- Youth soccer players, ages 8 years old to 14 years old, travelling with their families (parents and siblings) from outside of Brevard County competing in the Florida Youth Soccer Association, and/or the National US Club Soccer Association, specifically the Elite Clubs National League (ECNL) and Elite Clubs National Regional League (ECNLR). ECNL teams compete in ten conference leagues throughout the United States.

Campaign Strategy

- Build upon a successful prior year tournament – encouraging past participants to return, leverage inter Club partnerships, and National League affiliations. Increase advertising sponsorship through a branding of the Space Coast United Soccer Club, Space Coast Cup, and Space Coast Recreational Challenge.

- Utilize hashtag #spacecoastcup on social media and encourage our youth team participants to use the hashtag as well, along with the #ecn1 hashtag when appropriate.
- Promote Space Coast Cup at tournaments attended by Space Coast United Soccer Club teams, especially ECNL conference events out of state.
- Increase Space Coast destination point advertising with inclusion of local area attractions advertised on our Club website and in our visiting team reference handouts. Leverage the SCUSC's partnership with Traveling Sports Teams travel agency hotel and area outings bookings and advertising.

Key Message

- Space Coast United Soccer Club is a premier destination for youth soccer.
- Space Coast Cup is a premier youth soccer tournament.
- Space Coast Florida is a preferred soccer destination.

KPIs

- Increased year-over-year team registration.
- Increased number of girls' teams participation.
- 1000+ lodging room nights.

Tactics

Leverage the advantages our Club employs. Seven turf fields at Viera Regional Park allow the tournament to continue in wet weather. Lightning detection devices with audio, visual, and internet notifications increase the safety of youth players. Four lit fields at the Viera Regional Park increase the hours fields can be open for tournament play. Field proximity to hotels, food, tourist attractions, and shopping locations is conducive to the full family experience of youth soccer players, who travel with parents, siblings, and often extended family. Field proximity to major highway for easy navigation.

Campaign	Markets	Notes	Budget
Required Sports Personnel (Referees)	Greater Florida – word of mouth, 100+ referees working across the State	2020 actual \$18,585	\$25,000
Marketing and Programming Expenses	Seen by visiting Soccer Clubs located throughout Florida State	POS Signage	\$300
Non-monetary Awards (medals and trophies)	Advertise on Social Media Awards – Finalist and Champion medals, 1 trophy per division, Greater Florida Market	2020 award count – 290 champion medals, 290 finalist medals, 17 division winner trophies, actual spend \$2,992	\$3,500
Required Sports Personnel (Trainer)	Trainer word of mouth at other tournaments he/she works	20202 expense	\$700

Sports & Events Grant Program Application FY21-22

Response ID:8 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Senior Softball Camp

3. (untitled)

2. Applicant Contact Information-

Organization Name

softball Magazine Inc.

First Name

gene

Last Name

Smith

Job Title

President

Mailing Address

398 Barton Boulevard

Apt/Suite/Office

Office

City

Rockledge

State

Florida

Zip

32955

Country

Email Address

gene.smith@softballmag.com

Phone Number

3214533711

Mobile Phone

3214324444

Website URL

www.seniorsoftballcamp.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

3

4. Event Information-

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

11/18/2021

5. (untitled)

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

A softball skills and drills camp for senior adult softball players over the age of 50. Senior players from all over the nation come for three days of softball, fun and sun! The average attendees age is 61. We usually draw 135 attendees with 18 to 24 being female players.

6. (untitled)

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

Space Coast Complex 5800 Stadium Parkway Melbourne FL 32935

7. (untitled)

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

of Out-of-State ADULT Participants : 110

of Out-of-State YOUTH Participants : 0

of Out-of-County ADULT Participants (In State, Overnight Stay) : 25

of Out-of-County YOUTH Participants (In State, Overnight Stay) : 0

of Out-of-State ADULT Spectators/Fans : 60
of Out-of-State YOUTH Spectators/Fans : 0
of Out-of-County Spectators/Fans (In State, Overnight Stay) : 10
Of Day Trippers/Local Attendees (No Overnight Stay) : 2
of Out-of-State Coaches, Officials, Staff, etc... : 12
of Out-of-County Coaches, Officials, Staff (In State, Overnight Stay) : 5
of Out-of-State Media : 0
of In-State Media (In State, Overnight Stay) : 0
of Day Trip/Local Media (No overnight stay) : 1
Total Estimated Attendance : 195 .

8. (untitled)

8. How much event grant support are you requesting?

5000.00

9. What is the purpose of the financial support?

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

9. (untitled)

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

400

10. (untitled)

11. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

Event_History.doc

11. (untitled)

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

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

No

12. (untitled)

13.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Gene Smith

13. (untitled)

14. **SPECIAL MESSAGE:**

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Erinn.Stranko@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on April 2, 2021, no late arrivals will be accepted.

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

14. (untitled)

15. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Event_Location.pdf

Event_Plan.pdf

Grantee_Event_Budget.pdf

SSC21ProspedBudget.pdf

15. Thank You!

New Send Email

Mar 31, 2021 21:49:30 Success: Email Sent to: gene.smith@softballmag.com

SOFTBALL
M A G A Z I N E

BASEBALL
T H E M A G A Z I N E



BATWARS

*"The Best Of The Sport In
Publications, Promotions & Broadcasting"*



Brevard County – Board of County Commissioners
c/o Office of Tourism
430 Brevard Avenue Suite 150
Cocoa, Florida, 32922

March 30, 2021

Re: Softball Magazine's Senior Senior Softball Camp Event History:

Softball Magazine's 2020 Adult Softball Senior Camp hosted in Viera, FL,
November 19-21, 2020.

The event was open to adult men and women of ages 50 and older who
play softball and are looking to improve their softball skills and enjoy a week away in
beautiful Brevard County, Florida.

Event Facts:

Event Date: Novemebr 19-21, 2020

Participants = Adult men & women from all over the nation.

Camp Participants = 60

Total Room Nights = 229 Room Nights



"The Best Of The Sport In Publications, Promotions & Broadcasting"

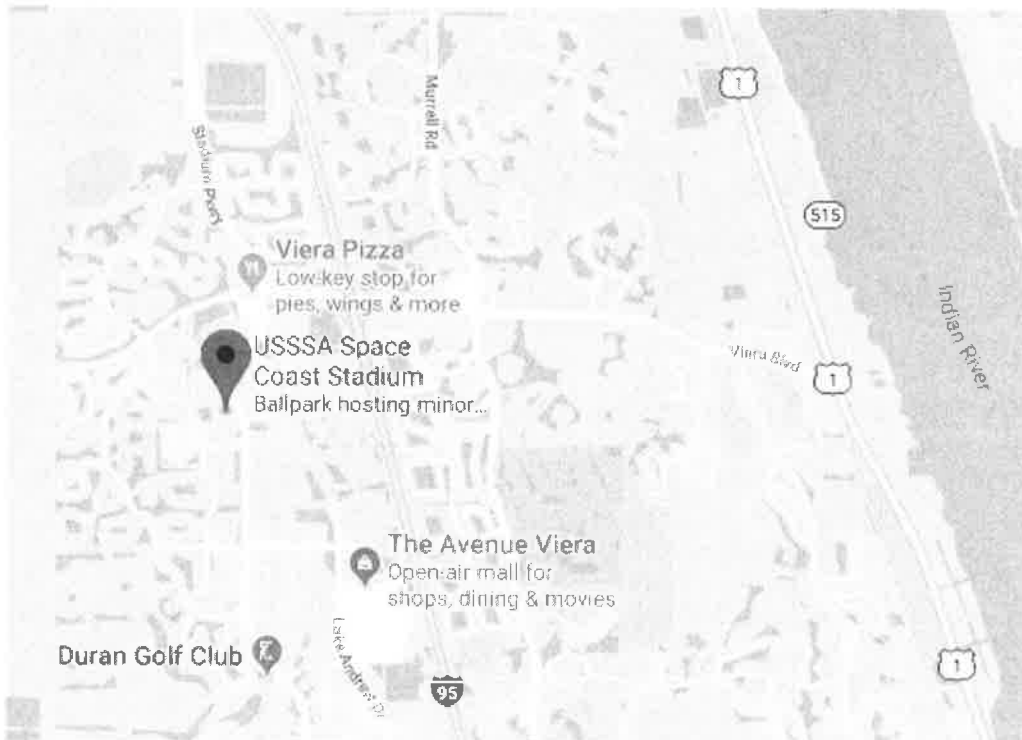


Brevard County – Board of County Commissioners
c/o Office of Tourism
430 Brevard Avenue Suite 150
Cocoa, Florida, 32922

March 30, 2021

Re: Softball Magazine's 2021 Senior Senior Softball Camp Location

Location: Space Coast Complex
5800 Stadium Parkway
Melbourne, FL 32940





"The Best Of The Sport In
Publications, Promotions & Broadcasting"



Brevard County – Board of County Commissioners
c/o Office of Tourism
430 Brevard Avenue Suite 150
Cocoa, Florida, 32922

March 30, 2021

Re: Softball Magazine's 2021 Senior Senior Softball Camp Event Plan

We start promoting the event as soon as the prior years events wrap up. So since last November (2020) we have been advertising this years event in print and digital advertising in our publication, websites and all other avenues of media available to us.

We have been and will continue to invest more resources in our digital as we have found this past year's growth double. With the recent times more players have been receiving their information on line.

Along with the digital ad placements of the event we link the story and photo gallery to one of Eblast sends to our base of 53k and we have seen very good results. We will begin a monthly leading into a bi-weekly Eblast sends as we get closer to the event .

We will continue to market the event through all of media sources including print, digital, email blast sends, social media, website marketing along with partnering with industry vendors to reach out to their base as well.

This years event date is November 17-20, 2021

We will hopefully see the return of our annual attendees from 38 states, Canada along with players from Europe too!

Overall plan is to do what has been successful for both Softball Magazine and Brevard County for the past 24 years while introducing thousands a year to all the Space Coast has to offer.

SSC'21
Gene Smith

Senior Softball Camp 2021 Proposed Budget

Description:	Cost
Field Cost	\$4,000.00
Wed Meet & Greet	\$950.00
Lunches	\$6,000.00
Senior T-Shirts	\$1,450.00
Truck lease	\$350.00
Ice	\$275.00
Drinks	\$950.00
Trainers Auto	\$300.00
Trainers Exp	\$300.00
Trainers Labor	\$300.00
Staff Rooms	\$2,100.00
Copies	\$100.00
Truck Gas	\$65.00
Outside Labor	\$4,500.00
Home Depot	\$250.00
A/V	\$237.54
Misc	\$50.00
Eqp rental	\$500.00
Insurance	\$950.00
Promo Advertising	\$9,500.00
Cost	Totals
	\$33,127.54

Softball Magazine's Senior Softball Camp

***The proposed budget below is understandingly more then the request for support would be based on the events foretasted room nights.**

Project Name: Softball Magazine's Senior Softball Camp

Organization Name: Softball Magazine

Task Line Item	<u>Event Costs</u>	TDC Funding Amount Request
1	Advertising and Promoting the event nationwide	\$9,500.00
2	Professional Trainers Fees & Labor	\$4,500.00
3	Field - Complex – Facility	\$4,000.00
4		\$
5		\$
6		\$
7		\$
8		\$
	TOTAL Event Costs	\$

Sports & Events Grant Program Application FY21-22

Response ID:16 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Space Force Marathon/ 1/2 Marathon

3. (untitled)

2. Applicant Contact Information-

Organization Name

Smooth Running, LLC

First Name

Mitch

Last Name

VARNES

Job Title

Principal

Mailing Address

PO Box 33100

Apt/Suite/Office

n/a

City

Indialantic

State

FL

Zip

32903

Country

Email Address

mitchvarnes@gmail.com

Phone Number

3217597200

Mobile Phone

3217597200

Website URL

TBD (current) www.runthecape.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

2

4. Event Information-

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

12/11/2021

5. (untitled)

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

This event is being evaluated and pending final approval by the U.S. Space Force for consideration as the official marathon/ 1/2 marathon of the branch -- just as the Marine Corps Marathon, Air Force Marathon & Army 10 Miler are official races of those branches. This race would be like no other in the world and be completely held behind the secured gates of Cape Canaveral. It would follow and greatly expand on what has been accomplished by the Cape Canaveral Lighthouse Foundation Half Marathon that was held there in 2018 and 2019. If approved, this race would be a national destination race and would likely annually attract thousands of runners from all over to the Space Coast.

6. (untitled)

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

Cape Canaveral Space Force Base

7. (untitled)

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

of Out-of-State ADULT Participants : 1,500

of Out-of-State YOUTH Participants : 50
of Out-of-County ADULT Participants (In State, Overnight Stay) : 1,500
of Out-of-County YOUTH Participants (In State, Overnight Stay) : 50
of Out-of-State ADULT Spectators/Fans : ?
of Out-of-State YOUTH Spectators/Fans : ?
of Out-of-County Spectators/Fans (In State, Overnight Stay) : ?
Of Day Trippers/Local Attendees (No Overnight Stay) : 500
of Out-of-State Coaches, Officials, Staff, etc... : 10
of Out-of-County Coaches, Officials, Staff (In State, Overnight Stay) : 10
of Out-of-State Media : 5
of In-State Media (In State, Overnight Stay) : 5
of Day Trip/Local Media (No overnight stay) : 5
Total Estimated Attendance : 3,635

8. (untitled)

8. How much event grant support are you requesting?

25,000

9. What is the purpose of the financial support?

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

9. (untitled)

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

1800

10. (untitled)

11. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

Space_Force_Marathon_history_for_toursim_grant_2021.docx

11. (untitled)

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

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

No

12. (untitled)

13.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: G Mitchell Varnes, Jr.

13. (untitled)

14. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Erinn.Stranko@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on April 2, 2021, no late arrivals will be accepted.

The below text box may be used to communicate anything that you need to tell us

about your application.

This event is pending approval of senior levels in the Space Force. If it is not approved, but the Cape Canaveral Lighthouse Foundation Half Marathon is again allowed to happen, I request that this potential grant be considered for award to that event. A decision on the Space Force Marathon is hoped to be reached by early summer.

14. (untitled)

15. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Space_Force_Marathon_objectives_and_strategy_for_2021_tourism_grant.docx

Cape_Canaveral_Half_Route_and_Bus_and_Parking.pdf

Space_Force_Marathon_and_half_marathon_proposed_budget_2021_for_tourism_office.docx

Space_Force_Marathon_proposed_marketing_plan_for_2021_to_tourism_office.docx

15. Thank You!

New Send Email

Apr 16, 2021 08:23:54 Success: Email Sent to: mitchvarnes@gmail.com

April 23, 2021

TO: Space Coast Tourism Office Marketing/Grant Committee

FROM: Mitch Varnes / Smooth Running, LLC

RE: Addendum to Space Force Marathon Application

Committee Members:

I'd like to emphasize that the application I submitted for the Space Force Marathon is a bit premature as that race will need approval at the Washington, DC level of authority. While I believe this may happen in the next month or few and do want to keep this application in place, I ask that contingency consideration be held for the Cape Canaveral Lighthouse Foundation Half Marathon (CCLF Half Marathon).

The CCLF Half Marathon has essentially the same course as the proposed Space Force Marathon and was held and supported by the Space Coast TDO in both 2018 and 2019. It was also awarded a grant for 2020, but that award was turned back to the County when the event was canceled due to Covid.

I would like to amend my grant request to ask for an award of \$15,000 for the Cape Canaveral Lighthouse Foundation Half Marathon SHOULD THE SPACE FORCE MARATHON NOT BE APPROVED FOR THIS CALENDAR YEAR.

If the Space Force Marathon is approved, my current ask of this new and potentially significant economic event remains at \$25,000.

Thank you for the consideration and support.

Sincerely,

G. Mitchell Varnes, Jr.

SPACE FORCE MARATHON & ½ MARATHON

This would be a new event and one that on a national level could potentially rival the prestige of the Marine Corps Marathon and the Air Force Marathon – but held on an actual Space Base.

This race would completely occur behind the secured gates of Cape Canaveral Space Force Station and is still – at this date of April 14, 2021 – pending approval, but it is being recommended by local Space Force leaders. The race route would pass by some of the most iconic landmarks in space history – past and present – and end at the Cape Canaveral Lighthouse.

Depending on the allowances of the Space Force, this event has all the potential to become an international and national destination race for runners. It would be a significant economic impact event.

Event Contact Information:

Mitch Varnes of Smooth Running, LLC / Creator & Event Director of previous CCLF Races.

321-759-7200

mitchvarnes@gmail.com

Previous location & Dates:

This precedent for this event was set in 2018 & 2019 with the Cape Canaveral Light House Foundation Half Marathon, which occurred both years on the Sunday closest to Veterans Day. That race was hailed as a salute to the military's role in space and had military branch divisions as well as typical race divisions.

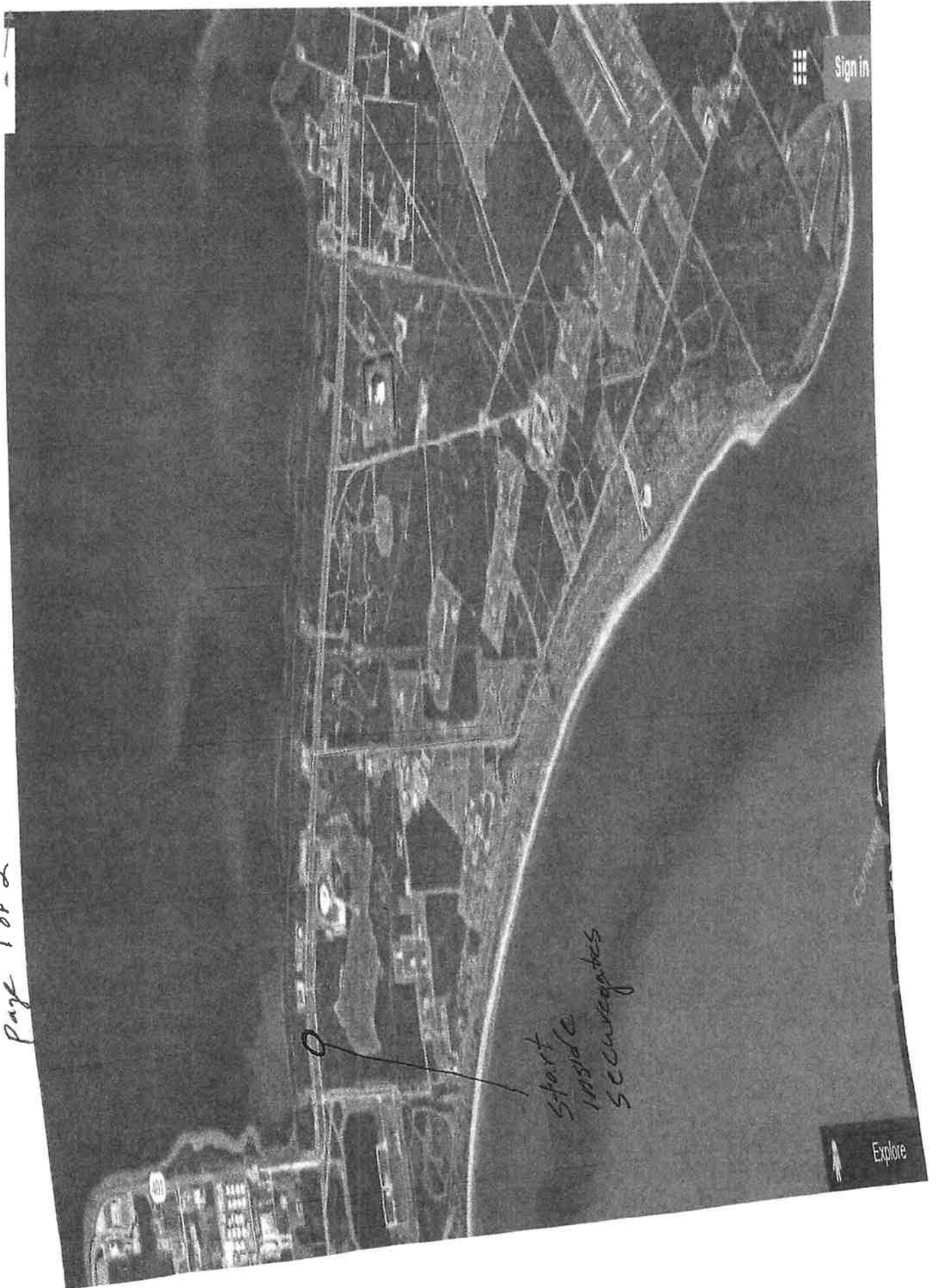
2018 – The Inaugural race had more than 2,000 entrants coming from over 40 states and 8 countries. Of this number, more than 1,500 entrants came from out of the county. The Inaugural Cape Canaveral Lighthouse Foundation Half Marathon generated over 2,000 room nights.

2019 – The 2nd Annual CCLF Half Marathon received some pushback from the Air Force legal office, which did not allow international runners and did not allow us to open entries until about 6 months before the race. They also capped the field at 1,500 runners. Nonetheless, the race filled up with 1,500 entrants; coming from over 20 states. More than 1,100 runners came from outside of Brevard County and over 800 room nights were generated as result.

2020 – The 2020 race was canceled early in the year to the Covid-19 pandemic. Registration did not open.

Start to Skid strip

Page 1 of 2



Sign in

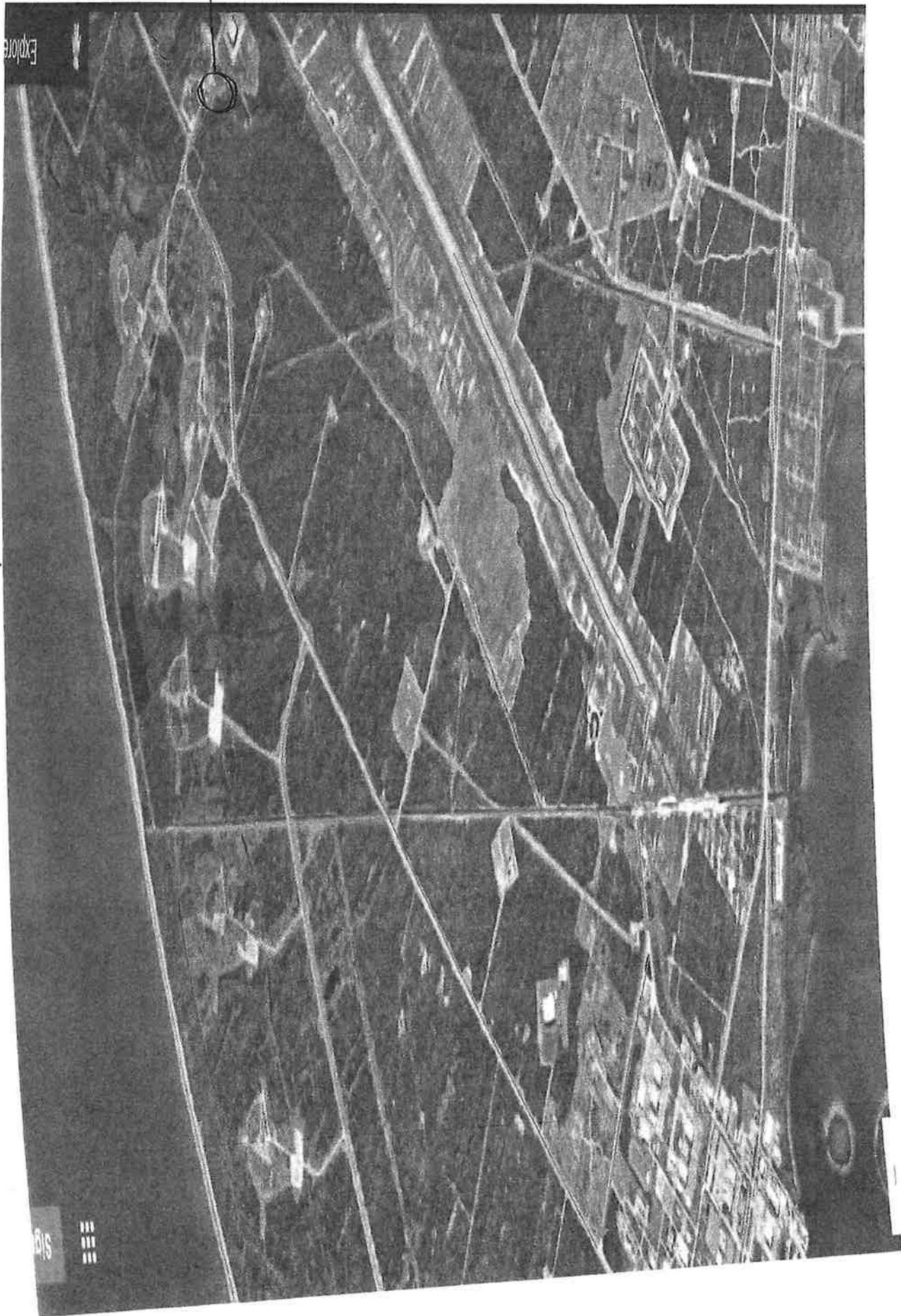
Explore

Start
10850
SCCurves.com

COMMITTEE AT LIGHTHOUSE

way
page 2 of 2

skid strip through finish line at lighthouse.



Explore

GIS

401

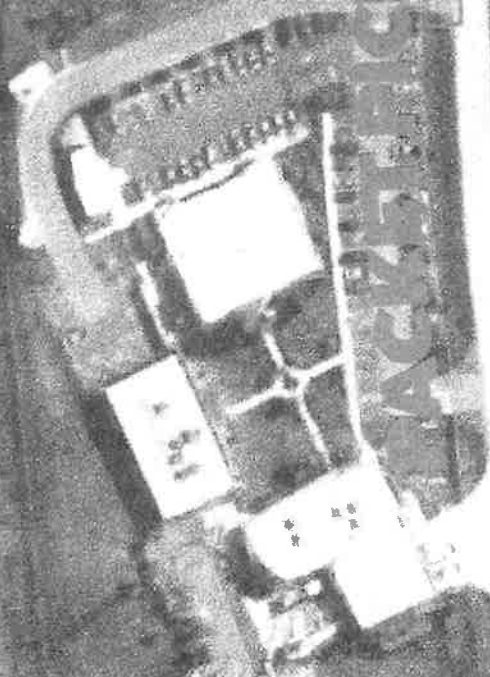
401

Magellan Rd

TRUCKS

PARKING

PICKUP/PARKING



h Road

DRIVE TO DROP OFF SITE

DRIVE BACK TO BUS LOADING AREA

Checkpoint - REMAIN IN THE RIGHT LANE THROUGH SECURITY CHECK POINT

Control Road

cket pickup/parking area

Rocket Launch Viewing

Sands Space
History Center



Cape Canaveral
Lighthouse

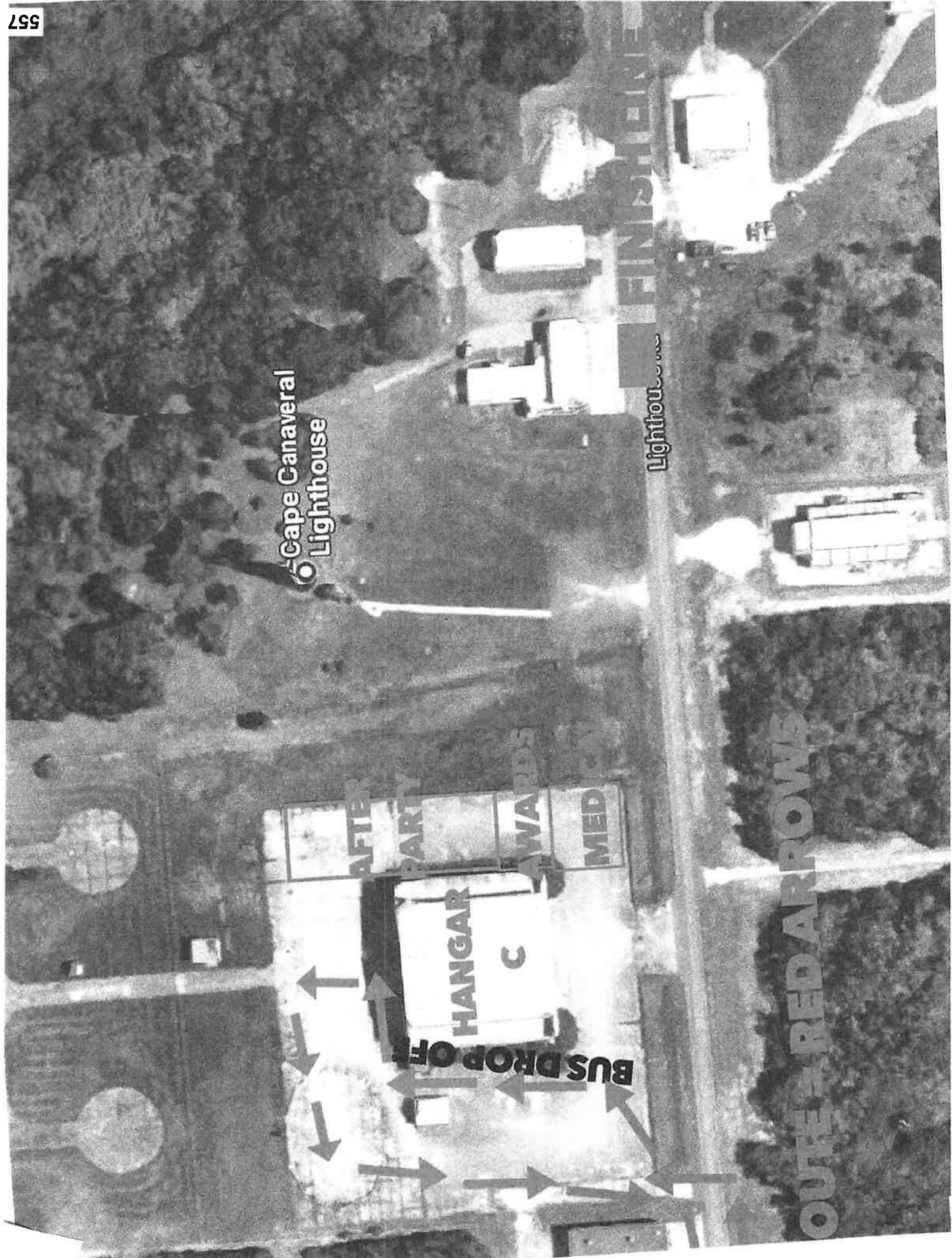
FINISH LINE
Lighthouses

AFTER PARTY
AWARDS
MED

HANGAR
C

BUS DROP OFF

OUTLET - RED ARROWS



Inaugural Space Force Marathon & ½ Marathon

December 11, 2021

Background Information:

The Space Force Marathon will feature a 10-k, ½ marathon and marathon. The entire race will take place behind the secured gates of the Cape Canaveral Air Force Station and finish at the historic 173-year-old Cape Canaveral Lighthouse.

This event – as the Cape Canaveral Lighthouse Foundation Half Marathon – has in the past been the largest annual fundraiser for the lighthouse and is the only outside event ever allowed inside the secured gates of Cape Canaveral Air Force Station. The race route takes runners past many of America's historic space structures, including bunkers, launch pads and rockets.

This race has all the ingredients to be one of America's most iconic running events.

Objective:

The objective of this event is to promote the Space Coast and to produce and grow an event that creates awe and truly cannot be held anywhere else on Earth.

Goal:

Given the ongoing Covid-19 situation, our goal is to produce a high quality and safe race that is a standard for other races to follow.

Optimally, we would strive to draw at least 3,500 runners to the Inaugural event, with more than 85% of them coming from outside of the Space Coast.

Strategy:

The event will be marketed toward runners, with an emphasis on those from outside of our area. The marathon and half marathon are targeted only to runners while the shorter 10-kilometer race is targeted at both runners and walkers. The courses of both these races pass by historic areas and structures.

The theme of this race is, "The World's Only Race on a Space Base."

The event will be marketed via the following:

- Sponsored and targeted Face Book and Instagram ads to runners throughout the United States, with a focus on runners from areas that have active space bases such as Houston, Huntsville, Southern California, Huntsville, Washington, DC, etc...
- Paid eblasts via confirmed lists to hundreds of thousands of runners.
- Eblasts via our firm's qualified list of over 25,000 runners and walkers.
- Mailed distribution of more than 75,000 marketing cards to running stores and races throughout the U.S. East Coast.
- Paid ads with Runner's World Magazine (total circulation of more than 5 million digital and print).
- Discounted entries offered to members of national and regional running groups, including: MOMS Run This Town, Black Girls Run, Half Fanatics, Marathon Maniacs, Running Destinations, Run Tampa, New York Road Runners, Track Shack, Run Disney and more.
- Large signs marketing the event will also be strategically placed on major roadways on the Space Coast.
- Paid influencers will market the event via their social media platforms.

Targeting:

- Active runners throughout the United States & Europe.
- Distance Runners (1/2 marathon and greater)
- Lighthouse enthusiasts
- Aeronautics and Space buffs
- Families

Estimated media and advertising expenditure: \$35,000.00.

Space Force Marathon Proposed and TENTATIVE Marketing Plan

Many details would need to be finalized and approved by the Space Force, but following is a proposed marketing plan:

The event will be marketed via the following:

- Sponsored and targeted Face Book and Instagram ads to runners throughout the United States, with a focus on runners from areas that have active space bases such as Houston, Huntsville, Southern California, Huntsville, Washington, DC, etc...
- Paid eblasts via confirmed lists to hundreds of thousands of runners.
- Eblasts via our firm's qualified list of over 25,000 runners and walkers.
- Mailed distribution of more than 75,000 marketing cards to running stores and races throughout the U.S. East Coast.
- Paid ads with Runner's World Magazine (total circulation of more than 5 million digital and print).
- Discounted entries offered to members of national and regional running groups, including: MOMS Run This Town, Black Girls Run, Half Fanatics, Marathon Maniacs, Running Destinations, Run Tampa, New York Road Runners, Chicago Road Runners, Running USA, USA Track & Field Road Runners Club of America, Track Shack, Run Disney and more.
- Large signs marketing the event will also be strategically placed on major roadways on the Space Coast.
- Paid influencers will market the event via their social media platforms.

Targeting:

- Active runners throughout the United States & Europe.
- Distance Runners (1/2 marathon and greater)
- Lighthouse enthusiasts
- Aeronautics and Space buffs
- Families

Estimated media and advertising expenditure: \$35,000.00.

Space Force Marathon & ½ Marathon / PROPOSED December 11, 2021

Planned Event Budget

\$6,000 – Site Fee

\$3,400 – Military security and EMT support

\$5,000 – Timing

\$4,200 – Barricading and traffic control

\$1,500 – Insurance

\$24,000 – Shirts and hats to athletes and volunteers

\$8,000 – Finisher medals to athletes

\$4,000 – Bus rentals

\$2,000 – Professional parking attendants

\$35,000 – Event advertising and marketing

\$4,000 – Signage and marketing cards

\$6,000 – Pre-race, on course and post-race liquid and food amenities to runners, staff and volunteers

\$3,000 – Awards

\$6,000 – Staffing, announcers, course entertainment

\$1,400 – Staff lodging

\$800 – USA Track & Field sanction fee

\$400 – Course officials

\$1,800 – Course and finish line medical support

\$440 – Waste Management

\$2,400 – Light towers, generator and vehicle rentals

\$5,000 – Unknown/ Miscellaneous expenses

\$124,340 * (Does not include pre-event planning or pre-event, event and post event labor costs)

Sports & Events Grant Program Application FY21-22

Response ID:15 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Florida Marathon Weekend

3. (untitled)

2. Applicant Contact Information-

Organization Name

Smooth Running, LLC

First Name

Mitch

Last Name

VARNES

Job Title

Principal

Mailing Address

PO Box 33100

Apt/Suite/Office

n/a

City

Indialantic

State

FL

Zip

32903

Country

Email Address

mitchvarnes@gmail.com

Phone Number

3217597200

Mobile Phone

3217597200

Website URL

www.thefloridamarathon.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

2

4. Event Information-

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

02/12/2022

5. (untitled)

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

This is the 14th Annual Florida Marathon Weekend. It is the largest participant sporting event in both Melbourne and all of South Brevard and the Treasure Coast. It features a 5k, 10k, 1/2 marathon and marathon. The course goes over both Eau Gallie and Melbourne Causeways and along US1 and Indialantic's Riverside Drive. Runner's World Magazine has named it as "One of America's Top 10 Bucket List Waterfront Race Courses."

6. (untitled)

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

Front Street Park, Melbourne

7. (untitled)

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

of Out-of-State ADULT Participants : 500

of Out-of-State YOUTH Participants : 20

of Out-of-County ADULT Participants (In State, Overnight Stay) : 800

of Out-of-County YOUTH Participants (In State, Overnight Stay) : 20
of Out-of-State ADULT Spectators/Fans : 800
of Out-of-State YOUTH Spectators/Fans : 100
of Out-of-County Spectators/Fans (In State, Overnight Stay) : 800
Of Day Trippers/Local Attendees (No Overnight Stay) : 6000
of Out-of-State Coaches, Officials, Staff, etc... : 2
of Out-of-County Coaches, Officials, Staff (In State, Overnight Stay) : 10
of Out-of-State Media : 2
of In-State Media (In State, Overnight Stay) : 5
of Day Trip/Local Media (No overnight stay) : 5
Total Estimated Attendance : 9,064

8. (untitled)

8. How much event grant support are you requesting?

17,500

9. What is the purpose of the financial support?

Site fees/costs (contract help, etc)
Marketing and public relations
Non-monetary awards (medals, ribbons, plaques, etc)
Sanction fees

9. (untitled)

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

1200

10. (untitled)

11. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

Florida_Marathon_2022_TDC_grant_info_on_past_events.docx

11. (untitled)

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

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

No

12. (untitled)

13.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: G Mitchell Varnes, Jr.

13. (untitled)

14. **SPECIAL MESSAGE:**

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Erinn.Stranko@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on April 2, 2021, no late arrivals will be accepted.

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

The Florida Marathon Weekend greatly depends on the continued support of our Tourism Office. The 2021 year was difficult

from a financial standpoint, and the support of the tourism office greatly helped with the success of the event. In past years, the Florida Marathon Weekend was one of the tourism office's Signature Sporting events.

14. (untitled)

15. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Florida_Marathon_Map_and_Route.pdf

Florida_Marathon_2022_Proposed_schedule_of_events.docx

Florida_Marathon_2022_strategy_and_marketing_plan_for_TDC_grant_application.docx

Florida_Marathon_2022_Projected_Budget_for_Tourism_Grant_Application.docx

15. Thank You!

New Send Email

Apr 14, 2021 16:11:14 Success: Email Sent to: mitchvarnes@gmail.com

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights *

www.thefloridamarathon.com

- Since its inception in 2009, the Florida Marathon Weekend has always been based in downtown Melbourne, with the start and finish line occurring there.
- The event has always been held on either the first or second weekend of February.

- Event Director: Mitch Varnes

mitchvarnes@gmail.com

info@thefloridamarathon.com

321-759-7200

- The February 7, 2021 event's attendance was largely affected by the pandemic with over 30% fewer runners than on average years. Additionally, on race day, severe weather forced us to stop the race three hours after the start and to pull hundreds of marathoners off the course.

Our 2021 race had approximately 900 out of area participants

906 area room nights were generated in February 2021 event, according to data supplied by entrants at the time of their online registration.

- The February 2020 race coincided with the Miami Marathon and Daytona Half Marathon being on the same date so numbers were slightly lower than the 2019 race weekend.

Still our 2020 event saw – as it always does – a large amount of out of country and out of area entrants, with more than 1,100 entrants (about 60% of the field) coming from outside of the Space Coast.

Nearly 1,200 room nights were generated by the 2020 race.

- The 2019 Florida Marathon Weekend had about 2,400 total runners. This is pretty much the amount of runners that had been seen the previous few years.

The 2019 race weekend saw 1,375 runners from out of the county, with almost half of these runners coming from out of state.

Based on registration polls of runners, we estimate over 1,500 room nights were generated by the 2019 race.

Over its 13 year history, the race has annually generated an average of 1,500 room nights.

At its peak, the race regularly generated more than 2,000 room nights a year.

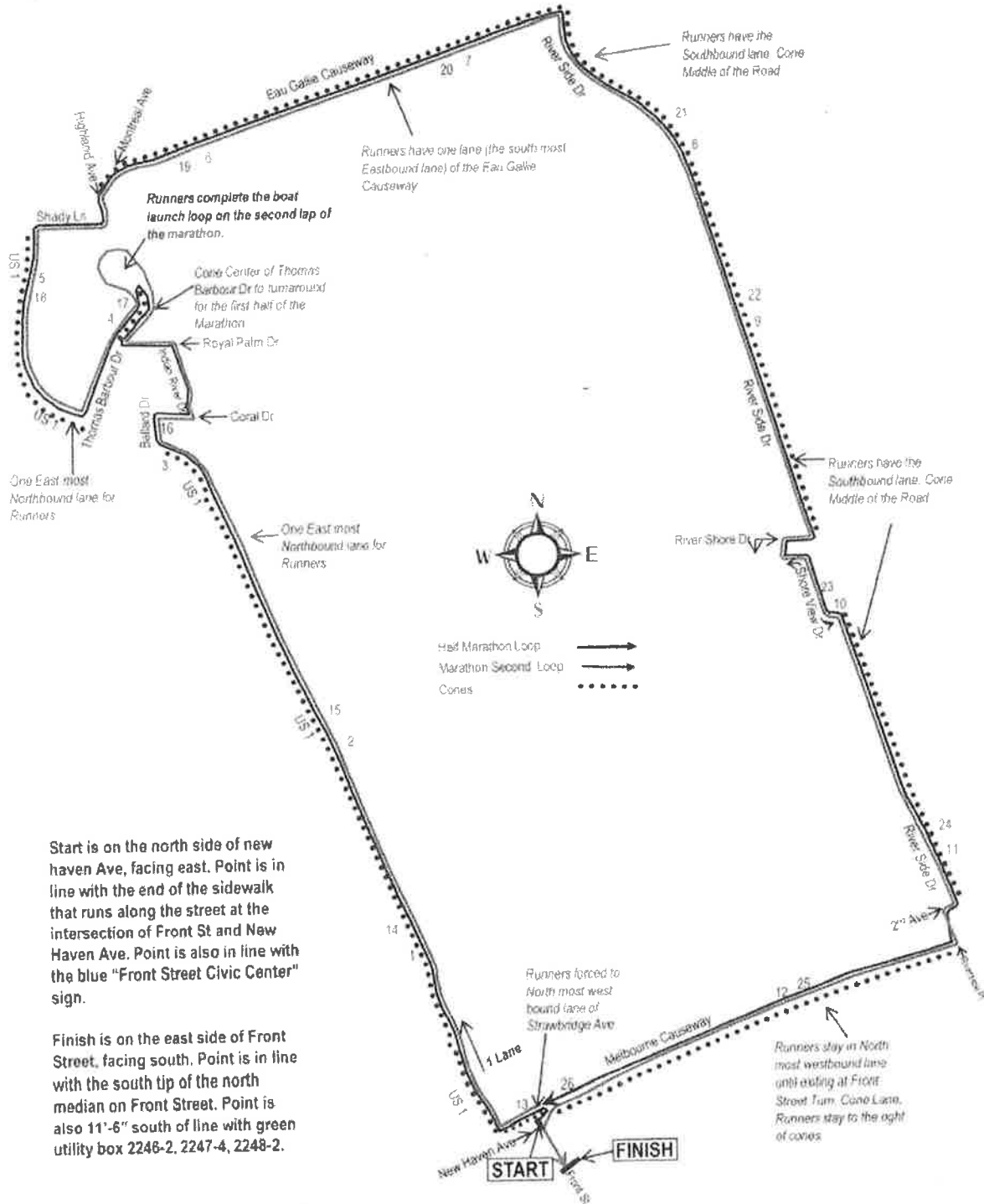
Outside of the pandemic of this year, the event has never previously generated less than 1,000 room nights.

Runners have been slow to get back to races, but we are optimistic that the increasing rise in those getting vaccines will result in entry numbers increasing through this year and then possibly getting back to pre-pandemic numbers sometime in 2022.

The Florida Marathon is a fantastic course that showcases some of the most scenic areas of Brevard County. The race enjoys a very good reputation. It is Melbourne's Signature Sporting Event.



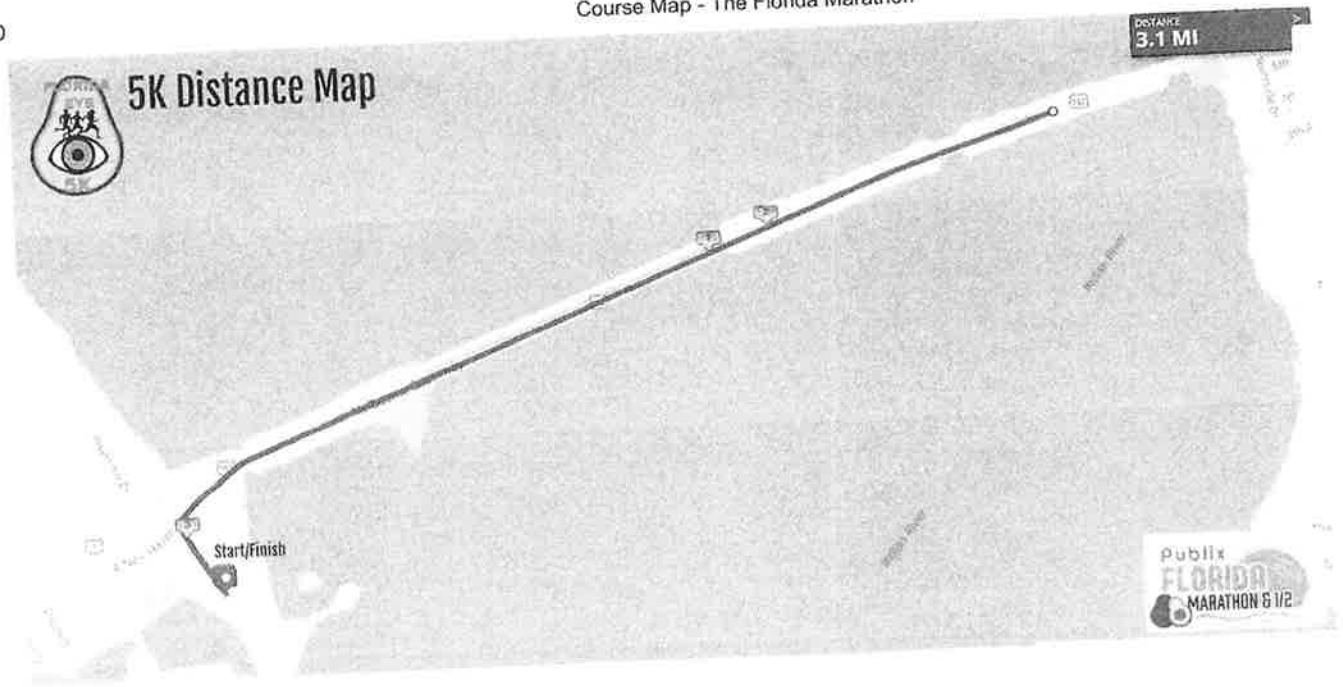
Florida Marathon



Start is on the north side of new haven Ave, facing east. Point is in line with the end of the sidewalk that runs along the street at the intersection of Front St and New Haven Ave. Point is also in line with the blue "Front Street Civic Center" sign.

Finish is on the east side of Front Street, facing south. Point is in line with the south tip of the north median on Front Street. Point is also 11'-6" south of line with green utility box 2246-2, 2247-4, 2248-2.





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Event At A Glance

SAT – February 12th, 2022

Health + Fitness Expo

10:00am – 6:00pm – Packet Pick-Up

Marathon & 1/2 Marathon, 10K & 5K

Location – **GRASSY AREA OPPOSITE** of Front Street Park Civic Center. To the **RIGHT** of The Mansion Restaurant.

SUN – February 13th, 2022

5:00am-5:45am(hard close) Packet Pickup for Full

5:00am-6:30am(hard close) Packet Pickup for Half

6:00am-7:00am(hard close) Packet Pickup for 5K

Marathon & 1/2 Marathon, 10k & 5K

Avg. Race day Temp.

Typical race day temperatures range from upper 40s to the mid 70s

Course Profile

Very scenic and mostly flat with four bridge crossings for the full and two for the 1/2 marathon. 20 musical acts. 20 miles of flat straight away route for marathoners and 9 for half-marathoners. Potentially ideal running weather. 7 hour time limit for the marathon, and 6 hour time limit for the half marathon.

Start Times

SUN

6:10am – Full Marathon

6:30am – Half Marathon

6:50am – 5K + 10K

7:30am – Mascot Run presented by Community Credit Union

Times may change closer to event

14th ANNUAL FLORIDA MARATHON WEEKEND (MELBOURNE)

FEBRUARY 13, 2022

Background Information:

The Florida Marathon Weekend features a full marathon, half marathon, 10k and 5k distance runs. The marathon is a certified Boston Marathon qualifying course with one of the best qualifying rates of any race in the Southeastern United States. The event is the largest participant running event in east Central Florida and is typically held the first weekend in February. The weekend long event features an expo and a full day of running. Each year, the race typically draws between 2,000 to 3,000 runners coming from more than 40 states and an average of 8 countries. Runner's World Magazine has named our race as "One of America's Top 10 Bucket List Waterfront Races."

Melbourne is one of the fastest growing cities in Florida, and this race course ventures from its historic downtown, through moss-laden oak tree neighborhoods and by some of the most posh residences of the Space Coast. The course takes runners across both the Eau Gallie Causeway and the Melbourne Causeway with more than 80% of the course being riverfront.

Objective:

The objective of this event is to continue to showcase Melbourne and the Space Coast to runners and their families visiting here from all parts of the USA and the world.

Goal:

Given the ongoing Covid-19 situation, our goal is to produce a high quality and safe race that is a standard for other races to follow. Optimally, we would strive to draw at least 2,200 runners to the event, with more than 70% of them coming from outside of the Space Coast.

Strategy:

The event will be marketed toward novice and active runners, with an emphasis on those from outside of our area. With four races of different distances occurring, this event is attractive to all types of runners.

We will specifically market the endorsement of Runners World Magazine as "One of America's Top 10 Bucket List Waterfront Races" and its having a high rate of runners qualifying for the Boston Marathon.

The event will be marketed via the following:

- Sponsored and targeted Face Book and Instagram ads to runners throughout the Southeastern United States, with a focus on runners from Atlanta southward.
- Paid eblasts via confirmed lists to hundreds of thousands of runners.
- Eblasts via our firm's qualified list of over 20,000 runners and walkers.
- Mailed distribution of more than 75,000 marketing cards to running stores and races throughout the U.S. East Coast.
- Paid ads with Runner's World Magazine (total circulation of more than 5 million digital and print).
- Discounted entries offered to members of national and regional running groups, including: MOMS Run This Town, Black Girls Run, Half Fanatics, Marathon Maniacs, Running Destinations, Run Tampa, New York Road Runners, Track Shack, Run Disney and more.
- Large signs marketing the event will also be strategically placed on major roadways on the Space Coast.
- Paid influencers will market the event via their social media platforms.

Targeting:

- Active runners throughout the Southeastern United States.
- Distance Runners (10k and greater)
- Families

Estimated media and advertising expenditure: \$35,000.00.

**2022 FLORIDA MARATHON WEEKEND
PROPOSED BUDGET a/o April 14, 2021**

\$35,000 – Advertising and Marketing
\$13,000 – Police support
\$9,200 – Barricades, Cones and traffic support
\$2,000 – Permits
\$1,500 – Sanctioning and insurance
\$6,000 – Food and course amenities
\$1,600 – Weekend Building rental for packet pick up and equipment storage
\$6,000 – On Course entertainment and emcees
\$16,000 – Shirts provided to entrants and volunteers
\$6,000 – Race caps provided to entrants
\$4,000 – New signage and banners
\$2,400 – Tents for course and finish line
\$600 – Chair and table rentals
\$900 – Light tower rentals
\$11,000 – finisher medals
\$2,400 – Awards
\$3,000 – Finish line structure and fencing rental, balloons, red carpet, etc.. for start and finish line.
\$5,500 – Timing fee
\$4,000 – Miscellaneous/Unexpected

\$130,100 Estimated Costs

Sports & Events Grant Program Application FY21-22

Response ID:5 Data

2. (untitled)

1. Applicant Information-

What is the event title?

2022 Moon Golf Invitational

3. (untitled)

2. Applicant Contact Information-

Organization Name

University of Louisville

First Name

Whitney

Last Name

Young

Job Title

Head Women's Golf Coach

Mailing Address

1670 S Floyd St

Apt/Suite/Office

C/O Women's Golf

City

Louisville

State

ky

Zip

40208

Country

Email Address

whitney@gocards.com

Phone Number

270-779-7367

Mobile Phone

270-779-7367

Website URL

www.gocards.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

4

4. Event Information-

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

02/19/2022

5. (untitled)

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

Women's Collegiate Golf Tournament. Three (3) days of competitive golf from teams all over the country. All teams are invited via tournament host (University of Louisville).

6. (untitled)

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

Duran Golf Club

7. (untitled)

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

of Out-of-State ADULT Participants : 90

of Out-of-State YOUTH Participants : 0

of Out-of-County ADULT Participants (In State, Overnight Stay) : 90

of Out-of-County YOUTH Participants (In State, Overnight Stay) : 0

of Out-of-State ADULT Spectators/Fans : 100

of Out-of-State YOUTH Spectators/Fans : 20
of Out-of-County Spectators/Fans (In State, Overnight Stay) : 100
Of Day Trippers/Local Attendees (No Overnight Stay) : 20
of Out-of-State Coaches, Officials, Staff, etc... : 28
of Out-of-County Coaches, Officials, Staff (In State, Overnight Stay) : 8
of Out-of-State Media : 3
of In-State Media (In State, Overnight Stay) : 2
of Day Trip/Local Media (No overnight stay) : 2
Total Estimated Attendance : 300

8. (untitled)

8. How much event grant support are you requesting?

7500

9. What is the purpose of the financial support?

Site fees/costs (contract help, etc)

9. (untitled)

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

500

10. (untitled)

11. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

Moon_Golf_Invitational_-_Event_History.pdf

11. (untitled)

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

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

Yes

12. (untitled)

13.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Whitney Young

13. (untitled)

14. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Erinn.Stranko@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on April 2, 2021, no late arrivals will be accepted.

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

Being that our 2022 event marketing material has not been finalized; our budget, marketing items, etc. that we submitted with this application are from this past year's event (i.e. Event Plan - Coaches Packet). We anticipate this to be very similar as in prior year's, thank you in advance.

14. (untitled)

15. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Moon_Golf_Invitational_-_2022_Budget.pdf

Moon_Golf_Invitational_-_Event_Location_Map.pdf

MoonGolfMarketingPlan.docx

2021MoonGolfCoachesPacket.docx

15. Thank You!

New Send Email

Mar 23, 2021 21:16:03 Success: Email Sent to: whitney@gocards.com

Moon Golf Invitational

2022 will be the 4th Consecutive year we have hosted this collegiate women's golf event. As managing organization and University, it is a trip we look forward to along with all other teams. The number of teams, participants, out of county guests/hotel rooms, etc. have run (the last three years) very similar to the projections for 2022. (The room nights are higher this year and will be around the same for the future as we added a third day to our event) We have had great success in attendance & representation from all out of state (and in state) universities as February is a great time to escape weather from a lot of our out of state teams. Please see previous dates, locations and participants below.

2019- February 18-19 event dates at Duran Golf Club- 96 Participants – 300 Room Nights

2020- February 17-18 event dates at Duran Golf Club- 96 Participants- 300 Room Nights

2021- February 15-17 event dates at Duran Golf Club- 96 Participants- 450-500 Room Nights



Site Overview & Evacuation Plan

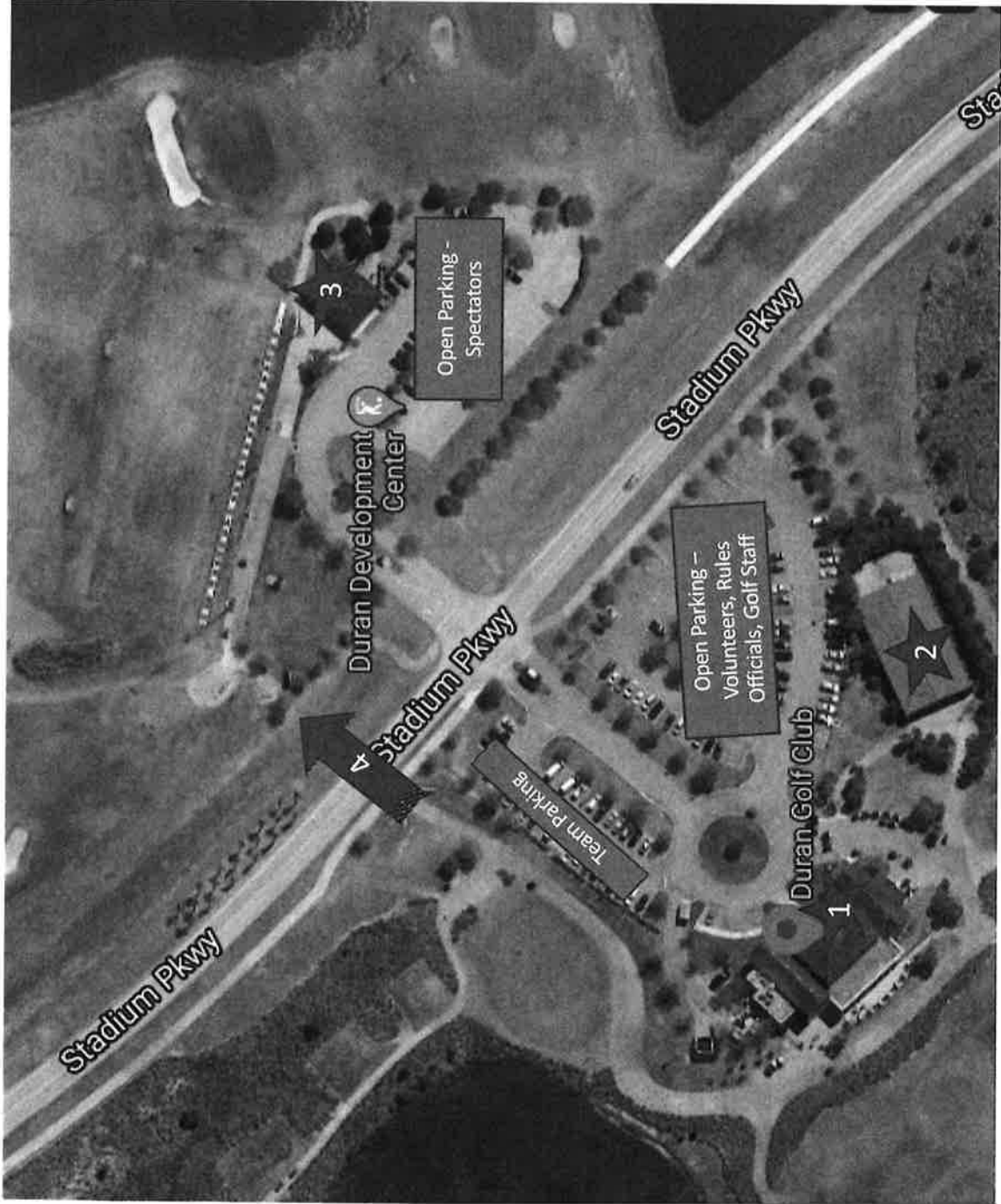
18 Hole Golf Course with Clubhouse and Practice Facility. Due to size of event and on-site parking, traffic flow and entry/exit from clubhouse will not be of an issue.

Evacuation Plan

- Hole 1: Walk In
- Hole 2,6,7: Location 1
- Hole 3,4,5: Location 2
- Hole 8,9: Walk In
- Hole 10-12,16-18: Walk In
- Hole 13-15: Location 3

Main Lot Overhead Shot

- 1 – Clubhouse, Restaurant, and Volunteer Headquarters.
- 2 – Cart Barn
- 3 – Driving Range Facility
- 4 – Tunnel for cart and foot traffic





February 14-16, 2021

Duran Golf Club

Melbourne, FL

Tournament Directory

Whitney Young
Head Coach

270-779-7367

Dori Carter
Assistant Coach

502-260-2554

Courtney Trimble
Tournament Coordinator

407-247-7906

Duran Golf Club Pro Shop

321-504-7776

Matt Morrison
Duran Golf Club Head Professional
mtm@durangolf.com

321-427-2847

Mike Miller
Official In Charge

386-212-2298

Sabrina Powers
Athletic Trainer

352-553-5348

Rocco Gasparro
Sports Communications

502-262-2258

Schedule of Events

Saturday, February 13

- 6:00 a.m. Breakfast at hotel
6:30 a.m. Range Opens
7:30 a.m. Tournament Registration begins on the back patio of Duran Golf Club
7:50 a.m.-12:35 p.m. Practice Round tee times
1:30 p.m.- 5:30 p.m. Athletic Trainer available on back patio of clubhouse
No Coaches Meeting

Sunday, February 14

- 6:00 a.m. Breakfast at hotel
6:30 a.m.-4:30 p.m. Athletic Trainer available on back patio of clubhouse
6:30 a.m. Range Opens
8:00 a.m. First round begins (off #1 and #10)
11:00 a.m. Lunch boxes available in the clubhouse
5:30 p.m. -7:00 p.m. Grab-n-Go Dinner provided by Moon Golf in Home2Suites lobby
(Shares parking lot with Fairfield Inn)

Monday, February 15

- 6:00 a.m. Breakfast at hotel
6:30 a.m.-4:30 p.m. Athletic Trainer available on back patio of clubhouse
6:30 a.m. Range Opens
8:00 a.m. Second round begins (off #1 and #10)
11:00 a.m. Lunch boxes available inside clubhouse
6:00 p.m. Grab-n-Go Dinner provided by Moon Golf in Home2Suites lobby
(Shares parking lot with Fairfield Inn)

Tuesday, February 16

- 5:30 a.m. Breakfast at hotel
6:15 a.m.-3:30 p.m. Athletic Trainer available on back patio of clubhouse
6:30 a.m. Range Opens
7:40 a.m. Final Round begins (off #1 and #10)
11:00 a.m. Lunch boxes available inside clubhouse
3:30 p.m. Awards following play

Practice Round Tee Times – Hole #1

7:50 AM - LOUISVILLE

8:05 AM – LOUISVILLE

8:20 AM – FLORIDA STATE

8:35 AM – FLORIDA STATE

8:50 AM - AUGUSTA

9:05 AM – ALABAMA

9:20 AM – ARKANSAS

9:35 AM – AUBURN

9:50 AM – COASTAL CAROLINA

10:05 AM – FLORIDA

10:20 AM – ILLINOIS

10:35 AM – LSU

10:50 AM – MIAMI

11:05 AM – NORTH CAROLINA

11:20 AM – OKLAHOMA

11:35 AM – SOUTH CAROLINA

11:50 AM – Florida Atlantic University

12:05 PM – VIRGINIA

12:20 PM – UCF

12:35 PM – FL GULF COAST

FIRST ROUND TEE TIMES

#1 TEE

Louisville, Arkansas, LSU

8:00 #5
8:10 #4
8:20 #3
8:30 #2
8:40 #1

8:50 Individuals

Fl State, Coastal Carolina, South Carolina

9:00 #5
9:10 #4
9:20 #3
9:30 #2
9:40 #1

Auburn/Augusta/Oklahoma

9:50 #5
10:00 #4
10:10 #3
10:20 #2
10:30 #1

#10 TEE

UCF, Virginia, Florida

8:00 #5
8:10 #4
8:20 #3
8:30 #2
8:40 #1

Alabama, UNC, Illinois

8:50 #5
9:00 #4
9:10 #3
9:20 #2
9:30 #1

Miami, FAU, Fl Gulf Coast

9:40 #5
9:50 #4
10:00 #3
10:10 #2
10:20 #1

TEAM LINE UP

Team: _____

Head Coach: _____ CELL: _____

Assistant Coach: _____ CELL: _____

LINE UP :

1. _____

2. _____

3. _____

4. _____

5. _____

Please return the team lineup form to Dori Carter Email: dori@gocards.com
Cell: 502.260.2554

Moon Golf Invitational Lunch Orders

Please indicate what coaches and players would like for their boxed lunches. Publix boxed lunches will be provided for Sunday and Monday. Duran Golf Club boxed lunches will be provided on Tuesday.

TEAM: _____

Turkey _____

Ham _____

Gluten free wrap turkey _____

Gluten free wrap ham _____

Veggie wrap _____

Please return via email to dori@gocards.com by Tuesday, February 9.

Moon Golf Yardages

The yardages listed below will be the maximum length used for the 2021 Moon Golf Invitational.

Play will be from the Moon Golf logo tee markers.

Yardages are subject to move up if wind and/or other course conditions become a factor on a given hole.

1. 505/472
2. 390
3. 339
4. 149
5. 375
6. 379
7. 172
8. 368
9. 490

Yardage - 3,167

10. 365
11. 495
12. 385
13. 149
14. 376
15. 501/475
16. 365
17. 175
18. 405

Yardage - 3,216

Total Yardage- 6,383

THANK YOU NOTE GUIDE

Anne and Dan Moon
(Tournament Sponsors)
3851 Durksly Drive
Melbourne, FL 32940

Matt Morrison
(Head Professional)
Duran Golf Club
7032 Stadium Parkway
Melbourne, FL 32940

Drew Norman
(Superintendent)
Duran Golf Club
7032 Stadium Parkway
Melbourne, FL 32940

Courtney Trimble
(Tournament Coordinator)
23536 West Juniper Ct
Deer Park, IL 60010

Mike Miller
(Head Rules Official)
3220 Monaco Blvd
New Smyrna, FL 32168

Martha Scholz
(Volunteer Coordinator)
8032 Old Tramway Drive
Melbourne, FL 32940

University of Louisville Women's Golf		
2022 Moon Golf Inviational		
3/1/21		
	2022 Budget	2022 Final
Revenues	\$ 35,000.00	
Entry Fees	\$ 35,000.00	
Moon Golf	\$ -	
Local Sponsors	\$ -	
Expenses	\$ 47,250.00	
Appreciation To Go Lunch	\$ 2,500.00	
Banquet Dinner (TBD Covid)	\$ 3,500.00	
Printing - Scorecards, Pamphlets	\$ 1,500.00	
Rules Officials	\$ 1,000.00	
New 2022 Signage	\$ 1,000.00	
Site Fee	\$ 20,000.00	
Staff Expenses	\$ 12,000.00	
Staff Food & Beverage	\$ 1,500.00	
Tournament Expenses	\$ 2,000.00	
2022 Trophy	\$ 750.00	
Volunteer Food & Beverage	\$ 1,500.00	
FINAL	-\$12,250.00	

2022 Moon Golf Invitational

Marketing Plan

- **On-Site Advertising & Promotional**
 - **Signage:** We will use a sign vendor to have onsite signage during the event week. The signage welcomes players, coaches, parents and spectators to the event at Duran Golf Club. Having a prominent banner onsite, on the 1st and 10th tee boxes is important to create the atmosphere and aesthetics for a top notch event. ESTIMATED COST: \$1,000
 - **Official Tournament Program:** Our tournament program will be the main distributed piece on-site during event week. In the program we will have space dedicated to all the teams, Moon Golf, and Duran Golf Club. Teams will use this program as a resource during their time in FL, so we hope to create a detailed (as budget allows) and functional program. In addition, the program will provide spectators and fans the opportunity to know more about teams, coaches, and golf course. ESTIMATED COST: \$500
 - **Official Tournament Apparel:** Depending on budget and available funds we hope to be able to outfit our volunteer staff with Moon Golf logo'd t-shirts, jackets, and/or hats for tournament week. ESTIMATED COST: \$2,500- \$3,500

- **Digital Advertising**
 - **Tournament Scoring Website:** We purchase a live scoring software called GolfStat, a preferred scoring partner, to 'score' our event during tournament week. The scoring link will be located on the main webpage which has thousands of views during fall/spring golf seasons. Our Tournament Logo and site information (i.e. Duran Golf Club, Melbourne FL) will be listed prominently on the main page and have it's own landing page that will be viewed consistently during the event week by teams, parents, fans of each university, and golf enthusiasts around the world. ESTIMATED COST: \$350

Sports & Events Grant Program Application FY21-22

Response ID:11 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Beach 'n Boards Fest

3. (untitled)

2. Applicant Contact Information-

Organization Name

Beach 'n Boards Fest, LLC

First Name

Mitch

Last Name

VARNES

Job Title

Event Director

Mailing Address

PO Box 33100

Apt/Suite/Office

n/a

City

Indialantic

State

FL

Zip

32903

Country

Email Address

mitchvarnes@gmail.com

Phone Number

3217597200

Mobile Phone

3217597200

Website URL

www.beachnboardsfest.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

4

4. Event Information-

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

03/10/2022

5. (untitled)

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

Beach 'n Boards Fest is the nation's premiere Spring Break active lifestyle destination event and features Florida's biggest and richest pro surfing contests and only ones sanctioned by the World Surf League. It includes Florida's largest kayak fishing tournament, Florida's largest girls high school beach volleyball tournament, the AAU National Championship Stand-Up Paddleboard races, skateboarding half-pipe and contests, wakeboarding demonstrations, food trucks, live music and more -- all at Cocoa Beach's Shepard Park.

6. (untitled)

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

Shepard Park, Cocoa Beach

7. (untitled)

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

of Out-of-State ADULT Participants : 400

of Out-of-State YOUTH Participants : 200

of Out-of-County ADULT Participants (In State, Overnight Stay) : 600
of Out-of-County YOUTH Participants (In State, Overnight Stay) : 300
of Out-of-State ADULT Spectators/Fans : 15000
of Out-of-State YOUTH Spectators/Fans : 5000
of Out-of-County Spectators/Fans (In State, Overnight Stay) : 10000
Of Day Trippers/Local Attendees (No Overnight Stay) : 10000
of Out-of-State Coaches, Officials, Staff, etc... : 20
of Out-of-County Coaches, Officials, Staff (In State, Overnight Stay) : 40
of Out-of-State Media : 5
of In-State Media (In State, Overnight Stay) : 10
of Day Trip/Local Media (No overnight stay) : 5
Total Estimated Attendance : 41580

8. (untitled)

8. How much event grant support are you requesting?

20000.00

9. What is the purpose of the financial support?

Paid advertising and media buys outside of Brevard County
Site fees/costs (contract help, etc)
Sanction fees

9. (untitled)

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

1001

10. (untitled)

11. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

beach_n_boards_fest_state_of_event.docx

11. (untitled)

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

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

Yes

12. (untitled)

13.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: G Mitchell Varnes, Jr.

13. (untitled)

14. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Erinn.Stranko@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on April 2, 2021, no late arrivals will be accepted.

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

Thank you to the tourism office for the ongoing support of Beach 'n Boards Fest. No other event in this county does as much to

promote many of the key tourism components -- beach, environment, sun, sustainability, surfing, fishing, the rivers, paddleboarding, etc.. -- as Beach 'n Boards Fest. This is an extremely expensive event to produce. The support of the tourism office is not only appreciated but is also very much needed.

14. (untitled)

15. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Beach_n_Boards_Fest_Site_Plan.jpg

Beach_n_Boards_Fest_2022_Plan.docx

Beach_n_Boards_Fest_Budget_2022.docx

Beach_n_Boards_marketing_plan_for_2022.pdf

15. Thank You!

New Send Email

Apr 01, 2021 20:56:48 Success: Email Sent to: mitchvarnes@gmail.com

- **Beach 'n Boards Fest has been held at Cocoa Beach's Shepard Park since 2013. The event is timed to coincide with the height of college Spring Break, which is typically the 2nd or 3rd weekend of March. For its fishing and stand-up paddleboard components, the event has additionally utilized locations near the Cocoa Beach Aquatic Center/Country Club and a vacant parcel of Cocoa Beach land on the Banana River.**

The 2021 event was canceled in the fall of 2020 due to the uncertainties of the pandemic. The TDO grant award for this cycle (\$17,000 +) was unused and turned back to the county.

- **This event has been a grant recipient of the tourism office since its inception and was formerly a Signature Sporting Event.**
- **Beach 'n Boards Fest is Brevard County's premiere and largest spectator sporting event. It is largely weather driven but has on several years drawn more than 50,000 visitors during its four-day duration.**

As such, we can provide a long list of references as may be specifically requested. From the city of Cocoa Beach, the Recreation Director can attest to our event and community value:

Laird McLean

321-302-2580

lmclean@cityofcocoabeach.com

- **We are very consistent in having between 400 to 1,000 out of county participants in our event.**
- **Traditionally, we see more than 2,000 room nights as result of Beach 'n Boards Fest.**

The shortened (by two days) 2020 Beach 'n Boards Fest still resulted in more than 1,350 area room nights per our estimates and tracking.

Ron Jon Beach 'N Boards Fest - 2020 Site Plan



Attachment #2

Beach 'n Boards Fest Plan / March 10-13, 2022

2022 marks the ninth year that Beach 'n Boards Fest will be held in Cocoa Beach. The 2021 event was cancelled due to the pandemic.

The four-day-long event is held Thursday through Sunday and is the nation's premiere Active Lifestyle Spring Break Destination Event. It is an alcohol and tobacco-free event, has no admission fee and is family friendly. Beach 'n Boards Fest is held at Shepard Park and at the Cocoa Beach kayak launching areas by the Aquatic Center and showcases many of the recreational activities and sports that can be enjoyed along the Space Coast. These include the following:

- Richest and largest World Surfing League-sanctioned professional surfing contests in Florida
- (One Elite Male Qualifying Event, One Elite Female Qualifying Event, One Male Junior Pro and One Female Junior Pro). The Junior Pro events are the biggest on the U.S. East Coast and on par with the biggest and richest in the United States. Athletes travel from the East Coast, California, Hawaii, Japan, Europe and Central and South America to compete in our events.
- The biggest high school girls beach volleyball tournament in Florida.
- The biggest and richest Kayak and Stand-up Paddleboard fishing tournament in Florida.
- The only hydrofoil board race on the East Coast.
- Kiteboard races.
- Stand-Up Paddleboard races and demos – The AAU National Championship SUP race will be hosted by Beach 'n Boards Fest in 2022.
- Wakeboard exhibitions with many of the world's top wakeboarders. We build a 240' x 40' tank with ramps and rails in the parking lot of Shepard Park.
- High School and Collegiate skateboard competitions featuring both half-pipe and street skating.
- A low-tide 5k beach run and walk.
- A morning Yoga session, which has been attended by as many as 400 people in past years.

Target markets for Beach 'n Boards Fest are high schools and colleges throughout Florida and the Southeastern United States. The event has a strong focus on sustainability and is timed to coincide with the most popular week for college Spring Breaks, with an emphasis placed on schools such as UCF, USF and UF.

Several types of media are used to market Beach 'n Boards Fest; including billboards, banner-flying airplanes, digital and print college newspaper ads, target digital marketing via Face Book, Instagram, SnapChat and other social media. More than 100,000 marketing cards are also distributed throughout Central Florida months before the actual event.

Beach 'n Boards Fest is held during a busy time of the year on the Space Coast, but it provides something for people to not only make a special visit to attend but also something to do for those who are already here on holiday or those who live here. Over the past few years, the event has each year attracted about 30,000 to 50,000 attendees.

March 10-13, 2022 / Beach 'n Boards Fest

Planned Operating Budget / Attachment 3

\$24,000 – Permitting, police, lifeguards, EMT, parking and event fees for Shepard Park (5 days)

\$1,600.00 – Usage fees for Cocoa Beach Pavilion and kayak area (2 days)

\$4,000 – Insurance

\$50,000 – Cash prize awards

\$18,000 – Sanction fees, judges and officiating fees, food and accommodations

\$12,000 – Surf Tower staging, onsite tents, tables, chairs

\$2,000 – Surfer jerseys, judging equipment

\$9,000 – Event Signage & Banners

\$50,000 – Event advertising

\$9,000 – Non-cash awards, shirts and medals for athlete participants

\$3,000 – Staff lodging

\$4,000 – Equipment rentals

\$2,000 – Private overnight security

\$3,400 – Barricades and fencing

\$6,000 – Miscellaneous

\$198,000 – Total * (Does not include pre-event, event and post-event staffing costs)

Sports & Events Grant Program Application FY21-22

Response ID:9 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Softball Magazine's Softball Spring Training

3. (untitled)

2. Applicant Contact Information-

Organization Name

softball Magazine Inc.

First Name

gene

Last Name

Smith

Job Title

President

Mailing Address

398 Barton Boulevard

Apt/Suite/Office

Offcie

City

Rockledge

State

Florida

Zip

32955

Country

Email Address

gene.smith@softballmag.com

Phone Number

3214533711

Mobile Phone

3214324444

Website URL

www.softballspringtraining.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

6

4. Event Information-

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

03/10/2022

5. (untitled)

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

Two weeks of two completely different set of attendees. Players range from 21 to 81 years of age and come from all over nation for softball, fun and sun! The event is a skills and rills camp with experienced and professional instructors.

6. (untitled)

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

Space Coast Complex 5800 Stadium Parkway Melbourne FL 32935

7. (untitled)

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

of Out-of-State ADULT Participants : 225

of Out-of-State YOUTH Participants : 0

of Out-of-County ADULT Participants (In State, Overnight Stay) : 10

of Out-of-County YOUTH Participants (In State, Overnight Stay) : 0

of Out-of-State ADULT Spectators/Fans : 150

of Out-of-State YOUTH Spectators/Fans : 35
of Out-of-County Spectators/Fans (In State, Overnight Stay) : 10
Of Day Trippers/Local Attendees (No Overnight Stay) : 2
of Out-of-State Coaches, Officials, Staff, etc... : 45
of Out-of-County Coaches, Officials, Staff (In State, Overnight Stay) : 10
of Out-of-State Media : 0
of In-State Media (In State, Overnight Stay) : 0
of Day Trip/Local Media (No overnight stay) : 1
Total Estimated Attendance : 350

8. (untitled)

8. How much event grant support are you requesting?

15,000.00

9. What is the purpose of the financial support?

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

9. (untitled)

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

650

10. (untitled)

11. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

SST22_3Years.doc

11. (untitled)

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

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

No

12. (untitled)

13.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.

A handwritten signature in black ink, appearing to read 'Gene Smith', written in a cursive style.

Signature of: Gene Smith

13. (untitled)

14. **SPECIAL MESSAGE:**

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Erinn.Stranko@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on April 2, 2021, no late arrivals will be accepted.

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

14. (untitled)

15. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Attachment_(3)_Event_Budget.pdf

Grantee_Event_Budget.pdf

SST22EventLocation.pdf

15. Thank You!

New Send Email

Mar 31, 2021 22:21:05 Success: Email Sent to: gene.smith@softballmag.com



"The Best Of The Sport In
Publications, Promotions & Broadcasting"



Re: Softball Magazine's 2018 Softball Spring Training

Office of Tourism,

This report is for Softball Magazine's 2018 Adult Softball Spring Training hosted in Cocoa Beach, FL, March 7-10 & March 14-17, 2018. The event was open to adult men and women of ages 18 to 80 who play softball and are looking to improve their softball skills and enjoy a week away in beautiful Brevard County, Florida in the dead of winter.

Event Facts:

Event Date: Wk#1 March 7-10 & Wk#2 March 14-17, 2018

Participants = Adult men & women from all over the nation.

Camp Participants = 300

Total Room Nights = 745

Financial Impact = \$999,196.56

Brevard County's logo/mark on all promotional material, electronic media and print media related to the events.

Re: Softball Magazine's 2019 Softball Spring Training

Office of Tourism,

This report is for Softball Magazine's 2019 Adult Softball Spring Training hosted in Viera, FL, March 6-10 & March 13-17, 2019. The event was open to adult men and women of ages 18 to 80 who play softball and are looking to improve their softball skills and enjoy a week away in beautiful Brevard County, Florida.

Event Facts:

Event Date: Wk#1 March 6-10 & Wk#2 March 13-17, 2019

Participants = Adult men & women from all over the nation.

Camp Participants = 300

Total Room Nights = 673* VRBO Room Nights

Financial Impact = \$999,196.56

Brevard County's logo/mark on all promotional material, electronic media and print media related to the events.

Re: Softball Magazine's 2020 Softball Spring Training

This report is for Softball Magazine's 2020 Adult Softball Spring Training hosted in Viera, FL, March 4-7 & March 11-14, 2020. The event was open to adult men and women of ages 18 to 80 who play softball and are looking to improve their softball skills and enjoy a week away in beautiful Brevard County, Florida.

Event Facts:

Event Date: Wk#1 March 4-7 & Wk#2 March 11-14, 2020

Participants = Adult men & women from all over the nation.

Camp Participants = 300

Total Room Nights = 996 Room Nights

Financial Impact (est) = \$999,196.56

Brevard County's Space Coast Office of Tourism logos/marks on all promotional material, electronic media and print media related to the events.

SOFTBALL
M A G A Z I N E

BASEBALL
THE MAGAZINE



BATWARS
"The Best Of The Sport In
Publications, Promotions & Broadcasting"

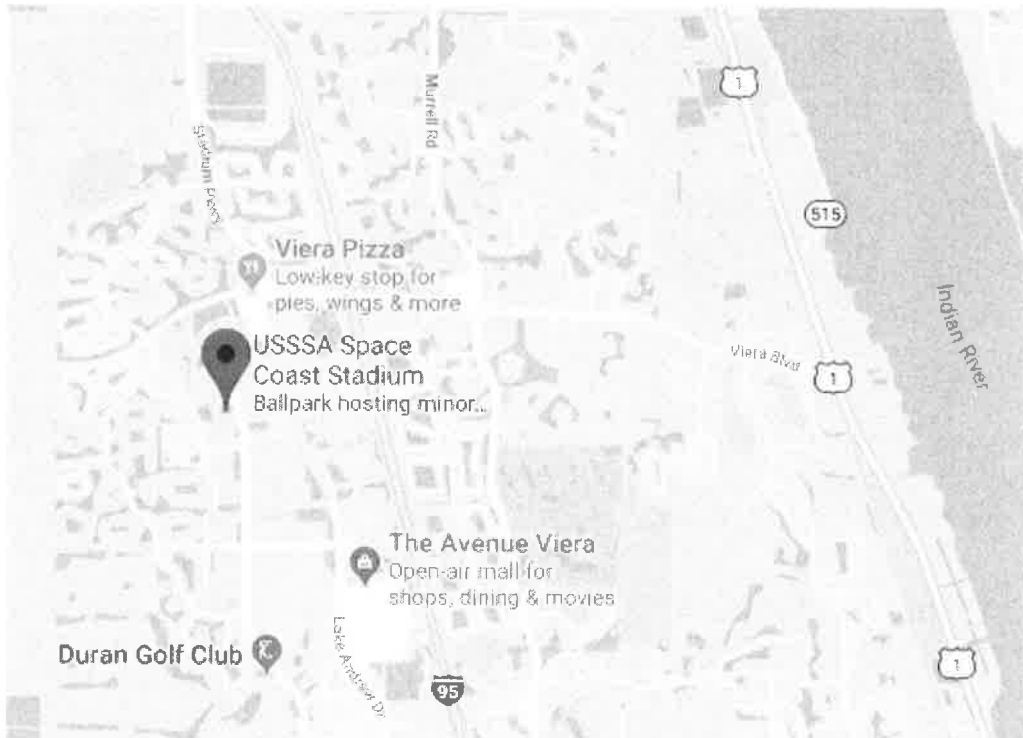


Brevard County – Board of County Commissioners
c/o Office of Tourism
430 Brevard Avenue Suite 150
Cocoa, Florida, 32922

March 30, 2021

Re: Softball Magazine's 2022 Softball Spring Training Location

Location: Space Coast Complex
5800 Stadium Parkway
Melbourne, FL 32940





Brevard County – Board of County Commissioners
c/o Office of Tourism
430 Brevard Avenue Suite 150
Cocoa, Florida, 32922

March 30, 2021

Re: Softball Magazine's 2022 Softball Magazine's Event Plan

We start promoting the event as soon as the prior years events wrap up. We started last week (March 29 – April 2) by sending everyone who attended the SST21 events a link to the photo gallery from the week they attended. It allows them to relive their experience, use and share the photos as they wish and it begins the promotional push towards next years events. Registration for the 2022 events will open early September but we continue to advertise and promote to our base leading up to the day registration opens. We actually turn the first day registration opens into a fun day of “Opening Day” winners. We do fun stuff and giveaways to the first person to register or the first coupe to sign up or the person traveling the furthest to spring training. We will continue to advertise and promote the 2022 events to our current base along with utilizing resources and partnerships within our industry and event partners to maximize the events exposure.

We have been and will continue to invest more resources in our digital as we have seen this past year's growth double. With the recent times more players have been receiving their information on line.

Along with the digital ad placements of the event we link the story and photo gallery to one of Eblast sends to our base of 53k and we have seen very good results. We will begin a monthly leading into a bi-weekly Eblast sends as we get closer to the event .

Spring Training 2022 Event Dates:

Week #1 - March 9-12, 2022

Week #2 – March 16-19, 2020

We will hopefully see the return of our annual attendees from 38 states, Canada along with players from Europe too!

Overall plan is to do what has been successful for both Softball Magazine and Brevard County for the past 24 years while introducing thousands a year to all the Space Coast has to offer.

SST'22
Gene Smith

SST Th	9:00	9:45	11:00	12-1	1:00	1:30	2:45	4:00
Today's Classes					Camp Meeting			
Front Right	Live BP & Tees ↑			Lunch				
Front Left	Machine BP ↑			Lunch				
Back Right		Open Game	Open Game	Lunch		Open Game	Open Game	Open Game
Back Left		Women's Work Out	Women & Senior Game	Lunch		Infield 1:30 OF & P 2:00	Women & Senior Game	Base Running/Olympic Relay

SST Fri	9:00	9:45	11:00	12-1	1:00	2:15	3:30	
Today's Classes								
Front Right	Live BP & Tees ↑			Lunch				
Front Left	Machine BP ↑			Lunch				
Back Right		Open Game	Open Game	Lunch	Open Game	Open Game	Open Game	
Back Left		Women's Work Out	Women & Senior Game	Lunch	Infield 1:00 OF & P 1:30	Women & Senior Game	Base Hitting Contest	

SST Sat	9:00	9:45	11:00	12-1	1:00	2:15	3:30	
Today's Classes					Pitching Contest 1:30		Pros vs Joes Stadium	
Front Right	Live BP & Tees ↑			Lunch				
Front Left	Machine BP ↑			Lunch				
Back Right		Open Game	Open Game	Lunch	Infield 1:00 OF & P 1:30	Open Game		
Back Left		Women's Work Out	Women & Senior Game	Lunch	Women & Senior Game	Home Run Derby		

Sheet1

Spring Training 2022 budget:

Description:	Week #1	Week #2	Combined Total:
Field Cost	\$4,000.00	\$4,000.00	\$8,000.00
Lunches & Drinks	\$4,000.00	\$4,000.00	\$8,000.00
Insurance	\$475.00	\$475.00	\$950.00
Sprg T-Shirts	\$1,000.00	\$1,000.00	\$2,000.00
Truck lease	\$250.00	\$250.00	\$500.00
Instructor Exp	\$1,500.00	\$1,500.00	\$3,000.00
Instructor Labor	\$2,000.00	\$2,000.00	\$4,000.00
Instructor Room	\$900.00	\$900.00	\$1,800.00
Staff Rooms	\$2,500.00	\$2,500.00	\$5,000.00
Copies	\$125.00	\$125.00	\$250.00
Truck Gas	\$150.00	\$150.00	\$300.00
Labor	\$5,000.00	\$5,000.00	\$10,000.00
Home Depot	\$200.00	\$200.00	\$400.00
Awards Hats & Visors	\$250.00	\$250.00	\$500.00
Dudley Award Balls	\$200.00	\$200.00	\$400.00
Tickets & Wrist Bands	\$125.00	\$125.00	\$250.00
Freight	\$650.00	\$650.00	\$1,300.00
Advertising	\$7,500.00	\$7,500.00	\$15,000.00
Cost		Totals	\$61,650.00

Softball Magazine's Softball Spring Training

***The proposed budget below is understandingly more then the request for support would be based on the events foretasted room nights.**

Project Name: Softball Magazine's Senior Softball Camp

Organization Name: Softball Magazine

Task Line Item	<u>Event Costs</u>	TDC Funding Amount Request
1	Advertising and Promoting the event nationwide	\$15,000.00
2	Professional Trainers Fees & Labor	\$10,500.00
3	Field - Complex – Facility	\$8,000.00
4		\$
5		\$
6		\$
7		\$
8		\$
	TOTAL Event Costs	\$

Sports & Events Grant Program Application FY21-22

Response ID:4 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Gateway To Space 5k/10K

3. (untitled)

2. Applicant Contact Information-

Organization Name

American Cancer Society, Inc.

First Name

Cheryl

Last Name

Sullivan

Job Title

Senior Development Manager

Mailing Address

12810 USF Magnolia Drive

Apt/Suite/Office

n/a

City

Tampa

State

FL

Zip

33612

Country

Email Address

cheryl.sullivan@cancer.org

Phone Number

386.267.8903

Mobile Phone

772.530.0677

Website URL

currently not available for 2022

Website URL

4. (untitled)

3. **Event Information-**

How many days will your event be held?

1

4. **Event Information-**

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

03/19/2022

5. (untitled)

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

The American Cancer Society brings the fight against cancer to the historic Launch and Landing facility (formerly known as the Shuttle Landing Facility) at Kennedy Space Center through Gateway To Space 5k and 10k. Race participants will be escorted to the LLF. Participants must be 12 years of age on race day and a US citizen. All participants will receive a finisher medal and age group awards will be given out.

6. (untitled)

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

Launch and Landing Facility, KSC

7. (untitled)

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

of Out-of-State ADULT Participants : 200

of Out-of-County ADULT Participants (In State, Overnight Stay) : 1000

Total Estimated Attendance : 2000

8. (untitled)

8. How much event grant support are you requesting?

7500

9. What is the purpose of the financial support?

- Site fees/costs (contract help, etc)
- Marketing and public relations
- Non-monetary awards (medals, ribbons, plaques, etc)
- Promotions

9. (untitled)

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

201

10. (untitled)

11. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

Gateway_to_Space_2022.docx

11. (untitled)

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

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

No

12. (untitled)

13.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Cheryl Sullivan

13. (untitled)

14. **SPECIAL MESSAGE:**

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Erinn.Stranko@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on April 2, 2021, no late arrivals will be accepted.

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

14. (untitled)

15. **Required Attachments:**

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

GTS_2022_Event_Location_Map.docx

GTS_2022_Event_Plan.docx

GTS_2022_Event_Budget.docx

15. Thank You!

New Send Email

Mar 12, 2021 09:31:51 Success: Email Sent to: cheryl.sullivan@cancer.org

Gateway to Space 5K/10K 2022

Previous Location and dates:

Launch and Landing Facility, KSC
Spring 2017 – 2020, Fall - 2021

Reference name and contact information

Cheryl Sullivan, cheryl.sullivan@cancer.org, 386.267.8903

Total out of county participants

2019 – est. 800

2020 - 781

2021 – est. 800

Total number of room nights

2019 – est. 250 (no records)

2020 – est. 200 (established hotel partners 60 days prior to event, only have documentation for 13 nights. Working on launching website with hotel partners in August 2020 for 2021 event.)

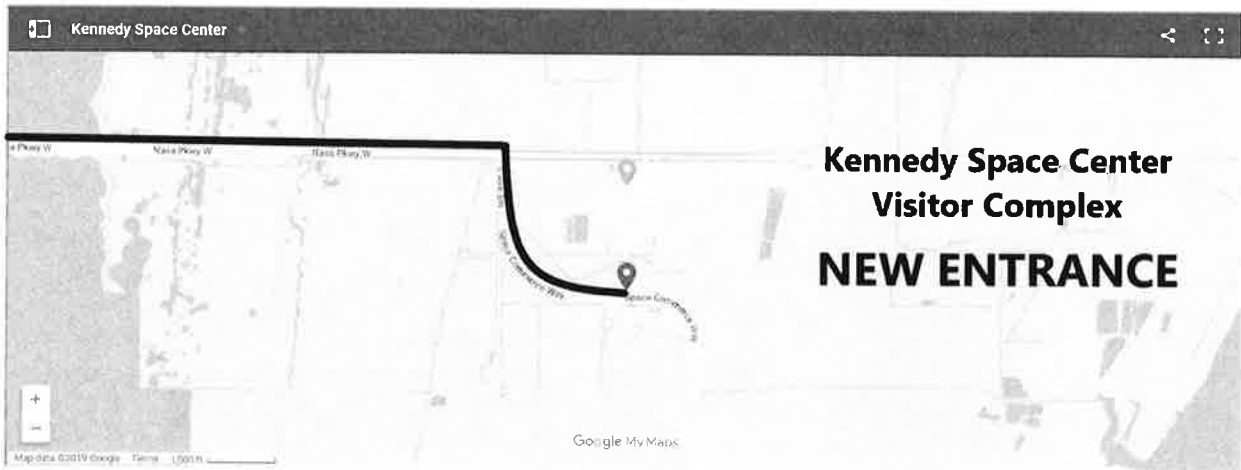
2021 – est. 200, have group contracts with several hotel partners and tracking on Registration site. Date moved to Sept. 18, 2020 due to COVID so will not have more detailed numbers until event day. Numbers are based on current reservations and website reports.

2022 Gateway to Space

FRIDAY – Packet Pick Up 4pm – 7pm - Participants gather to pick up packets and learn about the mission of the American Cancer Society.

LOCATION – Running Zone, 3696 N Wickham Rd, Melbourne, FL 32935

SATURDAY – Race participants park at the KSC Visitor Complex, complete security screening and enter busses to be escorted to the LLF



Race Participants are taken through the KSC gate to the LLF



2022 Gateway to Space

Event Plan

Sept 18, 2021

- NEW Website launches and Registration Opens for 2022 event
- Incentive to register for 2022 at the 2021 event – Discount and branded item

Date March 18, 2022

- 10:00am-6:30pm – Packet Pick Up Opens, light food and Mission information booth. Raffles throughout the day

Saturday, March 19, 2022 – Gateway to Space 5K-10K

- 4:30 AM: Set Up Begins (LLF and KSCVC)
- 5:30 AM: Packet Pickup Opens (Kennedy Space Center Visitor Complex)
- 6:00 AM: Park and Security Check-in Opens (KSCVC)
- 7:00 AM: Last Bus to Launch and Landing Facility Departs
- 8:00 AM: 5K/10K Start
- 9:00 AM: Awards and Busses begin to transport participants back to KSCVC
- 11:00 AM: Clean up

2022 Gateway to Space

Event Budget

	Est. Cost	Actual Cost
CBL Race Medals	\$8,000	
Participant Shirts	\$8,000	
Transportation and Security	\$10,000	
Portable Toilets	\$3,000	
Printed Marketing Materials	\$1,000	
Online Marketing and Ads	\$5,000	
Race Management Fees	\$8,500	