



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## Consent

F.12.

12/5/2023

### Subject:

Approval, Re: Funding recommendations for listed FY 2023-24 Cycle 2 Sports Grants.

### Fiscal Impact:

FY 2023-24: \$102,700.00 for Cycle 2 Sports Grants, 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 2023-24 Cycle 2 Sports Grant applications:

1. Moon Golf Junior All-Star Golf Tournament (4/18/2024 - 4/21/2024) \$5,700.00
2. Space Coast Spring Games Softball Tournament (2/27/2024 - 3/17/2024) \$25,000.00
3. NJCAA Division 1 Women's Golf National Tournament (5/18/2024 - 5/23/2024) \$9,000.00
4. Cocoa Beach Triathlon & Duathlon (4/13/2024 - 4/14/2024) \$12,000.00
5. Space Coast Clash Soccer Tournament (4/6/2024 - 4/7/2024) \$12,000.00
6. ESA Southeast Regional Surfing Championships (4/12/2024 - 4/14/2024) \$18,000.00
7. Hurricane Classic Soccer Tournament (8/17/2024 - 8/18/2024) \$15,000.00
8. USA Beach Running Championships (4/28/2024) \$6,000.00

Further, based on the facts specified, by approving this agenda item, the Board will make the legislative finding that Tourist Development Tax funds are authorized for sporting grants 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. Each of the tourist-oriented sporting and special events have as one of its main purposes the attraction of tourists, and the entity and the Space Coast Office of Tourism both intend to ensure marketing and promotion of these events to tourists.

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

### Summary Explanation and Background:

The Sport Events Grant Program is to provide reimbursement 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 \$25,000, based on \$15 per room night, are available to support events that benefit sports tourism on 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 November 8, 2023, meeting and the Tourist Development Council at their November 15, 2023, meeting, voted unanimously to recommend the Board approve the FY 2023-24 Cycle 2 Sports Event Grant Applications, as well as make the necessary legislative findings.

### **Clerk to the Board Instructions:**

Please return a memo of the Board's action to the 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

December 6, 2023

**MEMORANDUM**

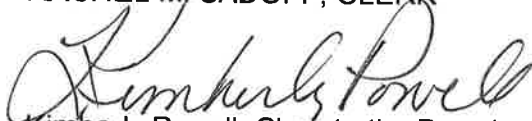
**TO:** Peter Cranis, Tourism Development Office Director

**RE:** Item F.12., Funding Recommendations for Listed FY 2023-24 Cycle 2 Sports Grants

The Board of County Commissioners, in regular session on December 5, 2023, tabled the funding recommendations for the listed Fiscal Year 2023-24 Cycle 2 Sports Grants for you to bring back better information to the December 19, 2023, Board of County Commissioners meeting.

Your continued cooperation is always appreciated.

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

  
Kimberly Powell, Clerk to the Board

/ds

cc: County Manager  
Finance  
Budget



**BREVARD COUNTY  
TOURISM DEVELOPMENT OFFICE**

**Guidelines**

**SPORTS AND EVENTS  
GRANT PROGRAM**

**Fiscal Year 2023-2024**



# **Fiscal Year 2023-2024**

## **SPORTS AND EVENTS GRANT PROGRAM**

### **1.0 INTRODUCTION & BACKGROUND**

The Brevard County Tourist Development Council (TDC) is pleased to offer the Sports & Event Grant Program for tourism or sports-related organizations to support and enhance competitive 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 competitive events in order to generate significant economic impact through participant spending. Reimbursement grants are available to support events or bids that benefit Florida's Space Coast.

The grant will be used to reimburse authorized expenses for an event that is promoted to tourists and promotes tourism in Brevard County by expending funds for an activity, service, venue or event that has as one of its main purposes the attraction of tourists. Funds for this purpose are authorized from the Tourist Development Tax.

Pursuant to the Local Option Tourist Development Act, the grantor has by resolution, Ordinance No. 86-25, and subsequent amendments thereto, levied and imposed tourist development taxes throughout Brevard County, Florida; established the Brevard County Tourist Development Council (hereinafter the "TDC"), and implemented a tourist development plan for the use of funds derived from such taxes as set forth in Section 102-116 through 102-125, Brevard County Code of Ordinances. 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, the grantor may authorize Tourist Development Tax funds to be expended for an activity, service, venue or event if the activity, service, venue or event 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.

### **2.0 STATEMENT OF APPLICANT RESPONSIBILITY**

Please read this entire document carefully.

The Tourism Development Office (TDO) to review the applications shortly after submission to determine if the application is complete or incomplete (i.e. missing attachments, lack of proper support materials, incomplete or incorrect support documents, etc.) and eligible for the grant.

If the grant is awarded, the applicant agrees to be bound by all terms contained in their application, these guidelines, and any supporting documents. Incomplete or incorrect application packages will not be accepted and therefore will not be considered for funding. Applications that arrive after the application due date will not be reviewed or considered. Kindly note the due date, plan accordingly and double check your documents before you submit your application. If you have any question, please Sports Coordinator, Brevard County Tourism Development Office at (321) 433-4470, or [Terrence.Parks@VisitSpaceCoast.com](mailto:Terrence.Parks@VisitSpaceCoast.com).

### **3.0 ANTI-LOBBYING**

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

### **4.0 APPLICATION PROCESS AND KEY DATES**

Events that will occur between October 1, 2023 – March 31, 2024 shall submit their application between March 1, 2023 and March 15, 2023, and will be evaluated on a case-by-case basis. Those events that will occur between April 1, 2024 – September 30, 2024, shall submit their application between September 13 and September 25, 2023. Annual funding of this program is subject to the full funding of the TDC Sports Budget line item. In the event that applicant funding requests exceed the total budget of the sports grant program, funding awards may be reduced proportionately in order to stay within the total budget amount allocated to the program.

<b><i>Sports Grants</i></b>	<b><i>Cycle #1</i></b>	<b><i>Cycle #2</i></b>
<b><i>Grant Opens</i></b>	<b><i>3/1/2023</i></b>	<b><i>9/13/2023</i></b>
<b><i>Grant Closes</i></b>	<b><i>3/15/2023</i></b>	<b><i>9/25/2023</i></b>
<b><i>Presentations</i></b>	<b><i>3/28/2023</i></b>	<b><i>9/28/2023</i></b>
<b><i>Ranking Meeting</i></b>	<b><i>4/13/2023</i></b>	<b><i>10/11/2023</i></b>
<b><i>TDC Approval</i></b>	<b><i>4/26/2023</i></b>	<b><i>10/25/2023</i></b>
<b><i>BOCC Approval</i></b>	<b><i>5/23/2023</i></b>	<b><i>11/14/2023</i></b>

### **5.0 ELIGIBILITY**

New Sports events held on Florida's Space Coast for their inaugural event or within Brevard County for the first time in the last five years must produce a minimum of 200 room nights in Brevard County

accommodations with a Tourism Tax Account and/or have equivalent economic impact through attendance of athletes and/or spectators from outside of Brevard County.

Event applications must score a 70 or higher to be considered eligible for funding. Any applicant must be in good standing with any prior event funding awards, post-event reporting requirements, room night reports, and/or reimbursement requests in order to qualify for this application. If an applicant has previously been awarded a grant in any cycle and has not fulfilled their contractual obligations under that grant, they are immediately disqualified for future sports event grant funds. If an applicant forfeits prior funding due to their inability to comply with post-event reporting, the Sports Committee may reinstate their eligibility on a case-by-case basis.

Event Organizers are required to submit a completed W-9 Form to the grant administrator as soon as they are notified of their grant award. Event Organizers are also required to register with E-Verify and submit a signed Memorandum of Understanding to grant administrator.

To qualify for reimbursement, **proof of insurance is required no less than 30 days prior to event start date**, which lists the Brevard County as an additional insured, "Florida Sports Foundation" (if a foundation grant is also awarded), and/or any Brevard Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant.

Event organizers must also provide acceptable evidence of enrollment in the U.S. Department of Homeland Security's E-Verify system. Acceptable evidence shall include, but not be limited to, a copy of the fully executed E-Verify Memorandum of Understanding for your business. If applicable, you may alternatively provide an affidavit as to compliance with section 448.095(3)(b)(2), Florida Statutes. If you meet the definition of a contractor in section 448.095, Florida Statutes require your subcontractors to provide the affidavit specified at section 448.095 (2)(b), Florida Statutes. Registration with E-Verify is required by Brevard County Procurement Policy BCC-25. Compliance with the terms of this section is made an express condition of this application and the TDO will treat noncompliance as an incomplete application. Additional information can be obtained at <https://www.e-verify.gov/about-e-verify>.

The applicant must also comply with all Center for Disease Control (CDC) and/or federal guidelines regarding hosting events.

## **6.0 AVAILABLE FUNDS**

Up to \$220,000.00 may be available for the fiscal year 2023-2024, for a competitive grant program to fund competitive events that demonstrate a significant economic impact to Brevard County tourism, as described in these guidelines.

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 TDO reserves the right to cancel and/ or withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, not meeting at least 100% of room night projections, funding availability, or number and quality of requests submitted. Annual funding of this program is subject to the Brevard County budgeting approval process and receipt of Tourist Development Tax revenues within the fund.

**Funding Award amounts**  
**(\$15 per room night to a maximum award of \$25,000)**

<b>Lodging Room Nights</b>	<b>Funding Levels</b>
200 (minimum)	Up to \$ \$3,000
201 - 500	\$ \$3,001 - \$7,500
501 – 1,000	\$7,501 - \$15,000
1,001-1,500	\$15,001 - \$ \$22,500
1,500 +	\$22,500 - \$25,000

The Sports Committee may choose to lend assistance or administer grant funds approved in the form of advertising, public relations and promotions through its respective agency of record on behalf of the applicant.

## **7.0 ELIGIBLE USE OF FUNDS**

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

Funds must be used for the project as proposed in the grant application and categorized in the applicant budget worksheet, as well as the delineated in the grant contract.

Funding is not intended to support administrative costs or non-public events. Funding is intended to support marketing, promotional efforts, and/or venue or event site rentals.

**Funding may be used for the following:**

- Sports Facilities (i.e. fields, gyms, etc.)
- Required Sports Personnel (i.e. referees)
- Marketing and programming expenses for the event
- Paid advertising, and media buys outside of Brevard County for the event
- Site fees/costs, rentals
- Rights and sanction fees for the governing body of the sport
- Non-monetary awards (medals, ribbons, plaques, etc.)

**Funding may not be used for the following:**

- General and administrative expenses
- Contests or giveaways
- Marketing within Brevard County
- Building, renovating and/or remodeling expenses
- Permanent equipment purchases
- Debts incurred prior to after grant request
- Programs which solicit advertising or sponsorships
- Non-sports personnel wages or salaries
- Event Insurance

**Additional funding use information:**

- Funds are to be used for the event as proposed in the applicant's grant application. The sports event must be held at a facility or venue located in Brevard County.
- The sports event must produce a minimum of 200 room nights in Brevard County accommodations with a Tourism Tax Account.
- The TDO provides sports event support in a "Stay-To-Play" model, meaning the event organizer must, to the best of their ability, ensure all participants book their rooms in Brevard County accommodations. The event organizer has the responsibility to document each room night related to its event using the attached Lodging/Room Night Report. Alternatively, if the organizer is using specified hotels, a room block report from each hotel will suffice to document room nights. Regardless of the booking method all room nights must be verifiable by the TDO Office staff.
- The Event Organizer/Grantee must submit an Event Budget detailing costs as well as any Marketing Plan used to promote the event to participants.
- The TDO strongly recommends all event organizers purchase "event insurance" in the event of bad weather, catastrophic event or other contingency.

## **8.0 APPLICATION SUBMITTAL PROCEDURES**

The Applicant must complete the on-line application and attachments. If you have questions about the online application or are unable to upload the required supporting documentation within the online application please contact the Grant Administrator listed below. All applications and post-event reports must be completed online. Questions regarding the Sports and Events Grant program should be made via email or in writing and may be directed to:

Space Coast Office of Tourism  
Attn: Terry Parks, Sports Commissioner  
150 Cocoa Isle Blvd., Suite 401  
Cocoa Beach, FL 32931  
Ph: 321-349-2997  
Email: [terrence.parks@visitspacecoast.com](mailto:terrence.parks@visitspacecoast.com)

## **9.0 EVALUATION CRITERIA AND APPROVAL PROCESS**

On the close of the application window, TDO staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline; no later arrivals will be accepted.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.
4. Applications have met the minimum out-of-county visitor requirement for that funding tier. New Sports events held on Florida's Space Coast for their inaugural event or within Brevard County for the first time in the last five years must produce a minimum of 200 room nights in Brevard County.
5. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
6. Individual members of the Sports Committee will evaluate, rank and validate applications using the currently approved evaluation criteria while attending the ranking meeting based upon the attached Sports Grant Score Sheet labeled as "**Attachment B**".

7. Each recommended project will go to the Tourist Development Council for review and approval of recommended funding levels, if approved, project will be sent to the Brevard County Board of County Commissioners for final approval.
8. All events will be scored based on application quality, event quality, and hotel room revenue brought in by the event as well as the marketing reach of the event which benefits Brevard County tourism. Hotel room nights will be determined by completed Room Night Report submitted by the Event Organizer, or Room Block Reports from host hotels submitted to the Tourism Development Office by the Event Organizer/Grantee. All room reservations tied to the sports event are required to be documented. Lodging booked outside of Brevard County shall not count toward the qualifying event's total room night count. If an event already has a hotel housing bureau/system under contract, that company must give the Event Organizer proof of room night stays to submit to the Tourism Development Office. Any bid fees or event support associated with securing an event and using Tourist Development Tax revenue will be considered on a case-by-case basis.

Awards are not final and available for use until final approval by the Board of County Commissioners and contracts have been fully executed.

## **10.0 REPORTING REQUIREMENTS**

To be eligible for payment, a complete Post-Event Report must be submitted within 60 days after the completion of the event. The report must include **verifiable** tracking statistics. The lodging/room night report attached hereto as **"Attachment A"** shall include the participants name, lodging location name, and the participants home city and state. Grantees must use the provided room report or submit official hotel block room reports in their post-event reports. If the grantee uses a registration or ticketing system to capture and export event attendance data, all data fields contained in **"Attachment A"** are required in the grantees reporting. All grant funds awarded may be subject to audit.

Within sixty (60) days after the completion of the event, the Grantee must submit the online Post-Event Report as provided by the grant administrator. **If the event occurs near the end of the fiscal year, post-event reports must be received by no later than the second Friday of October following the fiscal year in which the grant was awarded.** The report must include **verifiable** tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy.

**Failure to submit all post-event reports, room/lodging reports, or other requirements set forth by this grant program shall bar the applicant/event organizer from applying for future funding. Failure to comply with the reporting requirements will also result in forfeiture of any funding award.**

Failure to submit both a post-event report and proper reimbursement request(s) in accordance with the attached Grant Reimbursement Procedures ("**Attachment C**"), will disqualify the grantee/event organizer from receiving funding. Failure to comply with the reporting requirements will result in forfeiture of the funding award.

## **11.0 GRANT REIMBURSEMENT REQUESTS**

The funds for these grants are strictly regulated by Florida State Statutes, Brevard County Code of Ordinances, and Brevard County policies/procedures. The aforementioned regulations relate to the use and disbursement of Tourist Development Tax (TDT) revenue funds.

Prior to preparing your reimbursement, ensure that the expenses/costs for which you are requesting reimbursement are consistent with your grant application and grant agreement. Also, note all TDO grants are reimbursement based. They ARE NOT direct vendor payments or pre-payments.

All documents and invoices provided will become subject to Public Records laws.

Please submit your TDO Grant Reimbursement Request Form in Excel provided to you by your liaison and the reimbursement backup listed below in Adobe PDF format.

Submit grant reimbursement paperwork as soon as a project milestone, event or season is complete. Deadline for ALL grant reimbursement requests for FY 23-24 is 5 PM EST Friday, October 11, 2024.

**Each Grant Reimbursement Submission Package Must Contain the Following Four (4) Items (in this order):**

**Before you prepare your reimbursement, please ensure that the items you are requesting reimbursement are in line with your grant application and grant agreement. Also, please note all Tourism Development Office Grants are reimbursement based. They ARE NOT direct vendor payments or pre-payments.**

**1. The TDO Grant Reimbursement Request Form** (TDO grant reimbursement request form, an Excel document provided to you).



**A)** Vendor invoices must be listed line by line.

**B)** Please include the vendor name, vendor invoice #, description of grant related service and amount of reimbursement being requested.

**C)** Invoice numbers on Grant Reimbursement Request Form for reimbursement are not the 1, 2, 3...they are the actual vendor invoice number.

**2. Vendor Invoices and Receipts for Allowable Expenses.**

**A)** Invoices and receipts must have the line # on the top of each page of backup that corresponds with line # on the Grant Reimbursement Request Form in #1.

**B)** This includes the invoice and/or receipt for any grant reimbursable product or service.

**3. Financial Proof of Goods and Services purchased with grant funding** in the form of cancelled checks (front and back copy), ACH direct payment receipts, credit card receipts and statements. ALL account numbers, bank routing numbers, social security numbers, authorizing signatures and other credit card transactions MUST be redacted (blacked out).

**4. Backup Proof of Completed Grant Related Goods and Services which focus on promoting Brevard County tourism to include:**

Copies of any advertising whose purpose is to drive tourism to Brevard County

Photos of rental tents or equipment

Photos of equipment purchased in support of the grant

Screenshots of website and social media

Copies of the printed material

Copies or photos of the signs to ensure they were not used for some other purpose

If payroll is being requested for reimbursement, the line on reimbursement cover sheet requires an abbreviated personnel description that is grant related along with the pay period dates. Leave the invoice field blank for payroll items.

Missing receipts require a form memo.

Copies of vendor reports or material lists.

Sports fees such as referees, timing, and facilities.

Any other allowable, reimbursable expense that was listed in the grant application budget and grant agreement.

Refer to “Eligible Use of Funds” for descriptions of allowable and unallowable expenses that can be reimbursed under this grant program.

## **12.0 CREDIT & LOGO**

Grantees/event organizers must agree to prominently recognize the Space Coast Office of Tourism as an event supporter in all marketing materials, advertising, website and other marketing related communications promoting the event/season both in and out of the local market. The Space Coast Office of Tourism logo must be included in all display advertising, printed collateral, email marketing, etc. where appropriate. The logo must be easily legible and should be displayed in a manner which does not distort or warp the original logo file. Logo usage standards will be provided to grantees/event organizers as well as high resolution and/or vector logo files to be included in event materials. Use the following language for all materials:

***This event is supported by the Brevard County Board of County Commissioners and the Space Coast Office of Tourism.***

Failure to comply with requirements set forth may result in the forfeiture of funding.

Logos available to download [HERE](#) or by email request to [marketing@visitspacecoast.com](mailto:marketing@visitspacecoast.com).

## **13.0 TERMS & CONDITIONS**

Should the grant be awarded, the applicant agrees to be bound by the following terms and conditions:

Grantor means the Brevard County Board of County Commissioners acting through the TDO and Grantee means the applicant. The term Parties means both the Grantor and Grantee.

This grant is contingent upon the availability of applicable tourist development tax funds and subject to any limitations provided by Section 125.0104, Florida Statutes, and Section 102-119 of the Brevard County Code, as either may be amended from time to time. Should funds no

longer be available, the GRANTOR shall provide written notice to the GRANTEE. This grant is not a lien, either legal or equitable, on any of the GRANTOR's non-tourist development related revenues.

GRANTEE agrees and understands that all funding authorized through this grant shall be used only for eligible activities in accordance with State and Local law, and this grant.

## **I. Payment Procedures**

For work performed by GRANTEE during the Sports Grant term, the GRANTEE must submit adequate documentation according to the payment procedures outlined in the grant on or before October 11, 2024. If documentation is submitted after October 11, 2024, the Parties agree the GRANTOR has no obligation to reimburse those expenses and GRANTOR has no further obligation under the grant to GRANTEE.

If a question arises as to the sufficiency of the GRANTEE's documentation, the Parties agree that the Executive Director the TDO shall make the determination on whether or not the documentation is sufficient to support payment of the grant. Funds are only eligible for reimbursement as proposed in the GRANTEE's application or as modified through the grant award. The Parties agree the GRANTOR will reject submissions for reimbursement for items not proposed in the grant application. Funds may not be used to pay debt obligations. Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to GRANTEE.

The Grantee must reach 100% of projected total room nights in order to receive the **full** award amount. **If total room nights are less than 100%** (i.e. if 75% of the room nights are delivered, then the grant recipient will receive 75% of the grant amount). Natural disasters and other incidents that may affect the impact generated by the event will be considered on a case-by-case basis. If the event is cancelled for any reason, there shall be no grant payment made to the Grantee regardless of any expenditure the Grantee has made.

## **II. Legal Responsibilities and Waiver of Trial by Jury**

The Parties agree that, in the case of a dispute, the Parties will first work to resolve the dispute informally. In case of legal action, each Party agrees to the following terms: To bear its own attorney's fees and costs; that venue is in a court of competent jurisdiction in Brevard County;

**TO WAIVE ANY RIGHT TO A JURY TRIAL;** and that this grant is governed according to the laws of the State of Florida.

GRANTEE agrees to comply with all federal, state and local laws, and is responsible for any and all permits, fees, and licenses necessary to perform the event or activity. Nothing in this grant shall be construed as a waiver by GRANTOR of any requirements for local permits, fees, and licenses.

GRANTEE shall perform the services independently and nothing contained in this Agreement shall be construed to be inconsistent with this relationship or status. Nothing in this grant shall be interpreted or construed to make GRANTEE, or any of its agents, or employees to be the agent, employee or representative of the GRANTOR.

GRANTEE shall not engage the services of any person or persons now employed by Brevard County, on a private basis, to provide services relating to this grant without written consent from Brevard County. This does not prevent GRANTEE from using, reserving, or renting Brevard County facilities. The waiver by GRANTOR of any of GRANTEE's obligations or duties under this grant shall not constitute a waiver of any other obligation or duty of the other Party under this grant, nor shall a waiver of any such obligation or duty constitute a continuing waiver of that obligation of duty.

This grant shall not obligate or make GRANTOR or GRANTEE liable to any Party other than the Parties. Oversight of any GRANTEE staff will be the responsibility of GRANTEE.

If any provision of this grant is held invalid, the remainder of this grant agreement shall not be affected if such remainder continues to conform to the terms and requirements of applicable law.

### **III. Indemnification and Hold Harmless**

GRANTEE shall indemnify, defend, and hold harmless GRANTOR for the negligent acts and omissions of GRANTEE's own employees and agents in the performance of event or activity sponsored by this grant, to the extent permitted by law, and against any and all third-party claims, suits, proceedings, losses, liabilities, damages, fees and expenses (including reasonable attorney's fees and expenses) related to the event or activity. GRANTEE expressly agrees that GRANTOR has no liability to GRANTEE for GRANTEE's event or activity or GRANTEE's operation. GRANTOR's indemnity and liability obligations hereunder shall be subject to GRANTOR's right of sovereign immunity and limited to the extent of the protections of and limitations on

damages as set forth in Section 768.28, Florida Statutes. Nothing in this grant is intended to inure to the benefit of any third party for the purpose of allowing any claim which would otherwise be barred under the doctrine of sovereign immunity or by operation of law. Nothing herein shall constitute a waiver of GRANTOR's sovereign immunity. The Parties acknowledge specific consideration has been exchanged for this provision.

#### **IV. Amendment, Assignment of Agreement**

Amendments to this grant may be initiated by either Party. Amendments shall be formally ratified and approved by written amendment to the grant by both Parties. GRANTEE shall not assign any portion of this grant without the written permission of GRANTOR. All conditions and assurances required by this grant are binding on the Parties and their authorized successors in interest.

#### **V. Insurance**

If you are awarded a grant you will be required to procure and maintain, at your own expense and without cost to the BOCC, a General Commercial Liability Insurance policy with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the project performed pursuant to the grant. Including errors and omissions coverage upon TDO request. Depending on the event sponsored, the TDO may require additional insurance. Award recipients shall provide the TDO with a Certificate of Insurance prior to contract execution. The insurance coverage enumerated above constitutes the minimum requirements and shall in no way lessen or limit the liability of grantee under the terms of the Grant. The following items are required of each COI;

- Box labeled "Certificate Holder" – shall read "Brevard County, 150 Cocoa Isles Blvd, St. 401, Cocoa Beach, FL 32931"
- Box labeled "Description of Operations/locations/vehicles" – shall read  
"Brevard County is listed as an Additional insured"
- Provide Endorsements pages which provide that your entity is endorsed as an additional insured

It is the responsibility of the applicant to provide insurance documents to the TDO staff and to re-submit updated insurance prior to their expiration if this occurs during the grant period.

GRANTEE agrees to procure and maintain, at its own expense and without cost to GRANTOR, the following types of insurance. In the sole discretion of the TDO, the TDO may require

additional amounts or types of insurance depending on the type of event or activity. Any additional requirements will be included in the notice of grant award. The policy limits required are to be considered minimum amounts:

- a. General Liability Insurance policy with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability, and errors and omissions coverage.
- b. Auto Liability Insurance policy which includes coverage for all owned, non-owned and rented vehicles with a \$1,000,000 combined single limit for each occurrence, as well as, Full Coverage Vehicle Insurance to include Liability (as above), Collision, Comprehensive, PIP and Uninsured Motorists.
- c. Workers' Compensation and Employers Liability insurance policy covering all employees of GRANTEE that work on this Grant, as required by law. Coverage shall be for all employees directly or indirectly engaged in work on this Grant, with limits of coverage as required by State law.
- d. GRANTEE will provide certificates of insurance to GRANTOR demonstrating that the insurance requirements have been met prior to the commencement of work under this grant.

The insurance coverage enumerated above constitutes the minimum requirements and shall in no way lessen or limit the liability of GRANTEE under the terms of the grant.

## **VI. Termination**

If either Party fails or refuses to perform any of the provisions required under the grant guidelines, application, or otherwise fails to timely satisfy the grant provisions, either Party may notify the other Party in writing of the nonperformance and terminate the grant or such part of the grant award as to which there has been a delay or a failure to properly perform. Such termination is effective upon the Party's receipt of the Notice of Termination. Upon termination, GRANTOR has no further obligation to GRANTEE.

## **VII. Right to Audit Records**

In performance of this grant, GRANTEE shall keep books, records, and accounts of all activities related to this grant, in compliance with generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by GRANTEE in conjunction with and the performance of this grant shall be open to inspection during regular business hours by an authorized representative of the office and shall be retained by GRANTEE for a

period of five (5) years after the end of the grant period, unless returned to GRANTOR sooner

#### **VIII. Scrutinized Companies**

- A. The GRANTEE certifies that it and its Subcontractors are not on the Scrutinized Companies that Boycott Israel List. Pursuant to Section 287.135, Florida Statutes, the COUNTY may immediately terminate this grant at its sole option if the GRANTEE or its Subcontractors are found to have submitted a false certification; or if the GRANTEE, or its Subcontractors are placed on the Scrutinized Companies that Boycott Israel List or is engaged in a boycott of Israel during the term of this grant.
- B. If this grant is for more than one million dollars, the GRANTEE further certifies that it and its Subcontractors are also not on the Scrutinized Companies with Activities in Sudan, Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged with business operations in Cuba or Syria as identified in Section 287.135, Florida Statutes.
- C. Pursuant to Section 287.135, Florida Statutes, the COUNTY may immediately terminate this grant at its sole option if the GRANTEE, its affiliates, or its Subcontractors are found to have submitted a false certification; or if the GRANTEE, its affiliates, or its Subcontractors are placed on the Scrutinized Companies that Boycott the Scrutinized Companies with Activities in Sudan List, or Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged with business operations in Cuba or Syria during the term of the grant.
- D. The GRANTEE agrees to observe the above requirements for applicable subcontracts entered into for the performance of work under this grant.
- E. As provided in Subsection 287.135(8), Florida Statutes, if federal law ceases to authorize these contracting prohibitions, this section shall become inoperative and unenforceable.

#### **IX. Employment Eligibility Verification (E-Verify)**

- A. The GRANTEE shall comply with the applicable provisions of section 448.095, Florida Statutes. Upon request, GRANTEE shall provide acceptable evidence of their enrollment in the U.S. Department of Homeland Security's E-verify system. Acceptable evidence shall include, but not be limited to, a copy of the fully executed E-Verify Memorandum of Understanding for the business. If applicable, a GRANTEE may alternatively provide an affidavit as to compliance with section 448.095(3)(b)(2), Florida Statutes.
- B. A GRANTEE meeting the definition of a contractor in section 448.095, Florida Statutes shall require its subcontractors to provide the affidavit specified at section 448.095 (2)(b),

Florida Statutes.

- C. As applicable, GRANTEE agrees to maintain records of its participation and compliance with the provisions of the E-Verify program, including, if applicable, participation by its subcontractors as required by section 448.095(2)(b), Florida Statutes, and to make such records available to the GRANTOR consistent with the terms of GRANTEE's enrollment in the program.
- D. Compliance with the terms of this section is made an express condition of this Grant and the GRANTOR may treat a failure as grounds for immediate termination of this Grant.
- E. A GRANTEE who registers with and participates in the E-Verify program may not be barred or penalized under this section if, as a result of receiving inaccurate verification information from the E-Verify program, the GRANTEE hires or employs a person who is not eligible for employment.
- F. Nothing in this section may be construed to allow intentional discrimination of any class protected by law.
- G. GRANTOR will not intentionally award a publicly-funded Grant to any GRANTEE who knowingly employs unauthorized alien workers, constituting a violation of the employment provisions contained in 8 United States Code (USC) section 1324a(e)(section 274A(e) of the Immigration and Nationality Act (INA)). GRANTOR shall consider a GRANTEE's intentional employment of unauthorized aliens as grounds for immediate termination of this Grant.

#### **X. Public Records Disclosures**

GRANTEE agrees that Florida has broad public disclosure laws, and that any written communications with GRANTEE, to include emails, email addresses, a copy of this grant, and any supporting documentation related to this grant are subject to public disclosure upon request, unless otherwise exempt or confidential under Florida Statute.

Public records are defined as all documents, papers, letters, maps, books, tapes, photographs, films, sound recordings, data processing software, or other material, regardless of the physical form, characteristics, or means of transmission, made or received pursuant to law or ordinance or in connection with the transaction of official business by any agency. In this case, the portion of the GRANTEE's records relating to the acceptance and use of the GRANTOR grant are public records that may be subject to production upon request. The GRANTEE agrees to



keep and maintain these public records until completion of the event or activity. Upon completion, GRANTEE may continue to retain the public records for five years, or transfer, at no cost, to the GRANTOR, any public records in its possession in an electronic format readable by GRANTOR.

Upon a request for public records related to this grant, GRANTEE will forward any such request to the GRANTOR. GRANTOR will respond to any public records request. Upon request, as to records in the GRANTEE possession, GRANTEE will provide access or electronic copies of any pertinent public records related to this grant to GRANTOR within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes.

GRANTEE agrees that GRANTOR will consider all documentation the GRANTOR submits to Brevard County to support payment of this grant to be subject to public records disclosure.

**IF GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT THE OFFICE OF TOURISM, C/O ADMINISTRATIVE SECRETARY, 150 Cocoa Isles Blvd. Cocoa Beach, FL 32931, PHONE (321) 433-4470.**

#### **XI. Notices**

Any notices required or permitted by this grant shall be in writing and shall be deemed delivered upon hand delivery, or three (3) days following deposit in the United States postal system, postage prepaid, return receipt requested, addressed to the parties at the following addresses:

**GRANTOR:**

Brevard County Tourism Development Office  
c/o Executive Director  
150 Cocoa Isles Blvd.  
Cocoa Beach, Florida 32931  
Phone: (321) 433-4470

**GRANTEE:**

Contact information listed on GRANTEE's application.

#### **XII. Effective Date**

The grant shall be effective on the last day the Parties execute the grant award (the "Effective Date"). The Parties agree that all work performed by GRANTEE prior to the effective date but during the term of the grant is subject to the provisions of this Agreement.

### **XIII. Entirety, Construction of Agreement, and Counterparts**

The grant guidelines, application, Clerk to the Brevard County Board of County Commissioners memorandum ("Clerk's Memo"), any included exhibits or required documentation and the grant award represents the entire understanding between the Parties in its entirety and no other agreements, either oral or written, exist between GRANTOR and GRANTEE. The application, grant guidelines, grant award are attached and incorporated into the grant by this reference. The Parties acknowledge that they fully reviewed all requirements and had the opportunity to consult with legal counsel of their choice, and that this grant shall not be construed against any Party as if they were the drafter of this grant. This grant may be executed in counterparts all of which, taken together, shall constitute one and the same. GRANTEE warrants that it is possessed with all requisite lawful authority to apply for and accept this grant

### **XIV. Foreign Disclosures.**

GRANTEE will complete GRANTOR's foreign disclosure form and make any required disclosures to the State of Florida.

### **15.0 Grant Award**

Upon approval by the Brevard County Board of County Commissioners, the GRANTOR will issue a Notice of Award to the Grantee listing the grant award amount and any additional conditions or restrictions that may differ from the grant guidelines, grant application, Clerk's Memo, and other accompanying documents. Should there be any conflict, the Notice of Award shall control to the extent of said conflict.

**Full, editable version available through grant application portal or from Space Coast Office of Tourism Staff.**

[illegible]

**ATTACHMENT B**  
**FY 23-24 Sports Event Grant Program**  
**Score Sheet**

Event Name: \_\_\_\_\_

Committee Member Name: \_\_\_\_\_

Committee Member Signature: \_\_\_\_\_

*Using the Event Application please score the following criteria:*

**Event Maturity, Growth Potential & Overnight Visitation (35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ...../10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators...../25

(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (15 points total)**

Has an event date been secured?...../5

Has an event location been secured?...../5

Did the event organizer include a detailed budget?...../10

*Using the Event Description Narrative please score the following criteria:*

**Quality of Proposed Event (25 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ...../10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ...../10

*Using the event's Event Plan please score the following criteria:*

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ...../15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?...../10

**Total** ...../100

**Application Checklist:** Completed Application \_\_\_\_ Detailed Event Description \_\_\_\_ Event Budget \_\_\_\_  
Event Timeline/Schedule \_\_\_\_ Event Map \_\_\_\_ Event History and/or References \_\_\_\_

**ATTACHMENT C**  
**Tourist Development Office Grant Reimbursement Procedures**  
**General Introduction – Grantee Please Read**

As a government entity, these grants are under strict State and County guidelines and requirements related to disbursement of Tourist Development Tax (TDT) revenue dollars.

**Before you prepare your reimbursement, please ensure that the items you are requesting reimbursement are consistent with your grant application and grant agreement. Also, please note all Tourism Development Office Grants are reimbursement based. They ARE NOT direct payments or pre-payments.**

All documents and invoices provided will become subject to Public Records laws.

Please submit your grant reimbursement request form in Excel and the backup in Adobe PDF format.

Please begin submitting grant reimbursement submitting package as soon as your event or season is complete. Deadline for ALL grant reimbursement requests for FY 23-24 is October 11, 2023.

Your Grant Reimbursement Submission Package Must Contain the Following Four (4) Items (in this order):

**Before you prepare your reimbursement, please ensure that the items you are requesting reimbursement are consistent with your grant application and grant agreement. Also, please note all Tourism Development Office Grants are reimbursement based. They ARE NOT direct payments or pre-payments.**

1. **The Grant Reimbursement Request Form** (cover sheet, an Excel document provided to you). **A)** Vendor invoices must be listed line by line. **B)** Please include the vendor name, vendor invoice #, description of grant related service and amount of reimbursement being requested. **C)** Invoice numbers on Grant Reimbursement Request Form for reimbursement are not the 1, 2, 3...they are the actual vendor invoice number.
2. **Vendor Invoices and Receipts for Allowable Expenses.** **A)** Invoices and receipts must have the line # on the top of each page of backup that corresponds with line # on the Grant Reimbursement Request Form in #1. **B)** This includes invoice or receipt from web and software-based services like Zoom, Adobe or other website(s).
3. **Proof of Goods and Services purchased with grant funding** in the form of cancelled checks (front and back copy), credit card receipts and statements. ALL account numbers, bank routing number, social security numbers, authorizing signatures and other credit card

transactions MUST be redacted (blacked out).

4. **Proof of Completed Grant Related Goods and Services which focus on promoting Brevard County tourism to Include:**

- Copies of any advertising whose purpose is to drive tourism to Brevard County
- Photos of rental tents or equipment
- Screenshots of website and social media
- Copies of the printed material
- Copies or photos of the signs to ensure they were not used for some other purpose
- If payroll is being requested for reimbursement, the line on reimbursement cover sheet requires an abbreviated personnel description that is grant related along with the pay period dates. Leave the invoice field blank for payroll items.
- Missing receipts require a form memo

5. **Allowable expenses shall include the following:**

- Sports Facilities (i.e. fields, gyms, etc.)
- Required Sports personnel (i.e. referees)
- Marketing and programming expenses for the event
- Paid advertising, and media buys outside of Brevard County for the event
- Site fees/costs (contract help, rentals, insurance)
- Rights and sanction fees for the governing body of the sport.
- Non-monetary awards (medals, ribbons, plaques, etc.)

6. **Unallowable expenses:**

- General and administrative expenses
- Contests or Giveaways
- Marketing within Brevard County
- Building, renovating, and/or remodeling expenses
- Permanent equipment purchases
- Debts incurred prior to grant request
- Programs which solicit advertising or sponsorships
- Non-sports personnel wages or salaries
- Event Insurance

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If you have any questions or need additional information, please contact the grant administrator via email or in writing to:

Brevard County Office of Tourism

**Attn: Terry Parks, Sports Commissioner**

**Address: 150 Cocoa Isle Blvd., Suite #401 Cocoa Beach, FL 32931**

**321-349-2997**

**Email: [terrence.parks@visitspacecoast.com](mailto:terrence.parks@visitspacecoast.com)**

FY 23-24 Sports Grant Cycle #2 Scoring

	2-1 United Flag Football Tournament	2-2 Moon Golf Junior All-Star Golf Tournament	2-3 Space Coast Spring Games Softball Tournament	2-4 NJCAA Division 1 Women's Golf National Tournament	2-5 Cocoa Beach Triathlon and Duathlon	2-6 Space Coast Clash Soccer Tournament	2-7 ESA SE Regional Surfing Championships	2-8 I Clas Toui
ROOM NIGHTS	200	380	3400	600	800	800	1200	
Approved Funding	INELIGIBLE	\$5,700.00	\$25,000.00	\$9,000.00	\$12,000.00	\$12,000.00	\$18,000.00	
Christy Galzerano	64	78	88	85	80	87	87	
Connie Denaburg	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	
Jake Hornbacher	71	91	90	95	76	91	81	
Lynne Mims	75	85	95	88	81	86	87	
Chelsea Parker	67	75	83	81	80	68	80	
Fred Poppe	RECUSED	73	91	78	82	81	88	
Jaime Tejeiro	57	75	87	71	73	RECUSED	69	
Score Total	334	477	534	498	472	413	492	
Average Score	66.80	79.50	89.00	83.00	78.67	82.60	82.00	
Trimmed Mean	67.33	78.25	89.00	83.00	79.25	84.67	83.75	

# FY 23/24 Cycle #2 Sports Grant Program Application

Response ID:6 Data

## 2. (untitled)

### 1. Applicant Information-

#### What is the event title?

UNITED FLAG FOOTBALL

## 3. (untitled)

### 2. Applicant Contact Information-

#### Organization Name

UNITED FLAG FOOTBALL

#### First Name

NORM

#### Last Name

MCLEAN

#### Job Title

OWNER

#### Mailing Address

5200 fan palm av

#### Apt/Suite/Office

OFFICE

#### City

Cocoa

#### State

FL

#### Zip

32927

#### Country

#### Email Address

stonecoldnorm@yahoo.com

#### Phone Number



3215370965

**Mobile Phone**

3215370965

**Website URL**

UNITEDFFL.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.....**

12/09/2023

#### 5. (untitled)

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

The National Qualifier Flag Football Tournament is the last in a series of 31 tournaments nationwide for qualifying for the National Championships. This is a tournament that will produce different styles of flag football for the participants to play in. The tournament will bring in 2 days of non stop football for all to enjoy. Participants will come from all over Florida and the Southeast US.

#### 6. (untitled)

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

CHAIN OF LAKES MIMS

#### 7. Has your location, venue or facility been secured?

Yes

#### 7. Estimated Event Attendance

#### 8. Total Participants (competitors, coaches, trainers, officials, etc...)

**How many total participants are expected to attend your event?**

Out-of-State Participants : 100

Overnight In-State Participants : 750  
Day Trip In-State Participants : 50

**9. Total Spectators (fans, family, friends, etc...)**

**How many total spectators are expected to attend your event?**

Out-of-State Spectators : 75  
Overnight In-State Spectators : 300  
Day Trip In-State Spectators : 100

**10. Total Media (Reporters, TV, News Outlets, etc...)**

**How many total Media are expected to attend your event?**

Out-of-State Media : 2  
Overnight In-State Media : 2  
Day Trip In-State Media : 1

**8. (untitled)**

**11. How much event grant support are you requesting?**

5000

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

Site fees/costs (contract help, etc)  
Non-monetary awards (medals, ribbons, plaques, etc)

**9. (untitled)**

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

200

**10. (untitled)**

**14. EVENT HISTORY (REQUIRED)**

Tell us about your event history by providing the following in a Word or PDF document. If this is a first time event, please provide information on OTHER events which your organization has held.

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\\_COAST\\_CVB\\_INFO.docx](#)

**11. (untitled)**

**15. 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)

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 and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: NORM MCLEAN

13. (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 (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 [Terrence.Parks@VisitSpaceCoast.com](mailto:Terrence.Parks@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 or your application will be deemed incomplete.**

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

**about your application.**

#### 14. (untitled)

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##### 18. 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**

[BREVARD\\_CVB\\_PAPERS\\_2.pdf](#)

[SPACE\\_COAST\\_COSTS.docx](#)

[SPACE\\_COAST\\_CVB\\_INFO.docx](#)

#### 15. Thank You!

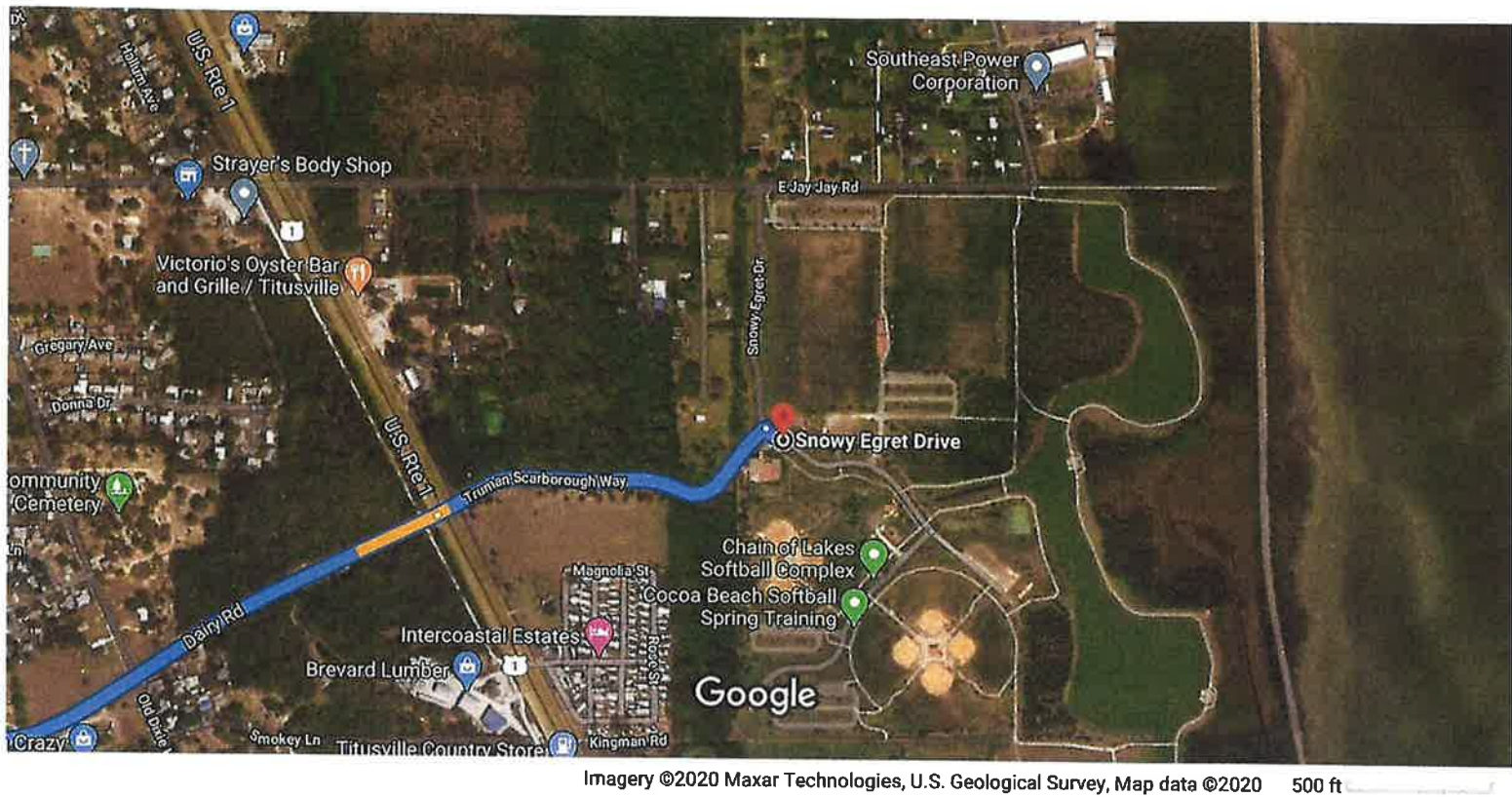
---

##### **New Send Email**

Jun 09, 2023 09:33:26 Success: Email Sent to: stonecoldnorm@yahoo.com

<b>FIELD COSTS</b>	<b>\$1000</b>
<b>LINING FIELDS</b>	<b>\$800</b>
<b>REFS &amp; STAFF</b>	<b>\$6500</b>
<b>INSURANCE</b>	<b>\$350</b>
<b>TROPHIES/PRIZES</b>	<b>\$3000</b>
<b>TOTAL</b>	<b>\$11650</b>

## **COSTS FOR TOURNAMENT IN SPACE COAST**



Imagery ©2020 Maxar Technologies, U.S. Geological Survey, Map data ©2020 500 ft

via I-95 N

Fastest route, the usual traffic

30 min

22.4 miles

Explore Snowy Egret Dr

CHAIN OF LAKES PARK

Groceries   Hotels   Gas stations   Parking Lots   More



## **FLORIDA FLAG FOOTBALL LEAGUE BATTLE OF THE BADGES**

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Call 321-537-0965

Email: [stonecoldnorm@yahoo.com](mailto:stonecoldnorm@yahoo.com)  
or Visit [www.FLAFFL.com](http://www.FLAFFL.com)



### **EVENT TIMELINE**

**TOURNAMENT 8AM-6PM SATURDAY**

**8AM -6PM SUNDAY**



## **FLORIDA FLAG FOOTBALL LEAGUE BATTLE OF THE BADGES**

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Call 321-537-0965

Email: [stonecoldnorm@yahoo.com](mailto:stonecoldnorm@yahoo.com)  
or Visit [www.FLAFFL.com](http://www.FLAFFL.com)



### **EVENT BUDGET**

REFEREES \$5000

WINNERS SHIRTS \$1000

WINNERS FLAGS \$900

WINNERS TROPHIES \$400

SANCTION FEES \$1500

ADVERTISING \$1000

FIELDS \$500

FIELD LINING \$500



## UNITED FLAG FOOTBALL TOURNAMENT

### CHAIN OF LAKES SPORTS COMPLEX – SOCCER FIELDS

DECEMBER 9 – 10, 2023

The main source of media used will be our vast national network of teams. We have over 1000 teams in our data base and we have over 10,000 followers on Facebook, Instagram, and other media outlets.

Our event plan is to have around 75 teams come in from all over Florida and the Southeast. Out of the 75 teams only 5 will be Brevard County local. With that said we would be anticipating 250+ room nights for that weekend.

I have been putting on tournaments in Brevard since the 1990s and have been a staple in the flag football community for over 40 years. I am the State of Florida Director and the National Director.

I am trying to bring top notch flag football to our community and also bring a lot of money to the Space Coast.

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: United Flag Football

Committee Member Name: Christy Galzerano

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators ..... 5 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured? ..... 5 /5

Has an event location been secured? ..... 5 /5

Did the event organizer include a detailed budget? ..... 5 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 7 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 7 /10

**Total** 64 /100

**Application Checklist:** Completed Application ☒ Detailed Event Description ☒ Event Budget ☒

Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☐

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: United Flag Football  
 Committee Member Name: Jake Hombacher  
 Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 15 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 6 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 5 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 5 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 8 /10

Total 70 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
 Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: United Flag Football

Committee Member Name: Lynne Mims

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

#### Event Maturity, Growth Potential & Overnight Visitation

##### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10/10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 13/25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5/5

Has an event location been secured?..... 5/5

Did the event organizer include a detailed budget?..... 5/10

Using the **Event Description Narrative** please score the following criteria:

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 9/10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8/10

Using the event's **Event Plan** please score the following criteria:

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12/15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 8/10

Total 75/100

Application Checklist: Completed Application \_\_\_\_ Detailed Event Description \_\_\_\_ Event Budget \_\_\_\_  
Event Timeline/Schedule \_\_\_\_ Event Map \_\_\_\_ Event History and/or References \_\_\_\_

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: United Flag Football

Committee Member Name: Chelsea Parker

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? 10/10

(Use points scale below for scoring guidance)

☒ 10 times: 10 points

☐ 3-5 times: 7 points

☐ 1-2 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators 10/25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has the event date been secured? 5/5

Has the event location been secured? 5/5

Has the event organizer include a detailed budget? 5/10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? 8/10

Will the event provide any unique qualities that will create publicity opportunities on a regional or state level or create a compelling reason for people to visit the Space Coast? 8/10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend and/or spectators? 8/15

Does the event plan target an audience consistent with Visit Space Coast target demographics (i.e., 18-34, 35-44, 45-54, 55-64, 65+ with a household income of \$75K+)? 5/10

Total 121/100

Application Checklist: Completed Application Detailed Event Description Event Budget  
Event Dates/Times/Schedule Event Map Event History and/or References

# FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: United Flag Football

Committee Member Name: James Tejeda

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

## Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 8 /10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 13 /25

(Use the application projected visitation & overnights to score)

## Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 3 /5

Has an event location been secured?..... 3 /5

Did the event organizer include a detailed budget?..... 3 /10

Using the **Event Description Narrative** please score the following criteria:

## Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 6 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 6 /10

Using the event's **Event Plan** please score the following criteria:

## Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 5 /10

Total 57 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

2. (untitled)

1. Applicant Information-

**What is the event title?**

Moon Golf Junior All-Star

3. (untitled)

2. Applicant Contact Information-

**Organization Name**

American Junior Golf Association

**First Name**

Matt

**Last Name**

Emmi

**Job Title**

Regional Director, Florida

**Mailing Address**

1980 Sports Club Drive

**Apt/Suite/Office**

NA

**City**

Braselton

**State**

GA

**Zip**

30517

**Country**

**Email Address**

memmi@ajga.org

**Phone Number**

7708684200

**Mobile Phone**

7728341590

**Website URL**

<https://www.ajga.org/>

**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.....**

04/18/2024

5. (untitled)

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

The Moon Golf Junior All-Star is a national junior golf event (Ages 12 - 15) taking place April 18-21, 2024. The event will host 78 top national junior golfers with an additional 78 players playing to qualify for the event. The field is filled through our performance-based entry system to ensure the best field possible. The event is operated by the American Junior Golf Association, a 501(c)(3) nonprofit organization.

6. (untitled)

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

Duran Golf Club

**7. Has your location, venue or facility been secured?**

Yes

7. Estimated Event Attendance

**8. Total Participants (competitors, coaches, trainers, officials, etc...)**

**How many total participants are expected to attend your event?**

Out-of-State Participants : 51



Overnight In-State Participants : 83  
Day Trip In-State Participants : 17

**9. Total Spectators (fans, family, friends, etc...)**

**How many total spectators are expected to attend your event?**

Out-of-State Spectators : 77  
Overnight In-State Spectators : 124  
Day Trip In-State Spectators : 25

**10. Total Media (Reporters, TV, News Outlets, etc...)**

**How many total Media are expected to attend your event?**

Out-of-State Media : 0  
Overnight In-State Media : 0  
Day Trip In-State Media : 1

**8. (untitled)**

**11. How much event grant support are you requesting?**

6,000

**12. 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)  
Other - please specify: All other operating costs

**9. (untitled)**

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

380

**14. Have you secured hotel and/or lodging partners?**

No

**Please provide the name(s) and locations of your hotel and/or lodging partners:**

**10. (untitled)**

**15. 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

[Grant\\_Request\\_-\\_AJGA\\_Moon\\_Golf\\_Junior\\_All-Star.pdf](#)

11. (untitled)

16. **As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?**

*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)

17.

**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: Matt Emmi

13. (untitled)

18. **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 Sports@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 May 3, 2022, 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)**

---

##### **19. 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\\_Schedule.docx](#)

[Moon\\_Golf\\_2024\\_Budget.pdf](#)

#### **15. Thank You!**

---

##### **New Send Email**

Oct 30, 2023 11:47:59 Success: Email Sent to: memmi@ajga.org

# Current 2023 Tournament Forecast

1/22/21

## Moon Golf Junior All-Star

### 2024 Budget

### Budget Description (from Budget Template tab)

#### Revenue

603A · Hotel Rebate		
603F · Series Sponsorship		
603 · Corporate Sponsorship	30,000	Moon Golf (\$30,000)
<b>Total Corporate sponsors</b>	<b>30,000</b>	
General Tournament Fundraising:		
610 · General Tournament Fundraising	-	
612 · Junior-Am Sponsors	-	
612C · Mulligans		
<b>Total General Fundraising &amp; Junior-Am</b>	<b>-</b>	
609 · Staff Cost Donations	-	Project Zero donations to offset lodging, staff meals, auto, product/ice, medic
618 · Banquet/Cookout Revenue		
<b>Total Individual sponsors</b>	<b>-</b>	
<b>Total Revenue</b>	<b>30,000</b>	

#### Expense

910A · Staff Food	280	2 FT Staff for 7 days +1 RD on site for 2 days + 1 Welcome meal
910A1 · Food In-Transit	79	2 ft Staff for two days of travel
<b>Total 910A · Staff Food</b>	<b>359</b>	
910B · Staff Lodging		
910B1 · Lodging On-Site	5,811	Working on PH, realistic spend is 3 Airbnbs for 7 nights @ 1056 per Airbnb
910B2 · Lodging In-Transit		
910B · Staff Lodging		
<b>Total 910B · Staff Lodging</b>	<b>5,811</b>	
910C · Pre-Tournament Trip		
910D · Staff Airfare	1,205	Allocation (\$250) + AW - TD (\$297) + MO - Assistant (\$308) + ME - Director (\$350).....
910E · Staff Auto		
910E1 · Gas On-Site	350	Fill up 2 trucks and 1 rental car once
910E1a · Gas In-Transit	180	2 Trucks traveling 140 miles @ \$2.97/gal
<b>Total 910E1 · Gas</b>	<b>530</b>	
910E2 · Rental Cars	675	Rental car for 1 week, no courtesy car as of 3/7
910E3 · Mileage	79	No SRO confirmed as of 2/8
910E4 · Parking	175	10 total nights at airprt @ \$10 per night
910E5 · Taxi	75	
910E6 · Public Transit		
910E · Staff Auto		
<b>Total 910E · Staff Auto</b>	<b>1,534</b>	
910F · Support Staff	4,500	8 interns working 55 hours throughout the week
<b>Total 910 · Staff Expenses</b>	<b>13,409</b>	
920A · Tournament	8,000	\$10,000 flat fee - 78 players x \$25.64 per player x 4 days
920C · Qualifier	2,000	78 players @ \$25.64 per player
920 · Site Fees		
<b>Total 920 · Site Fees</b>	<b>10,000</b>	
930A · Reception		
930B · Caps & Visors		
930D · Clothing		
930E · Awards		
930F · Breakfast/Lunch		
930G · Jr-Am Application		
930H · Jr-Am Site Fees		
930I · Gifts		
930K · Jr-Am Towels		
930L · Jr-Am Signage & Promotion		
930 · Junior-Am		
<b>Total 930 · Junior-Am</b>	<b>-</b>	
940A · Tournament Cookout	1,478	78 players + staff = 90 total @ \$20+ each + 20% service charge
940B · Players Meeting		
940C · Product & Ice	-	Ice machine is donated - \$200 for water + \$50 for fruit

940D · Volunteer Lunches	1,122	10 volunteers + 11 staff @ \$15+ each + 20% service charge
940E · Hospitality		
940F · Banquet		
940G · Player Meals		
940 · Food & Beverage		
<b>Total 940 · Food &amp; Beverage</b>	<b>2,600</b>	
950A · Champion Trophies	272	2 champions trophies @ \$127+
950B · Top 5 Awards	649	\$85 Additional Awards Allocation + Top 5 Boys / Top 3 Girls @ \$75+
950D · Engraving		
950E · Permanent Trophy		
950F · All-American Trophies		
950G · Qualifier	26	
950 · Awards		
<b>Total 950 · Awards</b>	<b>947</b>	
960A · Towels	811	78 Towels @ \$9+
960B · Tourn. Caps & Visors	730	78 Tournament hats \$7.95+
960C · Qualifier Gifts	730	78 Qualifier hats @ \$7.95+
960D · Bag Tags		
960E · Clothing	2,110	87 Adidas shirts @ \$20.50+ / \$30 NSLB Fee
960F · Appreciation	154	4x Coffee Mugs \$44+ & Shadow Box @ \$55+
960G · Volunteer	225	24 Volunteer hats @ \$7.95+
960H · Donated Gifts		
960I · Other Player Gifts		
960 · Gifts		
<b>Total 960 · Gifts</b>	<b>4,760</b>	
970B · Program		
970C · Scorecards		Digital scorecards
970D · Pairings		
970 · Printing - Tournament	100	\$100 fixed cost to cover on-site printing, scanning + tournament paperwork
<b>Total 970 · Printing - Tournament</b>	<b>100</b>	
980A · Graphics Artist/Scoreboard		
980B · Invitational Items		
980C · Banners & Sign Boards	338	5 total banners @ \$135+ - 4 MoonGolf & 1 SpaceCoast - Splitting cost with other Moon Golf event
980D · Electronic Scoring		
980E · Tournament Flags	147	20 Flags @ \$13+ - Splitting costs with other Moon Golf event
980F · Tournament Adv/Promo		
980 · Scoreboard & Signage		
<b>Total 980 · Scoreboard &amp; Signage</b>	<b>485</b>	
990B · Committee Expense		
990B1 · Gifts		
990B2 · Laundry		
990B3 · Supplies		
990B4 · Activities/Entertainment	-	Staff welfare
990B · Committee Expense		
<b>Total 990B · Committee Expense</b>	<b>-</b>	
990C · Equipment & Supplies		
990C1 · Fixed Costs	3,400	\$2,400 for general Ops equipment and depreciation (trucks, trailers, radios) +\$1,000 for technology (Golf Genius, DTN, website, hardware and software)
990C · Equipment & Supplies		
<b>Total 990C · Equipment &amp; Supplies</b>	<b>3,400</b>	
990D · Equipment/Room Rental		
990E · Shuttle Transportation		
990F · Shipping & Postage		
990G · Photography	25	Fixed
990H · Clipping Services	75	Fixed
990I · Player Travel/Lodging		
990J · Professional Services		
990K · Equipment "Breakage"		
990M · Medic Services	-	Working on donate medic - will update.
990 · Tournament Operations		
<b>Total 990 · Tournament Operations</b>	<b>3,500</b>	
<b>Total Tournament expenses</b>	<b>35,801</b>	
<b>Proceeds for Contributions to Charity</b>	<b>0</b>	TD must consult with RD on breakdown of proceeds
Contrib. to AJGA ACE Grant		
Contrib. of Goods/Services to Local Charities		Cost of hard items donated to charities from tournament
Contrib. to Local Charities		
<b>Total Contributions</b>	<b>-</b>	
<b>Total Expense w/ Contributions</b>	<b>35,801</b>	

Net Proceeds / (Loss)

(5,801)

Prior Year - unallocated dollars either in process to local charities or designated for ACE Grant  
Current Year Budget - allocate net proceeds to appropriate line item(s) in rows 147 - 149 to zero out the bottom line



*Developing Golf's  
Next Generation*

# American Junior Golf Association

1980 SPORTS CLUB DRIVE • BRASELTON, GA 30517 • (770) 868-4200 • AJGA.ORG • A 501(c)(3) NONPROFIT ORGANIZATION

To whom it may concern,

This is the second year of the Moon Golf Junior All-Star at Duran Golf Club. Last years event took place from April 20-23, 2024 at the same location Where we brought in 156 players plus parents/spectators (1.5 multiplier).

Last years champion, Mies Russell has gone on to win three AJGA championships in 2023 and also won the Boy's Junior PGA Championship. Miles has secured the AJGA's most prestigious award of the Boys Rolex Player of the Year which will be awarded at our Rolex Tournament of Champions event this November.

Out of county participants: 144

Total number of room nights in 2023: 345 (an additional 28 room nights for staff lodging)

Please feel free to reach out directly with any questions.

Sincerely,

Matt Emmi

Regional Director, Florida

American Junior Golf Association

[memmi@ajga.org](mailto:memmi@ajga.org)

(772) 834-1590

## MOON GOLF JUNIOR ALL-STAR

Duran Golf Club  
Melbourne, Florida  
April 20 – 23, 2023

### Events Schedule

**Thursday, April 18 (Sunrise: 6:54 a.m. / Sunset: 7:51 p.m.)**

7:45 – 9:45 a.m. Qualifier – Nos. 1 & 10 Tees  
*Host Facility*

12:30 – 2:20 p.m. Practice Round – Nos. 1 & 10 Tees  
*Host Facility*

**Friday, April 19 (Sunrise: 6:53 a.m. / Sunset: 7:51 p.m.)**

7:45 – 9:45 a.m. First Round – Nos. 1 & 10 Tees  
*Host Facility*

Noon – 2:30 p.m. Tournament Cookout  
*Host Facility*

**Saturday, April 20 (Sunrise: 6:52 a.m. / Sunset: 7:52 p.m.)**

7:45 – 9:45 a.m. Second Round – Nos. 1 & 10 Tees  
*Host Facility*

**Sunday, April 21 (Sunrise: 6:51 a.m. / Sunset: 7:52 p.m.)**

7:45 – 9:45 a.m. Final Round – Nos. 1 & 10 Tees  
*Host Facility*

2:30 p.m. Awards Ceremony  
*Tournament Scoreboard*



# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: Moon Golf Junior Allstar  
 Committee Member Name: Chris Galzerano  
 Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 10 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 10 /10

Total 78 /100


Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒  
 Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: American Junior Golf Association MOON GOLF Junior All Star

Committee Member Name: Julie Ambush

Committee Member Signature: 

*Using the Event Application please score the following criteria:*

#### Event Maturity, Growth Potential & Overnight Visitation

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20 /25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 10 /10

*Using the Event Description Narrative please score the following criteria:*

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 10 /10

*Using the event's Event Plan please score the following criteria:*

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 9 /10

**Total 91 /100**

Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒  
Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: Moon Golf Jr. All-Star

Committee Member Name: Lynne Mims

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

#### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators ..... 15 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured? ..... 5 /5

Has an event location been secured? ..... 5 /5

Did the event organizer include a detailed budget? ..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 5 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 15 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 10 /10

Total 85 /100

Application Checklist: Completed Application \_\_\_\_ Detailed Event Description \_\_\_\_ Event Budget \_\_\_\_  
Event Timeline/Schedule \_\_\_\_ Event Map \_\_\_\_ Event History and/or References \_\_\_\_

# FY 2024 Sports Event Grant Program

## Score Sheet

moon Golf Junior All-Star

Chelsea Parker

*[Signature]*

Using the **Event Application** please score the following criteria:

1. **Event Potential & Overnight Visitation**
  - a. How many times has the event received sports event from this office? 10 /10
  - b. (For scoring guidance)
2. **Points**
  - a. To achieve significant overnight lodging stays through its participants 20 /25
  - b. (For scoring guidance)
  - c. (For scoring guidance)
  - d. (For scoring guidance)
3. **Event Budget (20 points total)**
  - a. Secured? 5 /5
  - b. Secured? 5 /5
  - c. Have a detailed budget? 10 /10

Using the **Event Description Narrative** please score the following criteria:

1. **Event Description (20 points total)**
  - a. Is the event a Space Coast family friendly vacation destination story with a focus on fitness and/or active lifestyles, ecological or environmental sciences that fit the Visit Space Coast brand? 5 /10
  - b. Does the event create publicity opportunities on a regional or national level for people to visit the Space Coast? 5 /10

Using the event's **Event Plan** please score the following criteria:

1. **Event Plan (25 points total)**
  - a. What venue outside of Howard County that are likely to attend 10 /15
  - b. Is the event consistent with Visit Space Coast target demographics 5 /10
  - c. (For scoring guidance)
2. **Total** 35 /100
3. **Event Description** \_\_\_\_\_ **Event Budget** \_\_\_\_\_
4. **Event History and/or References** \_\_\_\_\_

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: Moon Golf Junior All-Star

Committee Member Name: Fred Poppe

Committee Member Signature: Fred Poppe

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10/10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 15/25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5/5

Has an event location been secured?..... 5/5

Did the event organizer include a detailed budget?..... 10/10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 5/10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8/10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10/15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 5/10

Total 73/100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: Food Golf Junior All Star

Committee Member Name: Janet Leggett

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

#### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? 9 /10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 17 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 4 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 9 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 8 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 6 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 11 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 7 /10

Total 71 /100

Application Checklist: Completed Application ☐ Detailed Event Description ☐ Event Budget ☐

Event Timeline/Schedule ☐ Event Map ☐ Event History and/or References ☐

2. (untitled)

1. Applicant Information-

**What is the event title?**

2024 Space Coast Spring Games

3. (untitled)

2. Applicant Contact Information-

**Organization Name**

Canales Legacy Unlimited, LLC

**First Name**

Victorio

**Last Name**

Canales

**Job Title**

CEO

**Mailing Address**

521 Eastbrook Drive,

**Apt/Suite/Office**

N/A

**City**

Decatur

**State**

Indiana

**Zip**

46733

**Country**

**Email Address**

victor.canales@ussa.com

**Phone Number**

2607011400

**Mobile Phone**

2607011400

**Website URL**

www.spacecoastspringgames.com

**Website URL**

#### 4. (untitled)

##### 3. Event Information-

**How many days will your event be held?**

15+

##### 4. Event Information-

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

02/25/2024

#### 5. (untitled)

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

The tournament is a small college fast pitch softball tournament. This tournament highlights Division 2, 3, NAIA and JUCO teams from across the nation. The teams are coming to do there opening weeks. Players range in age from 18 to 25.

#### 6. (untitled)

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

Rockledge/Viera hosted at USSSA Space Coast Stadium

**7. Has your location, venue or facility been secured?**

Yes

#### 7. Estimated Event Attendance

**8. Total Participants (competitors, coaches, trainers, officials, etc...)**

**How many total participants are expected to attend your event?**

Out-of-State Participants : 2460

Overnight In-State Participants : 540

Day Trip In-State Participants : 200



**9. Total Spectators (fans, family, friends, etc...)**

**How many total spectators are expected to attend your event?**

Out-of-State Spectators : 3040

Overnight In-State Spectators : 600

Day Trip In-State Spectators : 100

**10. Total Media (Reporters, TV, News Outlets, etc...)**

**How many total Media are expected to attend your event?**

Out-of-State Media : 20

Overnight In-State Media : 5

Day Trip In-State Media : 5

**8. (untitled)**

**11. How much event grant support are you requesting?**

25000

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

Marketing and public relations

Promotions

Other - please specify: Officials

**9. (untitled)**

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

3400

**14. Have you secured hotel and/or lodging partners?**

Yes

**15. Please provide the name(s) and locations of your hotel and/or lodging partners:**

Beachside Hotel and Suites Cocoa Beach

Candlewood Suites, Melbourne

Crowne Plaza Melbourne

Fortbello Pointe

Hampton Inn, Melbourne

Holiday Inn, Melbourne

Home 2 Suites Palm Bay

Hyatt Place Melbourne/Palm Bay

La Quinta, Melbourne

Westgate Cocoa Beach Resort

Villas at Harbor Island

**10. (untitled)**

**16. 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\\_Coast\\_Grant\\_Program.docx](#)

#### 11. (untitled)

17. **As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?**

*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)

18.

### 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: Victorio Canales

#### 13. (untitled)

19. **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 [Terrence.Parks@VisitSpaceCoast.com](mailto:Terrence.Parks@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 March 15, 2023, 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.

All Documents will be emailed on Monday 10/30/2023

#### 14. (untitled)

---

##### 20. 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

[Day\\_shot\\_of\\_Space\\_Coast.jpg](#)

#### 15. Thank You!

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##### New Send Email

Oct 29, 2023 10:54:48 Success: Email Sent to: [victor.canales@usssa.com](mailto:victor.canales@usssa.com)

# Event Budget for Event Name

## EXPENSES

TOTAL EXPENSES		Estimated	Actual
		\$102,000.00	\$0.00

Site	Estimated	Actual	Other	Estimated	Actual
Venue/Facility	\$0.00				
Site staff	\$4,500.00				
Equipment	\$5,000.00				
Rentals	\$5,000.00				
Total	\$14,500.00	Err:508	Total	Err:508	Err:508
Supplies	Estimated		Program	Estimated	Actual
softballs	\$11,250.00		Officials	\$80,000.00	
Ice	\$1,500.00		Speakers	\$5,000.00	
			Sanction/Rights Fees		
Total		Err:508	Other		
			Total	\$85,000.00	Err:508
Marketing/Media	Estimated		Prizes	Estimated	Actual
Graphic Artist	\$1,000.00		Ribbons/Plaques/Trophies		
Photocopying/Printing	\$1,500.00		Non-Monetary Gifts		
Postage			Total	Err:508	Err:508
Total	\$2,500.00	Err:508			
Miscellaneous	Estimated				
		Actual			

Total

Err:508

Err:508

Event Budget for    Event Name

INCOME

TOTAL INCOME			Estimated	Actual
			\$215,750.00	Err:508

ADMISSIONS/REGISTRATIONS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
		Adults @		\$0.00	\$0.00
		Children @		\$0.00	\$0.00
115		Team registrations	\$250.00	\$28,750.00	\$0.00
800		Game Fees	\$110.00	\$88,000.00	
Total				\$116,750.00	Err:508

SPONSORSHIPS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
50000		Advertising and rights		\$50,000.00	\$0.00
				\$0.00	\$0.00
				\$0.00	\$0.00
Total				\$50,000.00	Err:508

EXHIBITORS/VENDORS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
4		Large booths @	\$5,000.00	\$20,000.00	\$0.00
4		Med. booths @	\$1,000.00	\$4,000.00	\$0.00
8		Small booths @	\$750.00	\$6,000.00	\$0.00
Total				\$30,000.00	Err:508

SALE OF ITEMS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
500		Shirts	\$30.00	\$15,000.00	\$0.00
100		Hoodies	\$40.00	\$4,000.00	\$0.00
		Items @		\$0.00	\$0.00
		Items @		\$0.00	\$0.00
Total				\$19,000.00	Err:508

# Event Budget for Event Name

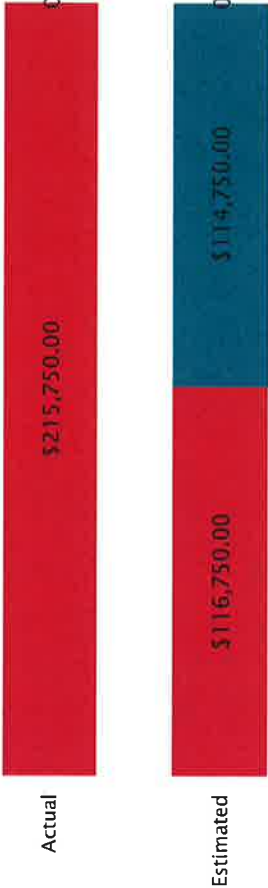
Total	Estimated	Actual
Total income	\$116,750.00	\$215,750.00
Total expenses	\$114,750.00	0
Total profit (or loss)	\$2,000.00	\$215,750.00

Total income

Total expenses

PROFIT

Loss Summary





Last year, I helped to run the event underneath the USSSA banner in Space Coast complex. With 48 teams total that played in the event, we felt it was a very successful event. The tournament was played in February starting on the 27<sup>th</sup> and ran through March 17<sup>th</sup>.

According to the data that was collected from USSSA (please see the attached spreadsheet from USSSA) We had 4491 total room nights booked from the tournament teams. We did not count the out of state umpires in that total and fans. We had 770 total participants on the field from the teams that were captured. We missed 18 teams in the event as we didn't know that this paperwork needed to be done between USSSA and myself.

Please reference Matt Fasano of USSSA for more information on the event totals.

His email is [matt.fasano@ussa.com](mailto:matt.fasano@ussa.com)



## **Space Coast Spring Games**

### **2024 Marketing Plan**

#### **Background Information:**

- The Space Coast Spring Games was developed to serve the small college sports community. With the premier facilities in the United States, I felt that there was a need we could fill. As we have developed the tournament and reached out to many different universities, we have received great response. We are looking to make this tournament the premier small college spring break destination.

#### **Objective:**

- Our objective with marketing is to get as many small college teams to know about this tournament. We have multiple parts of the country who could benefit by coming to the Space Coast Spring Games. We intend to build and secure teams for 2024, as well as bring in the premier officials as well.

### **Goal:**

- Our goal, when finished, is a total of 300 teams over a month coming to the Space Coast Spring Games. Most of these teams will stay in the county and bring 30-50 fans each. Many of these teams will be staying a minimum of 5 days in your community.

### **Strategy:**

- We are developing a marketing strategy to reach these coaches. Many times, coaches have been talking to each other to help us develop these relationships. To enhance these relationships, we are marketing directly to coaches by attending the NFCA. This presents a great opportunity to directly talk hand in hand with these coaches. We are calling and emailing directly to these coaches throughout the summer and spring. As we further develop this event, we will be also going to the ABCA in 2024 to grow our baseball side of this tournament. We have partnered with USSSA and multiple sporting good vendors to give the coaches reasons to come visit our facility and play here, on the Space Coast.

## **ANNUAL CAMPAIGN**

- The campaign includes our new website (under the WIX website development) being available for the teams. We are developing hand out materials for the teams at the various coaches conventions. We also intend to do multiple "goodie bags" for the teams that do attend. As the more that we do for these teams that attend, the better we can get "word of mouth" exposure. Good coaches know other good coaches.

### **Creative Brief:**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

### **Targeting:**

- We are targeting small college coaches in baseball and softball. The universities targeted include division 2, division 3, Junior college and National Association of Intercollegiate Athletics (NAIA) teams.

### **Campaign Strategy:**

- At the NFCA, we will be interviewing coaches who have attended our facilities in the past year. We will be developing a marketing video for our website and a sales presentation for new coaches. We will also be meeting with groups of coaches from individual regions to pitch them as a group. Teams need to come together to bring opponents together. We will be setting up appointments to follow up with these teams and get commitments for 2024.

### **Key Message:**

- Our key message to the coaches is, this is the BEST tournament. We do not want to be the biggest tournament. We want to create a "fear of missing out" feeling for the coaches. With major sponsors bringing in credibility to the tournament, the wonderful Space Coast atmosphere, and the competition, we want these teams to know this is the place to play. And once we're full, they won't be able to get in.

### **KPIs:**

- Our key performance indicators for these efforts are sales appointments set from the events. While we have made many calls, we are looking to get exact dates to call the coaches about the tournament.

### **Tactics:**

We will be attending these conventions trying to talk directly to these coaches. We have multiple opportunities to talk to these coaches face to face. We want to have a list of teams and appointments after this convention. As we move forward, we want to keep our web growing with these coaches.

Annual Campaign	Markets	Notes	Budget
NFCA Convnetion	D3,D2, NAIA, and JUCO	Hotels, food and marketing team	\$2000

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: 2024 Space Coast Spring Games

Committee Member Name: Christy Galtzerano

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

#### Event Maturity, Growth Potential & Overnight Visitation

##### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20 /25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 5 /10

Using the **Event Description Narrative** please score the following criteria:

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

Using the event's **Event Plan** please score the following criteria:

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 15 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 10 /10

Total 88 /100

Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒

Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: 2024 Space Coast Spring Games

Committee Member Name: Jaime Hombacher

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators. 25 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured? 5 /5

Has an event location been secured? 5 /5

Did the event organizer include a detailed budget? 7 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? 5 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? 10 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? 15 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? 8 /10

Total 90 /100

Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒

Event Timeline/Schedule ☒ Event Map ☐ Event History and/or References ☒

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: Space Coast Spring Games

Committee Member Name: Lynne Mims

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

#### Event Maturity, Growth Potential & Overnight Visitation

##### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators ..... 25 /25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured? ..... 5 /5

Has an event location been secured? ..... 5 /5

Did the event organizer include a detailed budget? ..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

Using the event's **Event Plan** please score the following criteria:

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 15 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 7 /10

Total 95 /100

Application Checklist: Completed Application \_\_\_\_ Detailed Event Description \_\_\_\_ Event Budget \_\_\_\_

Event Timeline/Schedule \_\_\_\_ Event Map \_\_\_\_ Event History and/or References \_\_\_\_



See meet

Chas. Parker

*Aya*

$$\frac{10}{10}$$

25/25

**Group 2 Assigned Event (20 points total)**

.. 5/5

$$\Sigma JS$$
 10

Event (20 points total)

5/10

5 10

cell (25 points total)

10/15

1010

Total 83/100

Job/Schedule	Event ID	Event History and/or References
10/1/2017	10/1/2017	10/1/2017
10/2/2017	10/2/2017	10/2/2017
10/3/2017	10/3/2017	10/3/2017
10/4/2017	10/4/2017	10/4/2017
10/5/2017	10/5/2017	10/5/2017
10/6/2017	10/6/2017	10/6/2017
10/7/2017	10/7/2017	10/7/2017
10/8/2017	10/8/2017	10/8/2017
10/9/2017	10/9/2017	10/9/2017
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12/8/2017	12/8/2017	12/8/2017
12/9/2017	12/9/2017	12/9/2017
12/10/2017	12/10/2017	12/10/2017
12/11/2017	12/11/2017	12/11/2017
12/12/2017	12/12/2017	12/12/2017
12/13/2017	12/13/2017	12/13/2017
12/14/2017	12/14/2017	12/14/2017

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: Space Coast Spring Games Softball

Committee Member Name: Fred Poppe

Committee Member Signature: Fred Poppe

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

#### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10/10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 25/25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5/5

Has an event location been secured?..... 5/5

Did the event organizer include a detailed budget?..... 10/10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 8/10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8/10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12/15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 8/10

Total 91/100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: 2024 Space Coast Spring Games

Committee Member Name: Tammy Ferguson

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 23 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 7 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 8 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 13 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)..... 8 /10

Total 87 /100

Application Checklist: Completed Application \_\_\_\_ Detailed Event Description \_\_\_\_ Event Budget \_\_\_\_  
Event Timeline/Schedule \_\_\_\_ Event Map \_\_\_\_ Event History and/or References \_\_\_\_

# FY 23/24 Cycle #2 Sports Grant Program Application

Response ID:16 Data

## 2. (untitled)

### 1. Applicant Information-

#### What is the event title?

NJCAA DIVISION 1 WOMEN'S GOLF NATIONAL CHAMPIONSHIP

## 3. (untitled)

### 2. Applicant Contact Information-

#### Organization Name

Eastern Florida State College

#### First Name

Ryan

#### Last Name

Kiel

#### Job Title

Associate Director of Athletics

#### Mailing Address

3865 North Wickham Rd.

#### Apt/Suite/Office

Office

#### City

Melbourne

#### State

FL

#### Zip

32935

#### Country

#### Email Address

kielr@easternflorida.edu

#### Phone Number

321-433-5797

**Mobile Phone**

408-656-2607

**Website URL**

efscitans.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.....**

05/18/2024

5. (untitled)

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

The Division 1 NJCAA Women's Golf National Championship is the crowning event of the NJCAA Women's Golf season. The tournament draws 15 qualifying teams from across the country to participate in four rounds of golf to decide this seasons National Champion. This year's tournament will be held May 18-23 at Duran Golf Club in Viera, FL. The championship will bring some of the best collegiate golfers in the nation to Brevard County, giving local golf fans a unique opportunity to see players who could be the top professionals of the future. This four round golf tournament teams must qualify for.

6. (untitled)

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

Duran Golf Club

**7. Has your location, venue or facility been secured?**

Yes

7. Estimated Event Attendance

**8. Total Participants (competitors, coaches, trainers, officials, etc...)**

**How many total participants are expected to attend your event?**

Out-of-State Participants : 100-120  
Overnight In-State Participants : 5-10  
Day Trip In-State Participants : 5-10

**9. Total Spectators (fans, family, friends, etc...)**

**How many total spectators are expected to attend your event?**

Out-of-State Spectators : 100-150  
Overnight In-State Spectators : 0-10  
Day Trip In-State Spectators : 25-50

**10. Total Media (Reporters, TV, News Outlets, etc...)**

**How many total Media are expected to attend your event?**

Out-of-State Media : 5-10  
Overnight In-State Media : 0  
Day Trip In-State Media : 1-5

**8. (untitled)**

**11. How much event grant support are you requesting?**

20000

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

Site fees/costs (contract help, etc)

**9. (untitled)**

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

600

**10. (untitled)**

**14. EVENT HISTORY (REQUIRED)**

Tell us about your event history by providing the following in a Word or PDF document. If this is a first time event, please provide information on OTHER events which your organization has held.

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.pdf](#)

**11. (untitled)**

**15. 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)

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 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 'Ryan Kiel', with a stylized flourish at the end.

Signature of: Ryan Kiel

13. (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 (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 [Terrence.Parks@VisitSpaceCoast.com](mailto:Terrence.Parks@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 or your application will be deemed incomplete.**

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

## about your application.

We are really excited to be hosting the Golf National Championship this coming season. We love showcasing our community and Brevard County as a whole. This will make a provide a significant economic impact to the community from teams coming from all over the country and spending money here in Brevard County. We hope to continue bringing large scale events to Brevard County moving forward.

### 14. (untitled)

---

#### 18. 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**

[1.\\_Event\\_Location\\_Map.pdf](#)

[2.\\_Event\\_Schedule.pdf](#)

[3.\\_Event\\_Budget\\_Template.xlsx](#)

### 15. Thank You!

---

#### New Send Email

Oct 05, 2023 13:24:25 Success: Email Sent to: kielr@easternflorida.edu



# Event Budget for NJCAA Women's Basketball

## EXPENSES

TOTAL EXPENSES			Estimated	Actual	
			\$40,300.00	\$0.00	
Site	Estimated	Actual	Other	Estimated	Actual
Venue/Facility	\$20,000.00		Banquet Expenses	\$5,000.00	
Site staff	\$0.00				
Equipment	\$0.00				
Rentals	\$0.00				
Total	\$20,000.00	\$0.00	Total	\$5,000.00	\$0.00
Supplies	Estimated	Actual	Program	Estimated	Actual
			Officials	\$2,500.00	
			Speakers	\$0.00	
			Sanction/Rights Fees	\$2,800.00	
			Other		
Total	\$0.00	\$0.00	Total	\$5,300.00	\$0.00
Marketing/Media	Estimated	Actual	Prizes	Estimated	Actual
Graphic Artist	\$0.00		Ribbons/Plaques/Trophies		
Photocopying/Printing	\$0.00		Non-Monetary Gifts	\$10,000.00	
Postage	\$0.00		Total	\$10,000.00	\$0.00
Total	\$0.00	\$0.00			
Miscellaneous	Estimated	Actual			

Total

\$0.00

\$0.00

# Event Budget for NJCAA Women's D1 Golf National C INCOME

TOTAL INCOME		Estimated	Actual
		\$13,500.00	\$0.00

## ADMISSIONS/REGISTRATIONS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
15		Entry Fees	\$900.00	\$13,500.00	\$0.00
				\$0.00	\$0.00
				\$0.00	\$0.00
Total				\$13,500.00	\$0.00

## SPONSORSHIPS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
				\$0.00	\$0.00
				\$0.00	\$0.00
				\$0.00	\$0.00
Total				\$0.00	\$0.00

## EXHIBITORS/VENDORS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
				\$0.00	\$0.00
				\$0.00	\$0.00
				\$0.00	\$0.00
Total				\$0.00	\$0.00

## SALE OF ITEMS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
		Items @		\$0.00	\$0.00

Items @  
Items @  
Items @

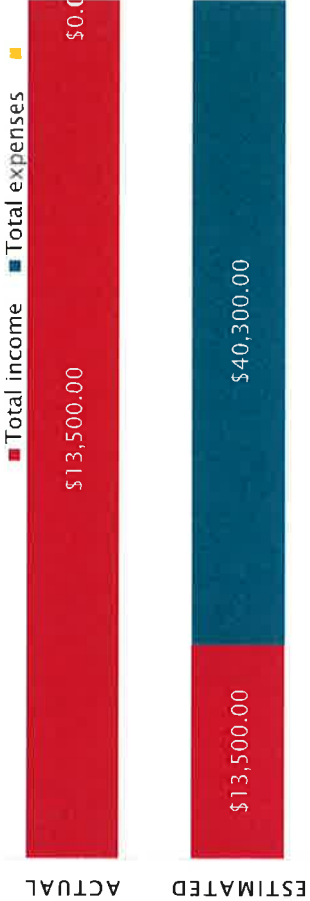
\$0.00  
\$0.00  
\$0.00  
**\$0.00**

\$0.00  
\$0.00  
\$0.00  
**\$0.00**

**Total**

# Event Budget for NJCAA Women's D1 Golf National C PROFIT Loss Summary

	Estimated	Actual
Total income	\$13,500.00	\$13,500.00
Total expenses	\$40,300.00	\$0.00
Total profit (or loss)	(\$26,800.00)	\$13,500.00



### **NJCAA Womens Golf Championship History**

2021 Plantation Bay Golf and Country Club - Ormond Beach, FL (5/10 – 5/13)

2022 Mayfair Country Club – Sanford, FL (5/9 – 5/12)

2023 Buffalo Dunes Golf Club - Garden City, Kansas (5/9 – 5/12)

### **References**

Danielle Lafferty – NJCAA Director of Championships

[Dlafferty@njcc.org](mailto:Dlafferty@njcc.org)

Gabrielle Mathis - Championships, Sports, & Events Associate

[gmathis@njcaa.org](mailto:gmathis@njcaa.org)

Kalyn Fetter - Championships, Sports, & Events Associate

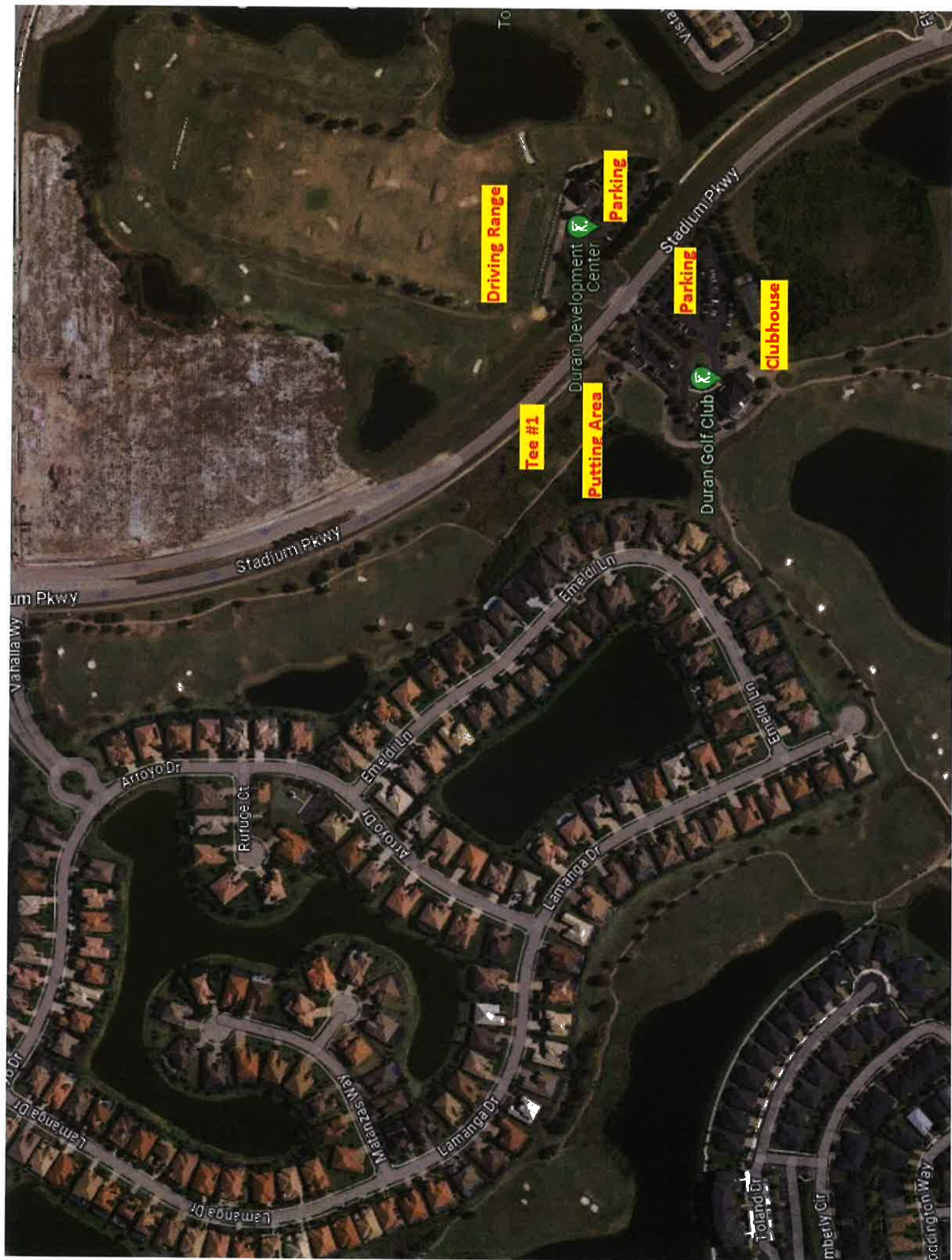
[kfetter@njcaa.org](mailto:kfetter@njcaa.org)

### **Data**

HOTEL DATA - Average length of stay is 5.7 nights - In 2021, participating teams produced 341 local room nights

Additional room data unknown.





## **Tournament Week Schedule**

The official practice rounds will be on Saturday and Sunday, May 18 and 19. Practice rounds prior to the championship will be allowed for all teams/players that opt to pay the \$900 tournament fee (\$750 entry fee plus \$150 practice round fee). The course will be closed to all players two weeks prior to the start of the Championship based on NJCAA Policy.

Tee times for the first and second rounds will be assigned by updated team NJCAA rankings and will be distributed in the welcome packet upon check in on Saturday and Sunday. The top three ranked teams will be paired together and all groups will go off the number one tee in threesomes. Official scorecards will be handed out each day by the Tournament Starter. Hole location sheets will also be distributed on the first tee each day. Tee times will be in ten minute intervals until the last group tees off which is expected to be approximately 1:30 p.m. Teams are not permitted to play a practice round until completing Player Registration.

The schedule for play will be as follows:

**SATURDAY/SUNDAY, May 18 & 19** - PRACTICE ROUNDS (SATURDAY 10:00 a.m./SUNDAY 8:00 a.m. tee times). Teams will be assigned tee times with Duran GC for practice rounds. Practice round fees are included in the \$900.

**SATURDAY, May 18** - PRACTICE ROUNDS beginning at 10 a.m. Coaches meeting at 7 p.m.

**SUNDAY, May 19** - PRACTICE ROUNDS. There will be a Par 3 tournament on Sunday at the short course, for players and coaches. No cost to enter. Welcome Banquet will be held at TBD. Coaches will be asked to provide a list of attendees including guests from their respective school no later than May 5.

**MONDAY, MAY 20** - First Round (All players will tee off on number 1 all four rounds in 10 minute intervals.)

**TUESDAY, MAY 21** - Second Round.

**WEDNESDAY, MAY 22** - Third Round

**THURSDAY, MAY 23** - Final Round - Immediately following stroke play competition, there will be a brief Post Championship Ceremony near the scoreboard. Trophies will be delivered to the top teams and individuals. Award winners remain for photographs.



**FY 23-24 Sports Event Grant Program**

**Score Sheet**

Event Name: NSCAA Division I Women's Golf National Championship

Committee Member Name: Christy Galzerano

Committee Member Signature: [Signature]

*Using the Event Application please score the following criteria:*

**Event Maturity, Growth Potential & Overnight Visitation**

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators ..... 15 /25

(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (20 points total)**

Has an event date been secured? ..... 5 /5

Has an event location been secured? ..... 5 /5

Did the event organizer include a detailed budget? ..... 10 /10

*Using the Event Description Narrative please score the following criteria:*

**Quality of Proposed Event (20 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 10 /10

*Using the event's Event Plan please score the following criteria:*

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 10 /10

**Total** 85 /100

**Application Checklist:** Completed Application ☒ Detailed Event Description ☒ Event Budget ☒

Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: NJCAA Division 1 Women's Golf National Championship

Committee Member Name: Jake Hornback

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators. 25 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured? 5 /5

Has an event location been secured? 5 /5

Did the event organizer include a detailed budget? 8 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? 10 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+) 10 /10

Total 95 /100

Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒  
Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: NJCAA DI Women's Golf Championships

Committee Member Name: Lynne Mims

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

#### Event Maturity, Growth Potential & Overnight Visitation

##### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 18 /25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 5 /10

Using the event's **Event Plan** please score the following criteria:

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 15 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 10 /10

Total 88 /100

Application Checklist: Completed Application \_\_\_\_ Detailed Event Description \_\_\_\_ Event Budget \_\_\_\_  
Event Timeline/Schedule \_\_\_\_ Event Map \_\_\_\_ Event History and/or References \_\_\_\_

# FY 23-24 Sports Event Grant Program

Score Sheet

NJCAA

Chelsea Pothier

Applicant Signature

Using the **Event Application** please score the following criteria:

## Event History, Growth Potential & Overnight Visitation

(25 points total)

✓ ☒ **Event History** Application how many times has the event received sports event funding from this office? 10 /10 (for scoring guidance)

☐ **Growth Potential** How likely is the event to grow in size or scope over the next 5 years? 25 /25

☐ **Overnight Visitation** How likely is the event to achieve significant overnight lodging stays through its participants? 25 /25 (for scoring guidance)

## Event Description & Budget (20 points total)

☐ **Event Description** How well does the event description include a detailed budget? 5 /5

☐ **Budget** How well does the event description include a detailed budget? 5 /5

Using the **Event Description Narrative** please score the following criteria:

## Event Description (20 points total)

☐ **Event Description** How well does the event description fit Space Coast family friendly vacation destination story with a focus on fitness and/or active lifestyles, ecological or environmental experiences that fit the Visit Space Coast brand? 8 /10

☐ **Event Description** How well does the event description include a detailed budget? 5 /10

Using the event's **Event Plan** please score the following criteria:

## Event Plan (25 points total)

☐ **Event Plan** How well does the event plan include a detailed budget? 10 /15

☐ **Event Plan** How well does the event plan include a detailed budget? 10 /10

**Total** 81 /100

Event Description \_\_\_\_\_ Event Budget \_\_\_\_\_

Event History/Schedule \_\_\_\_\_ Event History and/or References \_\_\_\_\_

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: ALJCAA Div 1 Womens Golf National

Committee Member Name: Fred Poppe

Committee Member Signature: Fred Poppe

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

#### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 5 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 5 /10

Total 78 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: NFCSA Division 1 Women's Golf National Championships

Committee Member Name: Jane Tegerow

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

#### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 9 /10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 18 /25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 3 /5

Has an event location been secured?..... 3 /5

Did the event organizer include a detailed budget?..... 6 /10

Using the **Event Description Narrative** please score the following criteria:

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 7 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 7 /10

Using the event's **Event Plan** please score the following criteria:

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 11 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 7 /10

Total        /100

Application Checklist: Completed Application        Detailed Event Description        Event Budget       

Event Timeline/Schedule        Event Map        Event History and/or References

2. (untitled)

1. Applicant Information-

What is the event title?

Cocoa Beach Triathlon & Duathlon

3. (untitled)

2. Applicant Contact Information-

Organization Name

Smooth Running, LLC

First Name

Mitch

Last Name

Varnes

Job Title

Principal

Mailing Address

660 Cinnamon Court

Apt/Suite/Office

N/A

City

Satellite Beach

State

FL

Zip

32937

Country

Email Address

mitchvarnes@gmail.com

Phone Number

3217597200

**Mobile Phone**

3217597200

**Website URL**

www.spacecoasttriathlon.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.....**

04/13/2024

5. (untitled)

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

14th Annual Cocoa Beach Triathlon, Duathlon & 5k run. Open to all ages. We also have a paralympic division, and Special Olympics Florida will be having a separate Neurodivergent division with several dozen athletes.

6. (untitled)

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

Cocoa Beach Aquatic Center area, golf course, north and southbound A1A and southbound Brevard Avenue in Cocoa Beach

7. **Has your location, venue or facility been secured?**

Yes

7. **Estimated Event Attendance**

8. **Total Participants (competitors, coaches, trainers, officials, etc...)**

**How many total participants are expected to attend your event?**

Out-of-State Participants : 80

Overnight In-State Participants : 350

Day Trip In-State Participants : 320



**9. Total Spectators (fans, family, friends, etc...)**

**How many total spectators are expected to attend your event?**

Out-of-State Spectators : 250

Overnight In-State Spectators : 500

Day Trip In-State Spectators : 500

**10. Total Media (Reporters, TV, News Outlets, etc...)**

**How many total Media are expected to attend your event?**

Out-of-State Media : 2

Overnight In-State Media : 2

Day Trip In-State Media : 3

**8. (untitled)**

**11. How much event grant support are you requesting?**

13,000

**12. 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)

Rights fees

Sanction fees

**9. (untitled)**

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

800

**14. Have you secured hotel and/or lodging partners?**

Yes

**15. Please provide the name(s) and locations of your hotel and/or lodging partners:**

Hampton Inn Cocoa Beach, Hilton Cocoa Beach, Courtyard Cocoa Beach, Inn at Cocoa Beach

**10. (untitled)**

**16. 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\\_Triathlon\\_Recent\\_history\\_for\\_2024\\_tourism\\_application.docx](#)

11. (untitled)

17. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?

*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)

18.

### 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)

19. 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 Sports@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 May 3, 2022, 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 Triathlon & Duathlon are the most popular sprint distance tri and du races in all of Central Florida. The majority of racers come from outside of the Space Coast with the majority from Orlando, Tampa and along the I-4 and I-95 corridors. Its spring race date also attracts scores of triathletes from out of state and has built a solid reputation as one of the Southeast's best early season triathlons.

Production costs have continued to rise the past few years, and the continued support of the Space Coast Tourism Office is an integral part of the event's success.

#### 14. (untitled)

##### **20. 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**

[CB\\_Tri\\_2024\\_marketing\\_plan.docx](#)

[CB\\_Tri\\_event\\_plan\\_2024.docx](#)

[Cocoa\\_Beach\\_Triathlon\\_2024\\_Operating\\_Budget.docx](#)

[cb\\_tri\\_transition\\_map.jpg](#)

[cocoa\\_beach\\_tri\\_logo.jpg](#)

[Cocoa\\_Beach\\_triathlon\\_and\\_duathlon\\_course\\_maps.pdf](#)

[Cocoa\\_Beach\\_Triathlon\\_turn\\_by\\_turn\\_of\\_course.docx](#)

[cb\\_tri\\_run\\_golf\\_course.jpg](#)

[cb\\_tri\\_2024\\_marketing\\_card\\_1.jpg](#)

[CB\\_Tri\\_finisher\\_pics\\_with\\_branding\\_and\\_emailed\\_to\\_each\\_entrant.jpg](#)

#### 15. Thank You!

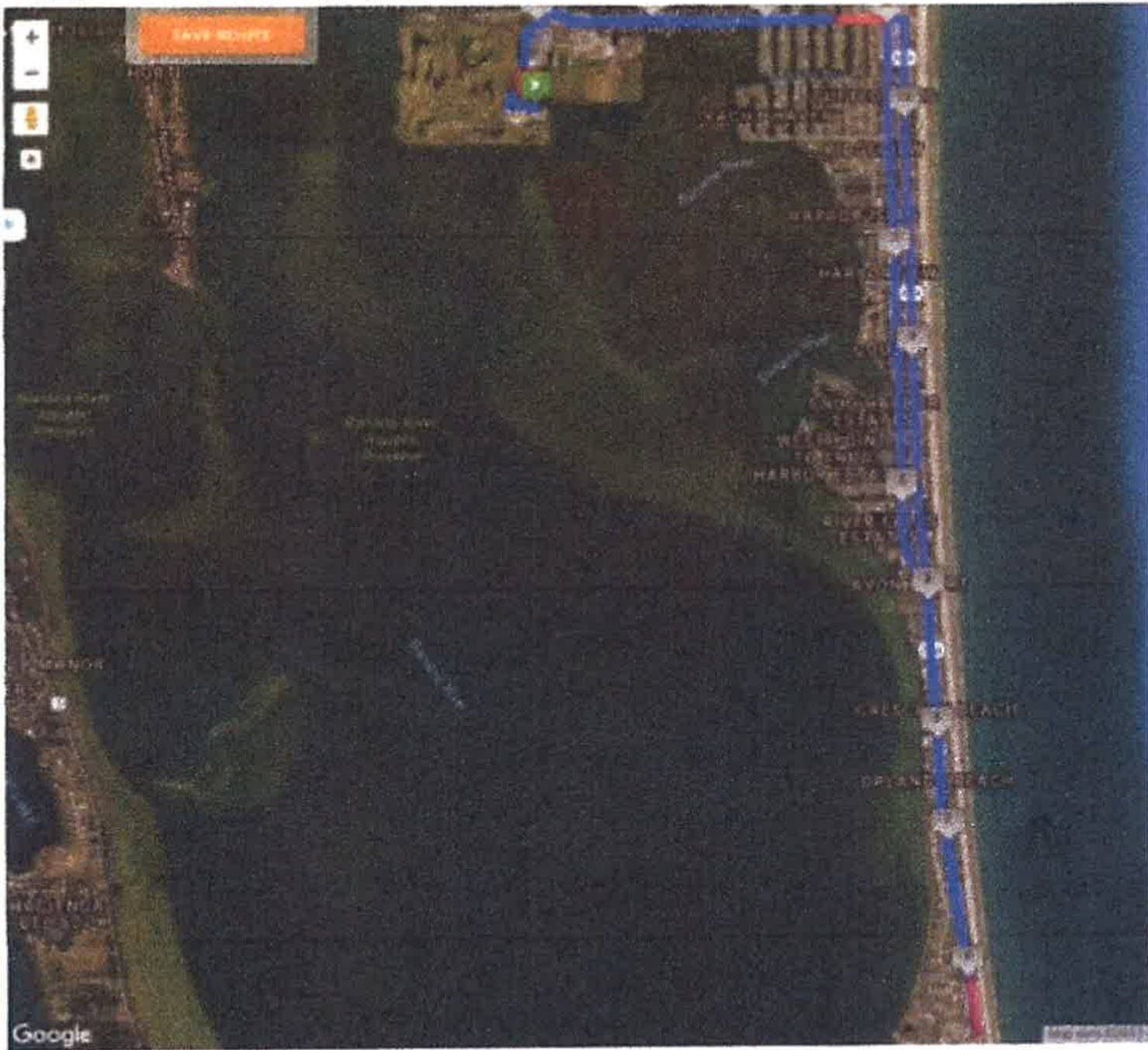
##### **New Send Email**

Nov 03, 2023 14:11:22 Success: Email Sent to: mitchvarnes@gmail.com

6/28/2021

Course Ma

## Bike Course 12.4miles



## Run Course 3.1miles



# Ron Jon Cocoa Beach Tri

## Course Map

**GPS Address: 1500 Minutemen Causeway, Cocoa**  
Parking is ONLY at the Cocoa Beach High School

## DUATHLON DISTANCE:

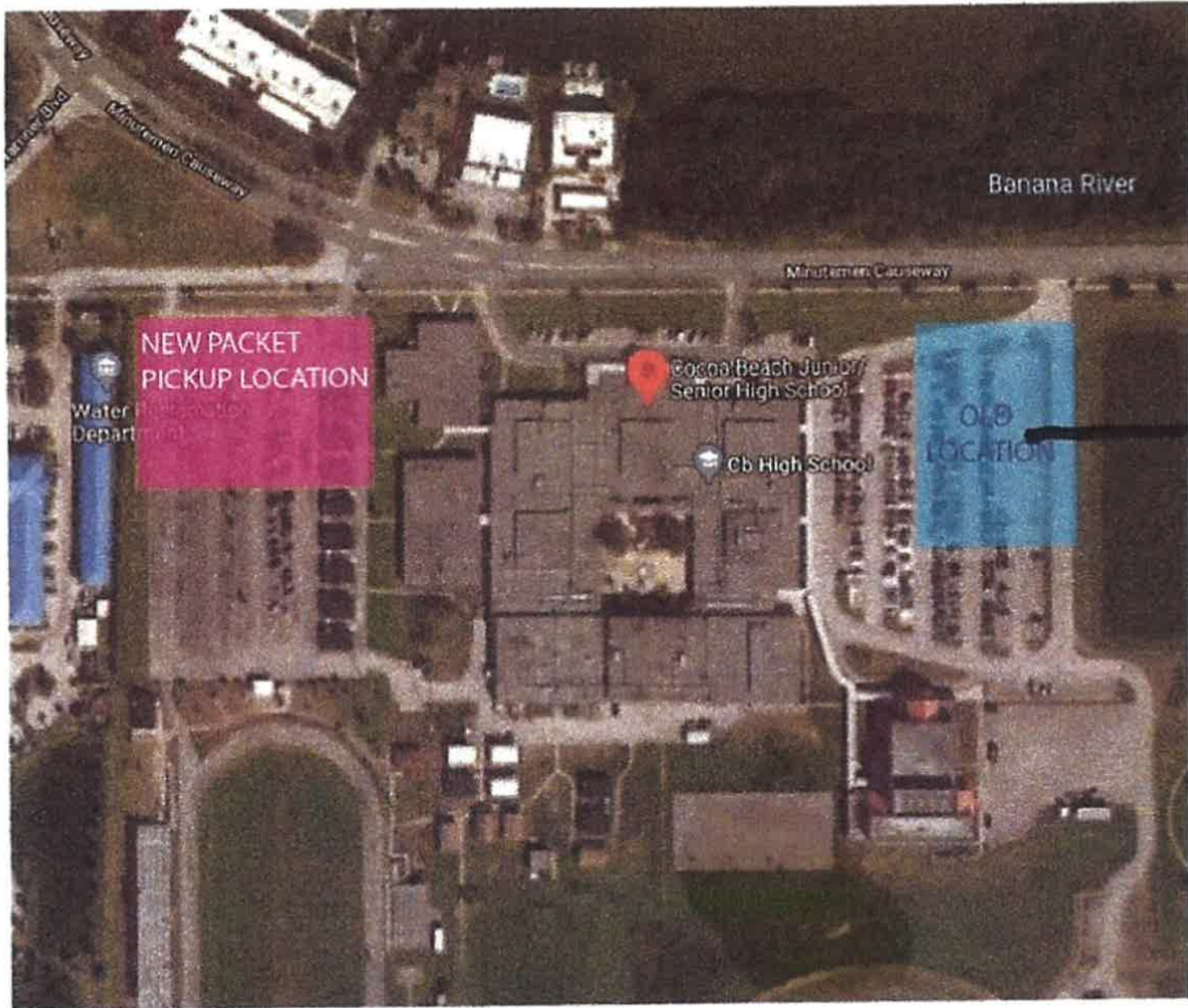
1 MILE RUN + 12.4 MILE BIKE + 5K RUN

Swim Course 0.25miles



6/28/2021

Course Ma



**WEBSITE POWERE**

## **Cocoa Beach Triathlon**

### **Turn by Turn**

**Sunday, April 16, 2023**

**7 a.m. – 7:40 a.m.**

**¼ mile Swim / Canal east of pavilion at Cocoa Beach Aquatic Center**

**An out and back swim course marked by buoys and with Brevard County Ocean Certified Lifeguards**

---

**7:05 a.m. – 8:40 a.m.**

**12-mile bike / First athletes should be on the bikes about 7:07 a.m.**

- Bike storage/transition area is in parking lot east of pavilion and north of swimming pool
  - Exit north on Tom Warriner Blvd.
  - Right turn (east) on Minutemen Causeway
  - Right Turn (south) on Brevard Avenue
  - Exit Brevard Avenue to South Orlando (A1A) Righthand – westernmost lane of A1A—coned and closed to vehicular traffic).
  - South on A1A
  - Turn around at Patrick Space Force Base Beach House (BCSO deputies will handle traffic control).
  - North on A1A (Righthand – easternmost lane of A1A – coned and closed to vehicular traffic.
  - Approximately 3<sup>rd</sup> Street South bikes begin to merge to left (westernmost lane of A1A) side of road.
  - Left (west) on Minutemen Causeway
  - Left (south) on Tom Warriner Blvd. and return to bike transition area.
- 

**7:30 a.m. –10:15 a.m.**

**5-kilometer run on Cocoa Beach Golf Course**

---

**Race management site clean-up completed and vacated by noon.**

Working Operating Budget

Cocoa Beach Triathlon, Duathlon 7 5k / April 14, 2024

\$4,500 – City permitting and city police supporting costs

\$900 – Brevard County Sheriff's deputies

\$4,500 – Leasing of Cocoa Beach Golf Course from 6 a.m. to 11 a.m. to for run course

\$400 – Leasing of Aquatic Center for restrooms and showers

\$600 -- Leasing of pavilion and building

\$8,300 – Traffic control /coning of one lane of A1A in each direction for bike course/Variable Message Boards on A1A

\$800 – Lifeguards

\$6,0000 – Shirts for athletes

\$850 – Swim caps for athletes

\$4,200 – Finisher medals for athletes

\$2,000 – Awards for athletes

\$4,600 – Staffing

\$600 – Bicycle mechanics

\$800 – Course amenities for athletes

\$6,000 – Advertising and marketing

\$725 – USA Triathlon referee fee (excluding hotel room cost)

\$750 – USA Triathlon sanction fee (includes insurance for event and athletes)

\$4,200 – Timing costs

\$1,100 – Barricades for bike transition area

\$1,400 – Rental of 3 light towers

\$100 – Fee for motorcycle driver to take referee on bike course

\$3,000 – Course signage and banners

\$75 – Swim course water quality test

\$1,200 – Incidental/contingency expenses

---

\$57,600 – Estimated Planning and Operational Costs



## **Cocoa Beach Triathlon & Duathlon**

### **& Shuttleversary 5k**

**Most Recent Years Hotel Nights Snap Shot a/o November 1, 2023**

- Previous location & dates:

Since its inception 14 years ago, this race has been held in the Banana River near the Cocoa Beach Aquatic Center (swim), along State Road A1A from Cocoa Beach to Patrick Space Force Base (bike) and on the Cocoa Beach Golf Course (run).

Unless it conflicts with Easter, this race is always held the second weekend of April.

- Reference name & contact information:

Mitch Varnes, Event Director and Owner

[mitchvarnes@gmail.com](mailto:mitchvarnes@gmail.com)

321-759-7200

- Total out of county participants:

The Cocoa Beach Triathlon & Duathlon are the largest races of their kind in all of Central Florida and annually draw several hundreds of out of area participants.

The Triathlon and Duathlon are capped at 850 entrants and have sold out about the last 9 years. Typically more than 60% of entrants come from outside of Brevard County, with most of these out of town entrants making a weekend or longer stay in the Cocoa Beach area. The Shuttleversary 5k accounts for another 300 entrants.

**For the April 2022 races, 512 verified room nights were recorded and reported to the TDO.**

**For April 2023 races, 817 verified room nights were recorded.**

## 14<sup>th</sup> Annual Cocoa Beach Triathlon, Duathlon & 5k

Sunday, April 14, 2024

### **Event Schedule:**

April 3 – Event advance notification cards to be mailed to all residents along any portion of the course.

“Running/Bike Race Sunday – Expect Delays” signs to be placed on A1A and key parts of course.

Saturday, April 13 – 10 a.m. to 5 p.m.

Set-up of bike racks in parking area, swim buoys secured, run course and bike course marked.

11 a.m. to 5 p.m. – Mandatory Athlete packet pick-up at pavilion/ Pre-race review with Race Director

Sunday, April 14 –

3:45 a.m. – Race team arrives and final set up begins.

5 a.m. -- CBPD to secure road at Minutemen and Tom Warriner to prevent athletes from entering.

5:15 a.m. – Transition area opens for athletes to bring bikes into racks.

7 a.m. – Race Start

7:50 – 7:55 a.m. – First finisher to complete race.

9:15 a.m. -- Awards

9:30 a.m. – Last finisher should complete race.

1 p.m. – Site clean, bike racks torn down and packed and race management team off premises.

---

Bike safety/escorts provided by BCSO

EMT finish line support to be provided by CBFD (2 persons and Gator vehicle)

Lifeguards provided by event

Event sanctioned and insured by USA Triathlon

Marketing Plan for April 14, 2024

Cocoa Beach Triathlon, Duathlon & 5k

The event will be marketed through Smooth Running's social media channels – more than 30,000 followers --, emails to confirmed athlete list – 23,000 addresses -- , the sponsorship of other races which allows direct insertion of marketing cards to endurance athletes and other means as available.

Multiple examples of our event marketing can be found through the following links:

[www.cocoa-beach-triathlon.com](http://www.cocoa-beach-triathlon.com)

<https://www.facebook.com/CocoaBeachTriathlon>

<https://www.teamusa.org/usa-triathlon/events/sanctioned?SearchText=&startDate=2021-04-12&endDate=2021-05-23&zipcode=32937&Radius=25&StateId=%7B95BB6AFC-C969-4FAE-A59D-ED93F413861E%7D&CountryId=%7BAF165CCC-FC66-4703-9728-3355425081CE%7D&x=41&y=8>

Video Link Produced by Event:

<https://www.dropbox.com/sh/r75714rjo7ozpi6/AAB23KK9tHsdCrUUDRgGZiSLa?dl=0&preview=Ron+Jon+Cocoa+Beach+Triathlon+-+V4.mp4>

2021 Race Video:

<https://vimeo.com/544634535>

**FY 23-24 Sports Event Grant Program**

**Score Sheet**

Event Name: Cocoa Beach Triathlon + Duathlon

Committee Member Name: Christy Galzerano

Committee Member Signature: [Signature]

*Using the **Event Application** please score the following criteria:*

**Event Maturity, Growth Potential & Overnight Visitation**

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

0-2 times: 10 points

☒ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20 /25

(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (20 points total)**

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 5 /10

*Using the **Event Description Narrative** please score the following criteria:*

**Quality of Proposed Event (20 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

*Using the event's **Event Plan** please score the following criteria:*

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 10 /10

**Total** 80 /100

**Application Checklist:** Completed Application ☒ Detailed Event Description ☒ Event Budget ☒  
Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: Colon Beach Triathlon & Duathlon

Committee Member Name: Jake Hornbacher

Committee Member Signature: 

Using the **Event Application** please score the following criteria:

#### Event Maturity, Growth Potential & Overnight Visitation

##### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☒ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20 /25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 7 /10

Using the **Event Description Narrative** please score the following criteria:

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 7 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 7 /10

Using the event's **Event Plan** please score the following criteria:

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 8 /10

Total 76 /100

Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒  
Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: Cocoa Beach Triathlon + Duathlon

Committee Member Name: Lynne Mims

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

#### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☒ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 6 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 9 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 13 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 8 /10

Total 81 /100

Application Checklist: Completed Application \_\_\_\_ Detailed Event Description \_\_\_\_ Event Budget \_\_\_\_

Event Timeline/Schedule \_\_\_\_ Event Map \_\_\_\_ Event History and/or References \_\_\_\_

# FY 22-24 Sports Event Grant Program

Score Sheet

Cocoa Beach Triathlon

Chelsea Parker

*[Signature]*

Using the **Event Application** please score the following criteria:

## Event Potential & Overnight Visitation

Application how many times has the event received sports event  
from this office? 7 /10  
(for scoring guidance)

Event achieve significant overnight lodging stays through its participants  
(selected visitation & overnights to score) 15 /25

## Event (20 points total)

Secured? 5 /5  
When secured? 5 /5  
Include a detailed budget? 10 /10

Using the **Event Description Narrative** please score the following criteria:

## Event (20 points total)

Visit Space Coast family friendly vacation destination story with a focus on  
recreational and/or active lifestyles, ecological or environmental  
experiences that fit the Visit Space Coast brand? 8 /10  
List three activities that will create publicity opportunities on a regional or  
international level for people to visit the Space Coast? 10 /10

Using the event's **Event Plan** please score the following criteria:

## Event Plan (25 points total)

Event location outside of Brevard County that are likely to attend  
10 /15

Event location that will attract Visit Space Coast target demographics  
10 /10

Total 80 /100

Completed Application \_\_\_\_\_ Detailed Event Description \_\_\_\_\_ Event Budget \_\_\_\_\_  
Event Schedule \_\_\_\_\_ Event Location \_\_\_\_\_ Event History and/or References \_\_\_\_\_

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: Cocoa Beach Triathlon and Duathlon

Committee Member Name: Fred Poppe

Committee Member Signature: Fred Poppe

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

#### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☒ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 15 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 10 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 8 /10

Total 82 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_



# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: Cross Beach Triathlon & Duathlon

Committee Member Name: Jamie Teague

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

#### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 19 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 4 /5

Has an event location been secured?..... 4 /5

Did the event organizer include a detailed budget?..... 6 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 8 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 7 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 11 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 7 /10

Total 73 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

Response ID:4 Data

2. (untitled)

1. **Applicant Information-**

**What is the event title?**

Space Coast Clash Soccer Tournament 2024

3. (untitled)

2. **Applicant Contact Information-**

**Organization Name**

Space Coast United Soccer Club

**First Name**

Beverly

**Last Name**

Gibbs

**Job Title**

Club Administrator

**Mailing Address**

PO Box 410301

**Apt/Suite/Office**

**City**

Melbourne

**State**

FL

**Zip**

32941

**Country**

**Email Address**

bev.gibbs@spacecoastsoccer.org

**Phone Number**

321-720-0890

**Mobile Phone**

321-720-0890

**Website URL**

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

**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.....**

04/06/2024

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

Soccer Tournament - Boys and Girls Junior and Senior Division Teams, U9 through U15 age groups, ages 8 through 15 years old.

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

Viera Regional Park and Wickham Park

**7. Has your location, venue or facility been secured?**

Yes

**7. Estimated Event Attendance****8. Total Participants (competitors, coaches, trainers, officials, etc...)****How many total participants are expected to attend your event?**

Out-of-State Participants : 0

Overnight In-State Participants : 850

Day Trip In-State Participants : 300

**9. Total Spectators (fans, family, friends, etc...)**

**How many total spectators are expected to attend your event?**

Out-of-State Spectators : 0

Overnight In-State Spectators : 1650

Day Trip In-State Spectators : 600

**10. Total Media (Reporters, TV, News Outlets, etc...)**

**How many total Media are expected to attend your event?**

Out-of-State Media : 0

Overnight In-State Media : 0

Day Trip In-State Media : 2

**8. (untitled)**

---

**11. How much event grant support are you requesting?**

15,000

**12. 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)**

---

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

800

**14. Have you secured hotel and/or lodging partners?**

Yes

**15. Please provide the name(s) and locations of your hotel and/or lodging partners:**

Traveling Sports Teams

**10. (untitled)**

---

**16. 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.docx](#)

11. (untitled)

17. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?

*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)

18.

**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 "Beverly Gibbs", written in a cursive style.

Signature of: Beverly Gibbs

13. (untitled)

19. **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 [Sports@VisitSpaceCoast.com](mailto:Sports@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 May 3, 2022, 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)

---

##### 20. 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\\_\(1\)-Event\\_Location\\_Map.pdf](#)

[Attachment\\_\(2\)-Event\\_Plan.docx](#)

[Attachment\\_\(3\)-Event\\_Budget.xlsx](#)

[Attachment\\_\(4\)-Event\\_Marketing\\_Plan.docx](#)

#### 15. Thank You!

---

##### New Send Email

Nov 02, 2023 16:26:25 Success: Email Sent to: bev.gibbs@spacecoastsoccer.org

2024 Space Coast  
Clash Soccer  
Tournament

Event Budget for

EXPENSES

TOTAL EXPENSES		Estimated	Actual
		\$49,950.00	\$0.00
Site	Estimated	Actual	
Venue/Facility	\$1,400.00		
Site staff (Refs & Staff)	\$31,000.00		
Required Sports Personnel	\$2,500.00		
Rentals	\$2,200.00		
Total	\$37,100.00	\$0.00	
Supplies	Estimated	Actual	
Referee Support	\$500.00		
Gas, ice	\$350.00		
Athletic trainer supplies	\$150.00		
Total	\$1,000.00	\$0.00	
Marketing/Media	Estimated	Actual	
POS Signage	\$300.00		
Photocopying/Printing	\$300.00		
Electronic Promotion	\$100.00		
Total	\$700.00	\$0.00	
Miscellaneous	Estimated	Actual	
Agreement Support	\$2,000.00		
Total	\$2,000.00	\$0.00	
		Estimated	Actual
		\$2,700.00	\$0.00
Other	Estimated	Actual	
Liability Insurance	\$450.00		
Total	\$450.00	\$0.00	
Program	Estimated	Actual	
Event Software Platform	\$2,200.00		
Sanction/Rights Fees	\$500.00		
Total	\$2,700.00	\$0.00	
Prizes	Estimated	Actual	
Ribbons/Plaques/Trophies	\$6,000.00		
Non-Monetary Gifts			
Total	\$6,000.00	\$0.00	

# Event Budget for

## 2024 Space Coast Clash Soccer Tournament

### INCOME

TOTAL INCOME		Estimated	Actual
		\$89,400.00	\$0.00

### ADMISSIONS/REGISTRATIONS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
40		U8-U10 Teams @	\$685.00	\$27,400.00	\$0.00
40		U11-U12 Teams @	\$700.00	\$28,000.00	\$0.00
35		U13-U15 Teams @	\$750.00	\$26,250.00	\$0.00
Total				\$81,650.00	\$0.00

### SPONSORSHIPS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
1		Platinum Level (\$5000+)	\$5,000.00	\$5,000.00	\$0.00
1		Gold Level (\$750-\$5000)	\$750.00	\$750.00	\$0.00
1		Silver Level (<\$750)	\$500.00	\$500.00	\$0.00
Total				\$6,250.00	\$0.00

### EXHIBITORS/VENDORS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
Total				\$0.00	\$0.00

### SALE OF ITEMS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
1		Design Merchandise % @	\$1,000.00	\$1,000.00	\$0.00
1		Photography Merchandise % @	\$500.00	\$500.00	\$0.00
Total				\$1,500.00	\$0.00

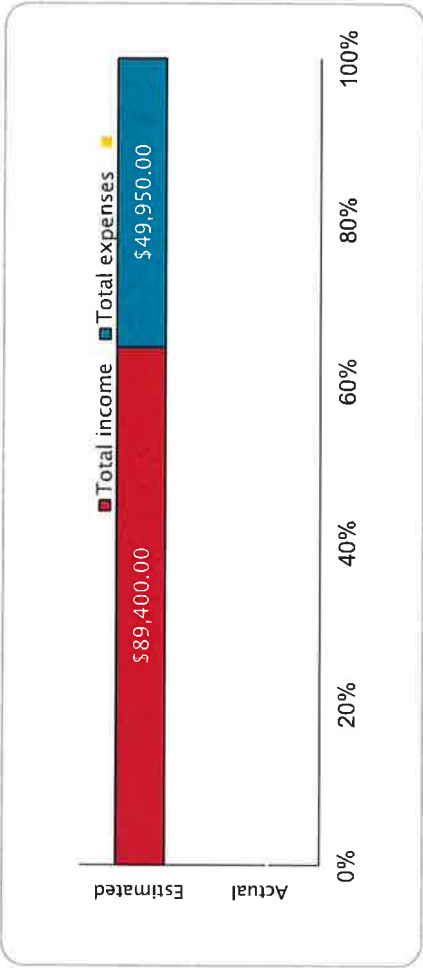


Event Budget for2024 Space Coast Clash Soccer Tournament

PROFIT

Loss Summary

	Estimated	Actual
Total income	\$89,400.00	\$0.00
Total expenses	\$49,950.00	\$0.00
Total profit (or loss)	\$39,450.00	\$0.00





## SPACE COAST CLASH SOCCER TOURNAMENT

### 2024 Event History

#### **2023 Space Coast Clash:**

- 2<sup>nd</sup> year for Space Coast United Soccer Club's Spring Tournament.
- April 1<sup>st</sup> and 2<sup>nd</sup> 2023 – Viera Regional Park and Wickham Park Soccer fields
- Tournament Directors Joey Messina and Haris Memisevic: [clash@spacecoastsoccer.org](mailto:clash@spacecoastsoccer.org)
- Scott Armstrong, [doc@spacecoastsoccer.org](mailto:doc@spacecoastsoccer.org), 321.693.3739 – Executive Director of Space Coast United Soccer Club
- <https://www.spacecoastsoccer.org/clash/>
- 107 teams participated across 20 divisions, approximately 1000+ players along with parents, siblings, and extended family members (approximately 35 local teams or 450 local players)
- 340+ room nights captured through Traveling Sports Teams, additional 20+ rooms captured through team manager disclosure.
- \$6,900 Tourism Development Grant awarded.

#### **2022 Space Coast Clash:**

- Inaugural year for Space Coast United Soccer Club's Spring Tournament.
- April 9<sup>th</sup> and 10<sup>th</sup> 2022 – Viera Regional Park and Wickham Park Soccer fields
- Tournament Director and tournament staff, Joey Messina, Cheryl Roe, and Lisa Girard: [clash@spacecoastsoccer.org](mailto:clash@spacecoastsoccer.org)
- Scott Armstrong, [doc@spacecoastsoccer.org](mailto:doc@spacecoastsoccer.org), 321.693.3739 – Executive Director of Space Coast United Soccer Club
- <https://www.spacecoastsoccer.org/clash/>
- 68 teams participated across 15 divisions, approximately 1000+ players along with parents, siblings, and extended family members (approximately 30 local teams or 450 local players)

- 180+ room nights captured through Traveling Sports Teams, additional 20+ rooms captured through team manager disclosure.
- \$16,372 Tourism Development Grant awarded.

#### **2023 Space Coast Cup:**

- November 11<sup>th</sup> and 12<sup>th</sup> – Viera Regional Park and Rotary Park Soccer fields
- Tournament Directors Joey Messina and Haris Memisevic:  
spacecoastcup@spacecoastsoccer.org
- Scott Armstrong, doc@spacecoastsoccer.org, 321.693.3739 – Executive Director of Space Coast United Soccer Club
- <https://www.spacecoastsoccer.org/spacecoastcup/>
- 137 teams currently registered across 30 divisions; participation details not known presently
- No grant money solicited.

#### **2022 Space Coast Cup:**

- November 12<sup>th</sup> and 13<sup>th</sup>
- Canceled due to Hurricane Ian

#### **2021 Space Coast Cup:**

- November 6<sup>th</sup> and 7<sup>th</sup> 2021 – Viera Regional Park and Wickham Park Soccer fields
- Tournament Director and tournament staff, Joey Messina, Cheryl Roe, and Lisa Girard:  
spacecoastcup@spacecoastsoccer.org
- Scott Armstrong, doc@spacecoastsoccer.org, 321.693.3739 – Executive Director of Space Coast United Soccer Club
- <https://www.spacecoastsoccer.org/spacecoastcup/>
- 102 teams participated across 21 divisions, approximately 1100+ players along with parents, siblings, and extended family members (approximately 30 local teams or 450 local players)
- \$12,990 Tourism Development Office Grant awarded.

#### **2020 Space Coast Cup:**

- November 7<sup>th</sup> and 8<sup>th</sup> 2020 – Viera Regional Park and Wickham Park Soccer fields
- Tournament Director and tournament staff, Cheryl Roe and Lisa Girard:  
spacecoastcup@spacecoastsoccer.org
- Scott Armstrong, doc@spacecoastsoccer.org, 321.693.3739 – Executive Director of Space Coast United Soccer Club
- <https://www.spacecoastsoccer.org/spacecoastcup/>

- 100 teams participated across 17 divisions, approximately 1500+ players along with parents, siblings, and extended family members (approximately 30 local teams or 450 local players)
- No Grant money solicited.



## SPACE COAST CLASH SOCCER TOURNAMENT

### 2024 Marketing Plan

#### Background Information:

- The Space Coast Clash 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 U15 age groups (8-year-olds to 15-year-olds youth) compete. In the inaugural year, 2022, 68 teams participated across 15 divisions. In 2023, the second year, 107 teams participated across 20 divisions with approximately 1000+ players along with parents, siblings and extended family attended the tournament hosted at Viera Regional Park and Wickham Park. Thirty five local teams attended and traveling teams from greater Miami, Palm Beach, Jacksonville, and Orlando areas attended.
- The Space Coast Clash is a Spring Soccer tournament to enhance the tournament offering of SCUSC and to balance against the Fall SCUSC's Space Coast Cup tournament in November. In the inaugural year of the Space Coast Clash, 2022, 68 teams participated across 15 divisions. The 2023 Space Coast Clash saw an additional increase in teams participating to 107 across 20 division with numerous returning teams. Approximately 1000+ players along

with parents, siblings and extended family attended the tournament hosted at Viera Regional Park and Wickham Park both years.

- Space Coast United Soccer Club has 612 players currently enrolled in competitive soccer programs for the 2023/2024 soccer season and 936 players participating in the Fall 2023 recreational soccer programs. Spring 2024 recreational soccer programs will open for registration in December 2023. We anticipate our Spring 2024 recreational soccer program to have comparable registration numbers as the Fall 2023 season. 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 teams and other local Brevard County soccer clubs, such as Central Brevard Soccer and Indialantic Youth Soccer Association, to compete in high-level tournaments without traveling outside of the county.
- Host a Spring and Fall tournament event with reciprocal agreements in place with two larger soccer Clubs of Florida Elite Soccer Academy (Jacksonville/Palm Coast and Tallahassee areas, approximately 11,000 club players) and Florida Kraze Krush Soccer Club (Greater Orlando areas, approximately 1,600 club players), both of which host 2+ tournaments annually, guaranteeing traveling teams and a quality level of competition across all age groups.
- Space Coast United Soccer Club 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.
- Space Coast United Soccer Club strives to be a premier soccer destination, centrally located on the East Coast of Florida, an easy drive from Greater Orlando and Central Florida, premium artificial turf fields allowing for greater weather flexibility of play, close proximity to family friendly activities in Brevard County, and one of the highest levels of competitive soccer competition in the country.

**Goal:**

- Host a successful Space Coast Clash Soccer Tournament, measured by attendance numbers, participant feedback both at an individual player and parent level, and a Club level, and the quality of soccer competition.
- Continue to grow the size of the Space Coast Clash 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 Clash a premier destination soccer tournament experience for soccer families to attend from outside of Brevard County.
- Proceeds from the tournament are primarily reserved for the proposed futsal court additions within Brevard County. Proceeds will be used primarily to enhance our Brevard County playing experience with the addition of futsal courts and to add our Club scholarship and administration funds, both to allow a greater number of youths to participate in our program. Futsal play is also a tool to raise the caliber of play with which our athletes can compete.
- 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. Our 2007 Girls won a National Title in July 2022 and our 2003 Girls won a National Title in July 2021 - We hope to leverage their success for the betterment of all female athletes in the area.

**Strategy:**

- Build upon successful past tournaments, both the fall season Space Coast Cup and spring season Space Coast Clash – encouraging past tournaments' participants to return, leverage inter Club partnerships – specifically reciprocal tournament attendance agreements with Florida Elite Soccer Academy (approx. 11,000 players) and Florida Kraze Krush Soccer Club (approx. 1,600 players), and our National League affiliations with the Elite Clubs National League and Elite Clubs National Regional Leagues. We are also in talks with Palm Beach United Soccer Club and South Orlando Soccer Club about possible reciprocal tournament agreements.
- Increase advertising sponsorship through a branding of the Space Coast United Soccer Club, Space Coast Cup (fall), Space Coast Clash (spring), and Space Coast Challenge (Recreational).
- Leverage uniqueness of Viera Regional Park seven full size artificial-turf soccer fields. Few Florida venues have artificial turf fields and fewer still have such a large number of lighted artificial turf fields. Leverage also the large number of soccer fields available in close proximity to each other in Brevard County.
- Promote and provide the Space Coast Clash as a family event. Most youth athletes attend events with their parents and immediate family. A successful tournament experience provides off-field activities attractive to the non-athlete family members 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. Visiting team handout includes highlights of Brevard County area attractions.



- Highlight Viera infrastructure – brand-new hotels walking distance from the fields, abundant food options within 5-mile radius of the fields, and easy on/off access from I-95, all add to the ease and convenience of attending.

## ANNUAL CAMPAIGN

- Space Coast Clash tournament - Stay-to-Play Youth Soccer Tournament Saturday, April 6th through Sunday, April 7th, 2024, for Junior Division (U9 to U14 boys and girls) and Senior Division (U15 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. 2024 will be the third year Space Coast United Soccer Club is running this annual Spring tournament. 2024 is the third year SCUSC is requesting a grant for the Space Coast Clash soccer tournament.

### Creative Brief:

- Space Coast United Soccer Club endeavors to teach youth ages 2 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 Clash is the Spring 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, traveling 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 twelve 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, Space Coast Clash, and Space Coast Recreational Challenge.

- Utilize hashtag #spacecoastclash and #spacecoasttournament 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 Clash 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 Clash is a premier youth soccer tournament.
- Space Coast Florida is a premier destination for soccer play.

#### **KPIs:**

- Increased year-over-year team registration.
- Increased number of girls' teams' participation.
- 1001+ lodging room nights.

#### **Tactics:**

- Leverage the advantages our Club employs. Seven artificial 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. All seven fields at Viera Regional Park have lights - increasing 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 highways for easy navigation.

- Entry fees for the Space Coast Cup are planned at the following levels: U8-U10 teams \$685 per, U11-U12 \$700 per, and U13-U15 \$750 per. Offering early bird pricing incentives at U8-U10 teams \$635 per, U11-U12 \$650 per, and U13-U15 \$700 per. Leveraging existing reciprocal attendance agreements with Florida Elite Soccer Academy and Florida Kraze Krush Soccer Club, should generate revenue of approximately \$27,000.

Annual Campaign	Markets	Notes	Budget
<b>Required Sports Personnel (Referees)</b>	Greater Florida – word of mouth, 100+ referees working across the State	2023 actual \$15,900 (includes assignor fee & payment service fee)	\$19,000
Marketing and Programming Expenses	Seen by visiting Soccer Clubs located throughout Florida State	POS Signage 2023 actual \$0	\$300
<b>Non-monetary Awards (medals and trophies)</b>	Advertise on Social Media Awards – Finalist and Champion medals, 1 trophy per division, Greater Florida Market – include footage in video recap of event for future advertisements	2023 actual \$4,500	\$6,000
<b>Required Sports Personnel (Trainer)</b>	Trainer word of mouth at other tournaments he/she works	2023 actual \$1,900	\$2,500

## Seasonal Campaign

- Space Coast Clash tournament - Stay-to-Play Youth Soccer Tournament Saturday, April 6th through Sunday, April 7th, 2024, for Junior Division (U9 to U14 boys and girls) teams and Senior Division U15 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. 2024 will be the third year Space Coast United Soccer Club is running this annual Spring tournament. 2023 is the third year SCUSC is requesting a grant for the Space Coast Cup soccer tournament.

#### **Creative Brief**

- Space Coast United Soccer Club endeavors to teach youth ages 2 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 Clash and Space Coast Cup are the title soccer tournaments in Space Coast United Soccer Club's branding of our youth athletic programs.

#### **Targeting**

- Youth soccer players, ages 8 years old to 15 years old, traveling 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 twelve 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, Space Coast Clash and Space Coast Recreational Challenge.

- Utilize hashtag #spacecoastclash and #spacecoasttournament 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 Clash is a premier youth soccer tournament.
- Space Coast Florida is a premier destination for soccer play.

#### **KPIs**

- Increased year-over-year team registration.
- Increased number of girls' teams' participation.
- 1001+ 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. All seven fields at Viera Regional Park have lights- increasing 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 highways for easy navigation.

- Entry fees for the Space Coast Cup are planned at the following levels: U8-U10 teams \$685 per, U11-U12 \$700 per, and U13-U14 \$750 per. Offering early bird pricing incentives at U8-U10 teams \$635 per, U11-U12 \$650 per, and U13-U14 \$700 per. Leveraging existing reciprocal attendance agreements with Florida Elite Soccer Academy and Florida Kraze Krush Soccer Club, should generate revenue of approximately \$27,000.

Campaign	Markets	Notes	Budget
<b>Required Sports Personnel (Referees)</b>	Greater Florida – word of mouth, 100+ referees working across the State	2023 actual \$15,900 (includes assignor fee & payment service fee)	\$19,000
Marketing and Programming Expenses	Seen by visiting Soccer Clubs located throughout Florida State	POS Signage 2022 actual \$0	\$300
<b>Non-monetary Awards (medals and trophies)</b>	Advertise on Social Media Awards – Finalist and Champion medals, 1 trophy per division, Greater Florida Market	2023 actual \$4,000	\$6,000
<b>Required Sports Personnel (Trainer)</b>	Trainer word of mouth at other tournaments he/she works	2023 actual \$1,900	\$2,500





## SPACE COAST CLASH SOCCER TOURNAMENT

### 2024 Event Plan

#### Background Information:

- The Space Coast Clash 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 U15 age groups (8-year-olds to 15-year-olds youth) compete. In the inaugural year, 2022, 68 teams participated across 15 divisions. In 2023, the second year, 107 teams participated across 20 divisions with approximately 1000+ players along with parents, siblings and extended family attended the tournament hosted at Viera Regional Park and Wickham Park. Thirty five local teams attended with additional teams from greater Miami, Palm Beach, Jacksonville, and Orlando areas.
- In the 2022-23 Season, SCUSC had 515 players enrolled in competitive soccer programs and 1460 players participating in recreational soccer programs. For the 2023-2024 Season, SCUSC has 612 players enrolled in competitive soccer programs and 936 players participating in the fall recreational soccer program. We will open spring 2024 recreational soccer program registrations in December 2023. SCUSC players are primarily from Brevard County ranging from Mims to Grant. Youth ages two through 19 years old participate in multiple levels of soccer play, from beginner to competitive / college prep.

**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 teams and other local Brevard County soccer clubs, such as Central Brevard Soccer and Indialantic Youth Soccer Association, to compete in high-level tournaments without traveling outside of the county.
- Host a Spring and Fall tournament event with reciprocal agreements in place with two larger soccer Clubs of Florida Elite Soccer Academy (Jacksonville/Palm Coast and Tallahassee areas, approximately 11,000 club players) and Florida Kraze Krush Soccer Club (Greater Orlando areas, approximately 1,600 club players), both of which host 2+ tournaments annually, guaranteeing traveling teams and a quality level of competition across all age groups.
- Space Coast United Soccer Club strives to provide a safe, friendly environment, conducive to soccer competition in compliance with all Federal, State, County, and League requirements.
- Space Coast United Soccer Club endeavors to increase access to the sport of soccer regardless of gender, race, and/or socio-economic situations to all youth in Brevard County.
- Space Coast United Soccer Club strives to be a premier soccer destination, centrally located on the East Coast of Florida, an easy drive from Greater Orlando and Central Florida, premium artificial turf fields allowing for greater weather flexibility of play, proximity to family friendly activities in Brevard County, and one of the highest levels of competitive soccer competition in the country.

**Goal:**

- Host a successful Space Coast Clash Soccer Tournament, measured by attendance numbers, participant feedback both at an individual player and parent level, and a Club level, and the quality of soccer competition.
- Continue to grow the size of the Space Coast Clash 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. Winning our 2nd National title in the summer of 2022 should help with this.
- 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 are primarily reserved for the proposed futsal court additions to Brevard County. Proceeds will be used primarily to enhance our Brevard County playing experience with the addition of futsal courts and to add to our Club scholarship and administration funds, both to allow a greater number of youths to participate in our program. Futsal play is also a tool to raise the caliber of play with which our athletes can compete.
- 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. Our 2007 Girls won a National Title in July 2022 and our 2003 Girls won a National Title in July 2021 - We hope to leverage their success for the betterment of all female athletes in the area.

**Timeline:**

- Publish Tournament Dates in July/August to all previously attended Soccer Clubs/Teams.
- Open Registration in December 2023 for the April 2024 tournament (US Youth Soccer rules state formation of teams is not allowed prior to August for the season).

- Marketing and recruitment begin in December 2023. Weekly tournament committee meetings to coordinate registration, scheduling, merchandise, food vendors, referees, volunteers, etc.
- Early bird pricing in December 2023 through middle of January 2024 with registration to close March 2024.



## 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

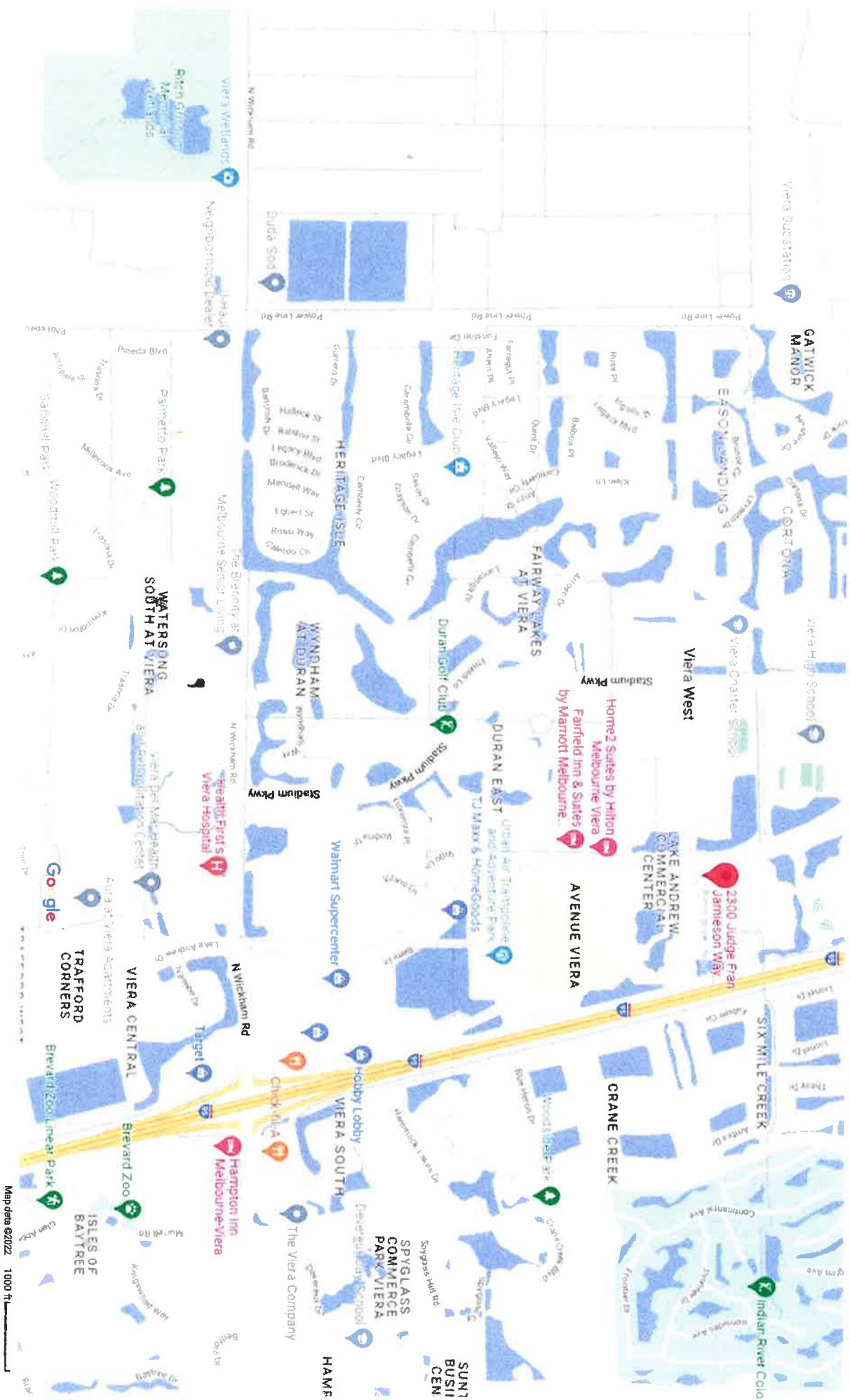


PARKING

[SPACECOASTSOCCER.ORG](http://SPACECOASTSOCCER.ORG)









SPACE COAST UNITED SOCCER CLUB

## WICKHAM PARK FIELD MAP

3500 GROTON ROAD, MELBOURNE, FL 32935

### THE SPACE COAST CUP



RESTROOM



CONCESSIONS



PARKING







# Wickham Park Overflow Parking







## Wickham Park Overflow Parking



**FY 23-24 Sports Event Grant Program**

**Score Sheet**

Event Name: Space Coast Clash Soccer Tournament

Committee Member Name: Christy Galzerano

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

**Event Maturity, Growth Potential & Overnight Visitation**

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators ..... 20 /25

(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (20 points total)**

Has an event date been secured? ..... 5 /5

Has an event location been secured? ..... 5 /5

Did the event organizer include a detailed budget? ..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

**Quality of Proposed Event (20 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 7 /10

Using the event's **Event Plan** please score the following criteria:

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 10 /10

**Total** 87 /100

**Application Checklist:** Completed Application ☒ Detailed Event Description ☒ Event Budget ☒  
Event Timeline/Schedule ☐ Event Map ☐ Event History and/or References ☐

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: Space Coast Clash Soccer tournament

Committee Member Name: Jake Hornbacher

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

#### Event Maturity, Growth Potential & Overnight Visitation

##### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators. 20 /25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured? 5 /5

Has an event location been secured? 5 /5

Did the event organizer include a detailed budget? 9 /10

Using the **Event Description Narrative** please score the following criteria:

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? 10 /10

Using the event's **Event Plan** please score the following criteria:

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? 10 /10

**Total** 91 /100

Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒  
Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: Space Coast Clash Soccer Tournament

Committee Member Name: Lynne Mims

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

#### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 9 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 4 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 13 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 10 /10

Total 86 /100

Application Checklist: Completed Application \_\_\_\_ Detailed Event Description \_\_\_\_ Event Budget \_\_\_\_  
Event Timeline/Schedule \_\_\_\_ Event Map \_\_\_\_ Event History and/or References \_\_\_\_

# FY 23-24 Sports Event Grant Program

## Score Sheet

Space Coast Clash Soccer

Chelsea Parker

CyD

Using the **Event Application** please score the following criteria:

### Event Application, Growth Potential & Overnight Visitation

(Total)

How many times has the event received sports event

from this office? 10 /10

Has the event received scoring guidance?

Yes/No

Yes/No

Points

How many significant overnight lodging stays through its participants

..... 10 /25

Projected visitation & overnights to score)

### Event Description Narrative (20 points total)

Has the event been secured? 5 /5

Has the event been secured? 5 /5

Has the event include a detailed budget? 8 /10

Using the **Event Description Narrative** please score the following criteria:

### Event Description Narrative (20 points total)

Does the event tell Space Coast family friendly vacation destination story with a focus on

recreation, fitness and/or active lifestyles, ecological or environmental

experiences that fit the Visit Space Coast brand? 8 /10

Does the event include activities that will create publicity opportunities on a regional or

national level? 8 /10

Using the event's **Event Plan** please score the following criteria:

### Event Plan (25 points total)

How many attendees outside of Brevard County that are likely to attend

..... 7 /15

Is the event consistent with Visit Space Coast target demographics

..... 7 /10

Total 68 /100

Event Application, Growth Potential & Overnight Visitation, Event Description Narrative, Event Budget

Event Plan, Event History and/or References



## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: Space Coast Clash Soccer Tournament

Committee Member Name: Fred Poppe

Committee Member Signature: Fred Poppe

Using the **Event Application** please score the following criteria:

#### Event Maturity, Growth Potential & Overnight Visitation

##### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 15 /25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 8 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

Using the event's **Event Plan** please score the following criteria:

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 8 /10

Total 81 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

# FY 23-24 Sports Event Grant Program

## Score Sheet

Conflict of Interest

Event Name: Space Coast Cash for a Tournament

Committee Member Name: James E. E. E. E.

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

#### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ...../10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators...../25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?...../5

Has an event location been secured?...../5

Did the event organizer include a detailed budget?...../10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ...../10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? .....10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ...../15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?...../10

Total ...../100

Application Checklist: Completed Application \_\_\_\_ Detailed Event Description \_\_\_\_ Event Budget \_\_\_\_

Event Timeline/Schedule \_\_\_\_ Event Map \_\_\_\_ Event History and/or References \_\_\_\_

If son is a member of the Space Coast United Competitive Team and will more likely than not participate in the event, therefore I must recuse myself.

# FY 23/24 Sports Grant Program Application, Cycle #2

Response ID:3 Data

## 2. (untitled)

### 1. Applicant Information-

#### What is the event title?

ESA's 2024 Southeast Regional Surfing Championship

## 3. (untitled)

### 2. Applicant Contact Information-

#### Organization Name

Eastern Surfing Association

#### First Name

Michelle

#### Last Name

Sommers

#### Job Title

Executive Director

#### Mailing Address

PO Box 4736

#### Apt/Suite/Office

PO Box 4736

#### City

Ocean City

#### State

Maryland

#### Zip

21843

#### Country

#### Email Address

centralhq@surfesa.org

#### Phone Number



13029881953

**Mobile Phone**

14102518583

**Website URL**

www.surfesa.org

**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.....**

04/12/2024

5. (untitled)

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

The ESA's Southeast Regionals is an annual event that brings surfers from all over the state of Florida, Georgia and Alabama to compete to qualify for the ESA's Easterns Championship held each September. Amateur surfers of all ages and genders come to the Space Coast for a three-day weekend of surf at this family-friendly event.

6. (untitled)

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

Paradise Beach Park, 2301 N Highway A1a, Melbourne, FL 32903

**7. Has your location, venue or facility been secured?**

Yes

7. Estimated Event Attendance

**8. Total Participants (competitors, coaches, trainers, officials, etc...)**

**How many total participants are expected to attend your event?**

Out-of-State Participants : 75

Overnight In-State Participants : 275

Day Trip In-State Participants : 25

**9. Total Spectators (fans, family, friends, etc...)**

**How many total spectators are expected to attend your event?**

Out-of-State Spectators : 100

Overnight In-State Spectators : 750

Day Trip In-State Spectators : 1500

**10. Total Media (Reporters, TV, News Outlets, etc...)**

**How many total Media are expected to attend your event?**

Out-of-State Media : 3

Overnight In-State Media : 3

Day Trip In-State Media : 5

**8. (untitled)**

**11. How much event grant support are you requesting?**

22500.00

**12. 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

Rights fees

Sanction fees

Other - please specify: Live webcast

**9. (untitled)**

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

1200

**14. Have you secured hotel and/or lodging partners?**

Yes

**15. Please provide the name(s) and locations of your hotel and/or lodging partners:**

Crowne Plaza

Fortebello Beachside Townhomes

**10. (untitled)**

**16. 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

[ESA\\_SERSC\\_Event\\_history.docx](#)

### 11. (untitled)

**17. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?**

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

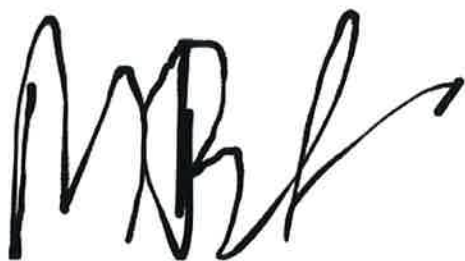
Yes

### 12. (untitled)

18.

#### 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: Michelle Sommers

### 13. (untitled)

#### 19. 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 [Sports@VisitSpaceCoast.com](mailto:Sports@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 May 3, 2022, 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)

---

##### **20. 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\\_1\\_-\\_Event\\_location\\_map.png](#)

[Attachment\\_2\\_-\\_Event\\_Plan,\\_Schedule.docx](#)

[Attachment\\_3\\_-\\_Event\\_budget.xlsx](#)

[Attachment\\_4\\_-\\_Event\\_marketing\\_plan.docx](#)

#### 15. Thank You!

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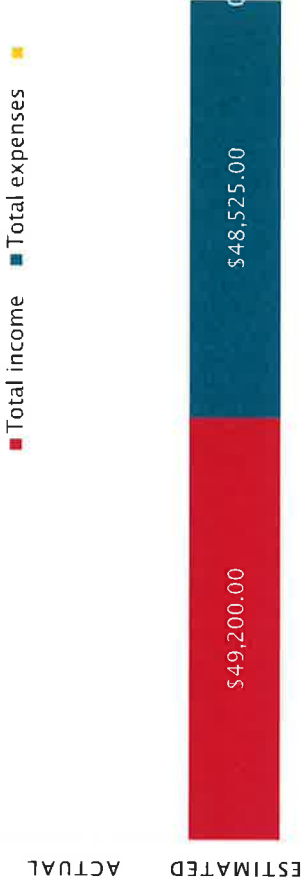
##### **New Send Email**

Nov 01, 2023 21:11:57 Success: Email Sent to: [centralhq@surfesa.org](mailto:centralhq@surfesa.org)

# Event Budget for Event Name

## PROFIT Loss Summary

	Estimated	Actual
Total income	\$49,200.00	\$0.00
Total expenses	\$48,525.00	0
Total profit (or loss)	\$675.00	\$0.00



# Event Budget for Event Name

## EXPENSES

TOTAL EXPENSES			Estimated	Actual
			\$48,525.00	\$0.00

Site	Estimated	Actual	Other	Estimated	Actual
Venue/Facility	\$500.00		Officials lodging	\$6,500.00	
Site staff	\$3,940.00		Officials travel	\$4,250.00	
Equipment	\$5,000.00		Food for officials	\$1,750.00	
Rentals	\$4,500.00				
Total	\$13,940.00	\$0.00	Total	\$12,500.00	\$0.00

Supplies	Estimated	Actual	Program	Estimated	Actual
			Officials	\$14,000.00	
			Speakers	\$0.00	
			Insurance/Permits	\$3,000.00	
			Other		
Total	\$0.00	\$0.00	Total	\$17,000.00	\$0.00

Marketing/Media	Estimated	Actual	Prizes	Estimated	Actual
Social Media	\$1,000.00		Ribbons/Plaques/Trophies	\$4,500.00	
Photography	\$750.00		Non-Monetary Gifts	\$3,000.00	
Webcast	\$5,500.00		Total	\$7,500.00	\$0.00
Total	\$7,250.00	\$0.00			

Miscellaneous	Estimated	Actual			
Webcast	\$2,000.00				
Banners	\$500.00				
Jerseys	\$500.00				

Total

\$3,000.00

\$0.00

Event Budget for Event Name

INCOME

TOTAL INCOME		Estimated	Actual
		\$42,200.00	\$0.00

ADMISSIONS/REGISTRATIONS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
250		Entry Fees		\$44,000.00	\$0.00
				\$0.00	\$0.00
				\$0.00	\$0.00
Total				\$26,000.00	\$0.00

SPONSORSHIPS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
		Grant	\$20,000.00	\$20,000.00	\$0.00
				\$0.00	\$0.00
				\$0.00	\$0.00
Total				\$20,000.00	\$0.00

EXHIBITORS/VENDORS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
				\$0.00	\$0.00
				\$0.00	\$0.00
Total				\$0.00	\$0.00

SALE OF ITEMS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
10		Items @	\$20.00	\$200.00	\$0.00
		Items @		\$0.00	\$0.00



Total

Items @  
Items @

\$0.00  
\$0.00  
\$200.00

\$0.00  
\$0.00  
\$0.00



## ESA 2024 SOUTHEAST REGIONAL SURFING CHAMPIONSHIP

April 12-14, 2024

### Event History

The ESA's Southeast Regional Surfing Championship has been held at Paradise Beach Park since 2014 as the Space Coast is the central location for the ESA's Southeast districts and it has a high probability of providing consistent surf for the contest.

The event is held a week after Easter each spring and sets the schedule for the remaining two regionals that the ESA offers – the Mid-Atlantic and Northeast. All three events are qualifiers of the ESA's Easterns, which is held every September in the Outer Banks, North Carolina. The SE Regionals brings over 200 competitors and their families to the Space Coast for a three-day weekend. Most competitors rent hotels rooms, condos or stay with friends. The location is a public beach park so determining the exact number of spectators and attendees is difficult and the tourism bureau has worked with the ESA to estimate the total number of spectators from out-of-county.

The ESA can account for its competitors and officials regarding their room nights, but it is nearly impossible to determine where all the spectators are staying due to the public access that everyone is entitled to for this event. It is a free, family-friendly event for three days over the weekend in April.

Total number of competitors and officials from out-of-county are approximately 275, but with family members, it is estimated to be approximately 688. Additional spectators from out-of-

county attending for the weekend is likely well over 1500 if the weather is nice as the beach park parking is usually full by 11am each day.

9:07



← Howard E. Futch Memori... X

See nearby attractions

Ichabod's Beachside  
Bar & Grille

Less busy than usual



Paradise Treats.  
Yummy Steaks



Beach E-Bikes  
Rentals & Sales



Paradise Treats



Howard E. Futch  
Memorial Park at...



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## **ESA 2024 SOUTHEAST REGIONAL SURFING CHAMPIONSHIP**

### **2023/2024 Marketing Plan**

#### **Background Information:**

- Three-day surfing event at Paradise Beach Park in Melbourne Beach, Florida April 12-14, 2024. Surfers from Florida, Georgia and Alabama compete to qualify for a slot to compete in the ESA's 2024 Easterns® held every September.

#### **Objective:**

- The ESA wants to gain exposure at the national and international level since surfing is growing around the world. This event gives East Coast amateur surfers the experience and potential opportunity to compete a larger surfing events nationally.

#### **Goal:**

- To grow the financial support of this event with endemic and non-endemic sponsors in order to provide professional-level quality that includes webcasts, social media outreach and photography.

## **Strategy:**

### **Pre-event:**

- Post event location & dates on ESA's website and event webpage by May 2023.
- Post event location & dates on poster for ESA booth at Surf Expo in Jan 2024.
- Create social media awareness beginning Feb 2024 at same time event registration opens including:
  - o Create Facebook event page
  - o Post previous SE regional photos & videos
  - o Share recent event recap videos, photos, etc.
- Contact area businesses who may wish to support the event.
- Work with Florida's Space Coast Office of Tourism to allow event exposure on its wide reach.
- Emails to ESA's 7000+ members
- Press releases two- and one-week out.
- ESA partner Surflife to post event location & dates on regional area surf report pages.
- ESA will reach out to FOX Weather & The Weather Channel about possible event plugs as they have done in the past.

### **During event:**

- Photos and video clips posted on ESA's social media pages throughout the days of event.
- Live webcast to run all three days offering commercials for high-level sponsors and running daily recap videos.
- Eastern Surf Magazine to post daily photo albums on ESA's FB page.
- Post results following main divisions.

### **Post-event:**

- Final event recap video.
- Full press release of event sent to all media outlets.
- Eastern Surf Magazine will provide online photo feature of the full event (adult & youth divisions).
- Video recaps will air on the live webcasts of the remaining three ESA championship events and 2024 Easterns®.

## ANNUAL CAMPAIGN

- To promote upcoming ESA events using promo materials from these big events that showcase all that the organization offers.

### Targeting:

- Continue to target surfers along the East Coast into the ESA, and specifically the ones from FL, GA & AL for the Southeast Regionals.

### Campaign Strategy:

- Utilize the webcasts, photography and video recaps to promote upcoming events as well as promote the professionally-run event with WSL judges, computer scoring, professional announcers, etc.

### Key Message:

- Family-friendly event that encourages learning and competitiveness of all ages, but also provides a pathway to those who wish to take competitive surfing to another level.

Annual Campaign	Markets	Notes	Budget

# Seasonal Campaign

- See above as we promote year-round.

## Creative Brief

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

## Targeting

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

## Campaign Strategy

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## Key Message

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## KPIs

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## Tactics

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Campaign	Markets	Notes	Budget





## **ESA 2024 SOUTHEAST REGIONAL SURFING CHAMPIONSHIP**

**April 12-14, 2024**

### **Event Plan**

#### **Thursday, April 11, 2024**

- ESA logistics crew arrives with ESA trailer
- Scaffolding gets erected and dressed with ESA banners.
- Sponsor tents are set-upj
- ESA officials arrive for Friday morning start.

#### **Friday, April 12, 2024**

- The event begins at 8am with a 6:30am call for set-up.
- The live webcast begins with first heat of the day and runs through entire day.
- Last heats are run at approx 5-6pm.

#### **Saturday, April 13, 2024**

- The event begins at 8am with 6:30am call for set-up.
- Live webcast continues throughout the day.
- Final heats are run at end of the day.

**Sunday, April 14, 2024**

- The event begins at 8am with 6:30am call for set-up.
- Live webcast continues throughout the day.
- Final heats are run at end of the day.
- Logistics crew removes all items from beach and scaffolding.

**FY 23-24 Sports Event Grant Program**

**Score Sheet**

Event Name: ESA's 2024 Southeast Regional Surfing Championships

Committee Member Name: Christy Galzerano

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

**Event Maturity, Growth Potential & Overnight Visitation**

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☒ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20 /25

(Use the application projected visitation & overnights to score)

**Soundness of Proposed Event (20 points total)**

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

**Quality of Proposed Event (20 points total)**

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

Using the event's **Event Plan** please score the following criteria:

**Soundness of Event Plan (25 points total)**

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 10 /10

**Total** 87 /100

Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒  
Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: ESA's 2024 Southeast Regional Surfing Championship

Committee Member Name: Jake Hornbacher

Committee Member Signature: 

*Using the Event Application please score the following criteria:*

#### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☒ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators ..... 20 /25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured? ..... 5 /5

Has an event location been secured? ..... 5 /5

Did the event organizer include a detailed budget? ..... 8 /10

*Using the Event Description Narrative please score the following criteria:*

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 8 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

*Using the event's Event Plan please score the following criteria:*

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 10 /10

Total 81 /100

Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒  
Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: ESA Surfing Championships

Committee Member Name: Lynne Mims

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

#### Event Maturity, Growth Potential & Overnight Visitation

##### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☒ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 25 /25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 4 /10

Using the event's **Event Plan** please score the following criteria:

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 13 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 8 /10

Total 87 /100

Application Checklist: Completed Application \_\_\_\_ Detailed Event Description \_\_\_\_ Event Budget \_\_\_\_  
Event Timeline/Schedule \_\_\_\_ Event Map \_\_\_\_ Event History and/or References \_\_\_\_

# FY 23-24 Sports Event Grant Program

## Score Sheet

ESA SE Regional Sorting  
 Chelsea Parker  
 [Signature]

Using the **Event Application** please score the following criteria:

- 1. Security, Growth Potential & Overnight Visitation (Local)
  - 2. Date of the application how many times has the event received sports event funding from this office? 7 /10
  - 3. Include a plan for scoring guidance) 7 /10
  - 4. Total points 20 /25
  - 5. To achieve significant overnight lodging stays through its participants (Projected visitation & overnights to score)
- 6. Proposed Event (20 points total)
  - 7. Is secured? 5 /5
  - 8. Is secured? 5 /5
  - 9. Include a detailed budget? 7 /10

Using the **Event Description Narrative** please score the following criteria:

- 10. Proposed Event (20 points total)
  - 11. Visit Space Coast family friendly vacation destination story with a focus on fitness, health, fitness and/or active lifestyles, ecological or environmental experiences that fit the Visit Space Coast brand? 10 /10
  - 12. Only unique qualities that will create publicity opportunities on a regional or national level? 8 /10
  - 13. Compelling reason for people to visit the Space Coast? 8 /10

Using the event's **Event Plan** please score the following criteria:

- 14. Event Plan (25 points total)
  - 15. Potential visitors outside of Brevard County that are likely to attend 10 /15
  - 16. Get an audience consistent with Visit Space Coast target demographics 8 /10
  - 17. Total 40 /100
- 18. Completed Application Detailed Event Description Event Budget
- 19. Agency/School Event Application Event History and/or References

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: ESA SE Regional Surfing Championships

Committee Member Name: Fred Poppe

Committee Member Signature: Fred Poppe

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

#### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7/10  
(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☒ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20/25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5/5

Has an event location been secured?..... 5/5

Did the event organizer include a detailed budget?..... 10/10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10/10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8/10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 15/15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 8/10

Total 88 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: ESA 2024 Southeast Regional Surfing Comp.

Committee Member Name: Jamie Teper

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 7 /10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 17 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 4 /5

Has an event location been secured?..... 4 /5

Did the event organizer include a detailed budget?..... 6 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 7 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 1 /0

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 3 /10

Total 60 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_

Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_



2. (untitled)

1. Applicant Information-

What is the event title?

Hurricane Classic Soccer Tournament

3. (untitled)

2. Applicant Contact Information-

Organization Name

Central Brevard Soccer, Inc

First Name

Elizabeth

Last Name

Porter

Job Title

Board of Directors

Mailing Address

P.O. Box 540241

Apt/Suite/Office

N/A

City

Merritt Island

State

FL

Zip

32953

Country

Email Address

info@centralbrevardsoccer.com

Phone Number

321-863-1161 Elizabeth

**Mobile Phone**

321-271-6583 Jenna

**Website URL**

www.centralbrevardsoccer.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.....**

08/17/2024

5. (untitled)

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

Central Brevard Soccer hosts competitive youth soccer tournaments for boys and girls, ages 8-19. Teams register & compete as either co-ed or all-girls teams.

All teams play in a round-robin format with a minimum of three games guaranteed (2 games Saturday and one game Sunday, minimum)

Lower-ranked teams play in consolation games as their fourth game on Sunday afternoon.

Top-ranked teams advance to the semifinals & finals, where a champion is named for each age group, for both boys & girls.

The tournament concludes by Sunday night and includes an awards presentation.

6. (untitled)

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

Merritt Island: Mitchell Ellington Park & Kelly West. Port St John: Space Coast Community Park

**7. Has your location, venue or facility been secured?**

Yes

7. Estimated Event Attendance

**8. Total Participants (competitors, coaches, trainers, officials, etc...)**

**How many total participants are expected to attend your event?**

Out-of-State Participants : 0

Overnight In-State Participants : 1,000

Day Trip In-State Participants : 1,050

**9. Total Spectators (fans, family, friends, etc...)**

**How many total spectators are expected to attend your event?**

Out-of-State Spectators : 0

Overnight In-State Spectators : 2,000

Day Trip In-State Spectators : 2,000

**10. Total Media (Reporters, TV, News Outlets, etc...)**

**How many total Media are expected to attend your event?**

Out-of-State Media : 0

Overnight In-State Media : 0

Day Trip In-State Media : 10

**8. (untitled)**

**11. How much event grant support are you requesting?**

15,000

**12. 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)**

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

1,000

**14. Have you secured hotel and/or lodging partners?**

No

**Please provide the name(s) and locations of your hotel and/or lodging partners:**

**10. (untitled)**

**15. 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

[Central\\_Brevard\\_Soccer\\_Sport\\_Grant\\_Application\\_-\\_Events\\_info\\_11032023.docx](#)

#### 11. (untitled)

**16. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?**

*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)

### 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:

#### 13. (untitled)

### 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 [Sports@VisitSpaceCoast.com](mailto:Sports@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 May 3, 2022, 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)**

---

**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**

#### **15. Thank You!**

---

**New Send Email**



**Central Brevard Soccer, Inc. (CBS)**  
**FEI/EIN 59-2193805**  
**Mitchell Ellington Park, Merritt Island, FL**

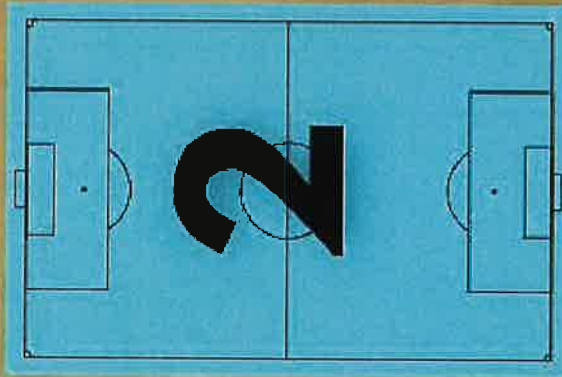
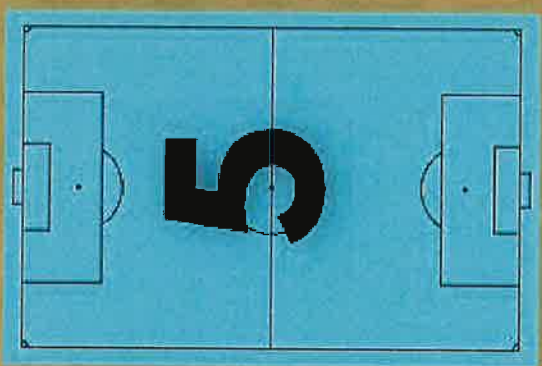
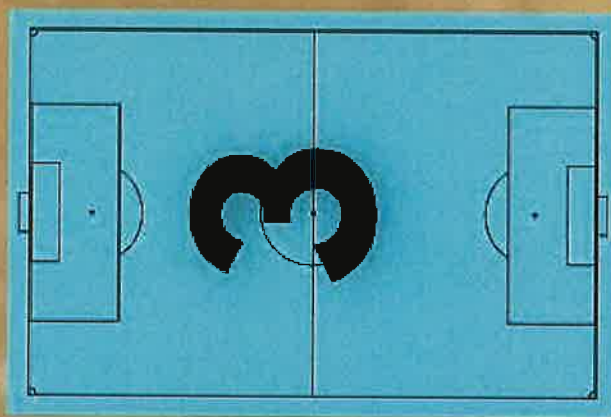
**Previous location & dates:** Hurricane Classic, Merritt Island: August 19-20, 2023. Winter Classic, Merritt Island: January 28-29, 2023. Hurricane Classic, Merritt Island: August 20-21, 2022

**Reference name & contact information:** Marcus Herman, 321-652-5980. Scott Carswell 321-223-4960, Brian Rye 321-394-5083

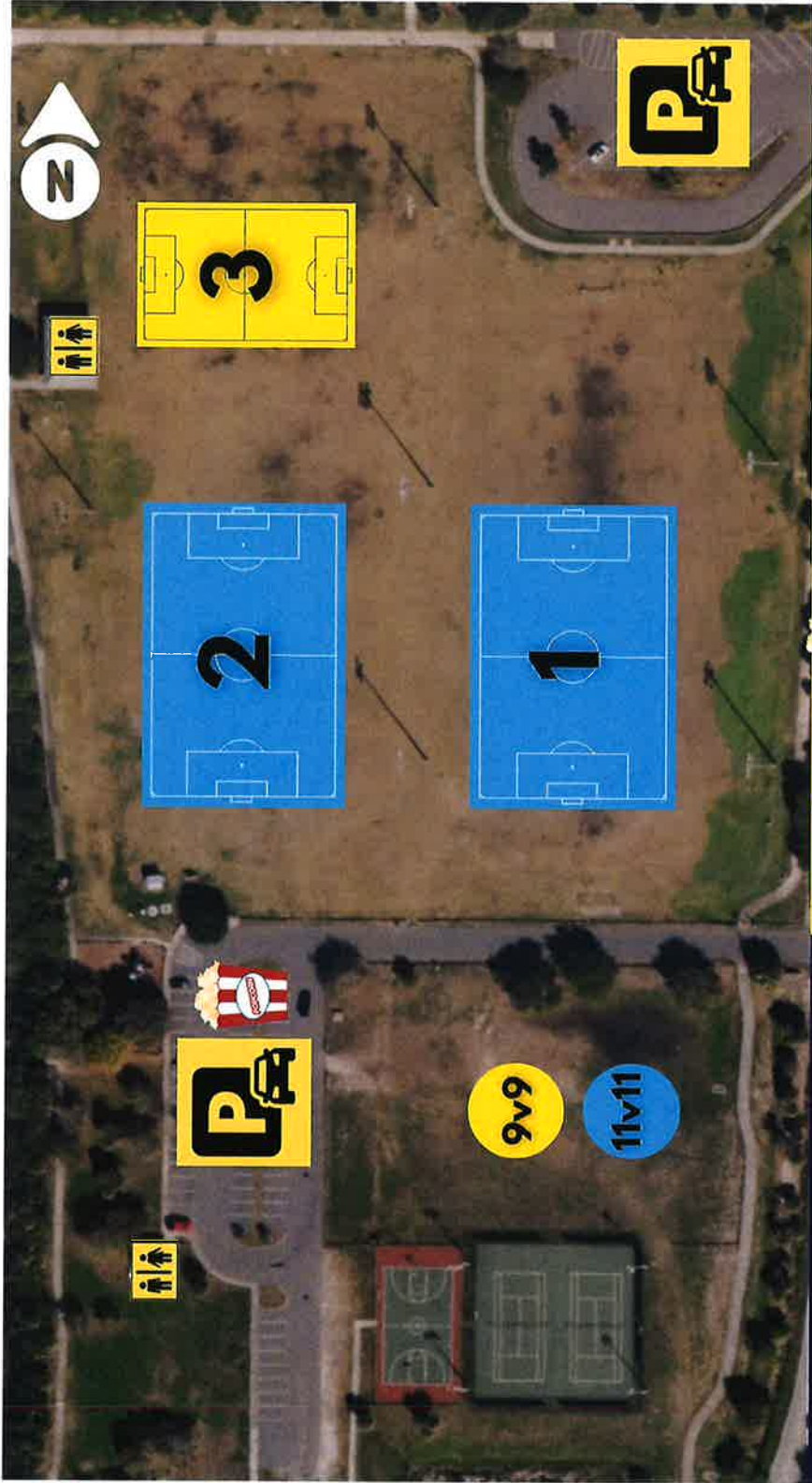
**Total out-of-county participants: Approximately 1,000 out-of-county players, Approximately 3,000 out-of-county attendees (2 family members per player)** Historically, our tournaments host 100-115 teams from all over the state of Florida. Teams average 15 players, with all teenage-aged teams averaging 18 players. Our most recent tournament hosted 111 teams, with 64 of those teams coming from outside of Brevard County.

**Total number of room nights** \* We have not tracked this in the past.

**Central Brevard Soccer PO Box 540241 Merritt Island, FL 32954-0241**  
**A Non-Profit Organization**







Kelly Park West, Merritt Island  
2455 N Banana River Dr



REST  
ROOMS



FOOD &  
DRINKS

415





# CENTRAL BREVARD SOCCER

## 2023 Community IMPACT

### *About Us*

**1982** 

CENTRAL BREVARD SOCCER WAS ESTABLISHED AS A NON-PROFIT ORGANIZATION

EACH YEAR, CENTRAL BREVARD SOCCER'S YOUTH PROGRAM SERVES

**1,400** 

BREVARD COUNTY CHILDREN

EACH SEASON INCLUDES APPROX

**55 TEAMS**

MITCHELL ELLINGTON PARK:

**2 LIGHTED FIELDS**

**6 ADDITIONAL FIELDS**



IN DECEMBER 2022, CBS PAID PARKS & REC \$7,000 TO HAVE FIELDS SEEDED

SPRING SEASON:

**JANUARY-JUNE**

FALL SEASON:

**AUGUST-DECEMBER**



### *Economic Impact*

**200**   

VISITORS EACH IN-SEASON WEEKEND (AVERAGE 10-12 HOME GAMES)

OUR JANUARY & AUGUST TOURNAMENTS BRING IN APPROX

**3,000 FAMILIES**



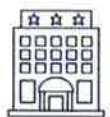
**85%**

INCLUDE 2 NIGHT HOTEL STAYS

IN DECEMBER 2022, WE HOSTED

**1,000+ PLAYERS**

OVER 2 WEEKENDS FOR OLYMPIC DEVELOPMENT PROGRAM TRAINING



PREMIER HOSTING SITE FOR

**3V3 TOURNAMENTS**

**STATE CUP**

**REGION CUP**

**WEEKEND EVENTS**



### **CBS NEWS:**

- Brevard County Commissioners recently approved additional lighting to be added to the soccer fields at Mitchell Ellington Park
- CBS Board of Directors includes local business leaders with decades of experience managing our soccer club



**Central Brevard Soccer, Inc. (CBS)**  
**FEI/EIN 59-2193805**  
**Mitchell Ellington Park, Merritt Island, FL**

Hurricane Classic, Merritt Island: August 19-20, 2024

**Event Timeline:**

Friday, August 16, 2024: All Teams in-person check-in

Saturday, August 17, 2024: Day one of Hurricane Classic Round Robin games 8:00am-6:00pm

Sunday, August 18, 2024: Day Two of Hurricane Classic. Final Round Robin games 8:00am-12:00pm  
Consolation games 12:00pm-6:00pm, Semifinal/Championship games & Awards ceremony: 12:00-6:00pm

**Central Brevard Soccer PO Box 540241 Merritt Island, FL 32954-0241**  
**A Non-Profit Organization**



**Central Brevard Soccer, Inc. (CBS)**  
**FEI/EIN 59-2193805**  
**Mitchell Ellington Park, Merritt Island, FL**

***Hurricane Classic, Merritt Island: August 19-20, 2024***

**Event Marketing:**

Central Brevard Soccer will be hosting competitive youth soccer teams from around the state for a two-day tournament.

**Marketing Objective:**

Attract soccer teams to attend the tournament. Monitor progress through the online pre-registration process. Advertise the uniqueness of our Merritt Island locations to attract families looking to play at a premier soccer event and stay to visit our Brevard County beaches, Kennedy Space Center, and many local dining options, including several waterfront restaurants exclusive to our location.

**Marketing Goal:**

Have at least 100 teams attend the event

**Marketing Strategy:**

Promote with Florida Youth Soccer Association  
Contact all soccer clubs that have previously attended  
Contact 25 soccer clubs that have not previously attended  
Social media campaigns  
Website campaigns

**Central Brevard Soccer PO Box 540241 Merritt Island, FL 32954-0241**  
**A Non-Profit Organization**

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: Hurricane Classic Soccer Tournament  
 Committee Member Name: Christy Galzerano  
 Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

#### Event Maturity, Growth Potential & Overnight Visitation

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? 10 /10

(Use points scale below for scoring guidance)

- ☒ 0-2 times: 10 points
- ☐ 3-5 times: 7 points
- ☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators. 10 /25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured? 5 /5  
 Has an event location been secured? 5 /5  
 Did the event organizer include a detailed budget? 10 /10

Using the **Event Description Narrative** please score the following criteria:

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? 7 /10

Using the event's **Event Plan** please score the following criteria:

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? 7 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? 10 /10

**Total** 44 /100

**Application Checklist:** Completed Application ☒ Detailed Event Description ☒ Event Budget ☒  
 Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: Hurricane Classic Soccer Tournament

Committee Member Name: Jake Hornbush

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators. 20 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured? 5 /5

Has an event location been secured? 5 /5

Did the event organizer include a detailed budget? 8 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? 8 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? 8 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? 10 /10

Total 84 /100

Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒

Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: Humcan Classic Soccer Tournament

Committee Member Name: Lynne Mims

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

#### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 22 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 0 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 9 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 4 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 13 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 10 /10

Total 78 /100

Application Checklist: Completed Application \_\_\_\_ Detailed Event Description \_\_\_\_ Event Budget \_\_\_\_  
Event Timeline/Schedule \_\_\_\_ Event Map \_\_\_\_ Event History and/or References \_\_\_\_

# FY 23-24 Sports Event Grant Program

## Score Sheet

Hurricane Classic Soccer

Applicant Name: Chelsea Parker

Applicant Signature: [Signature]

Using the **Event Application** please score the following criteria:

1. Event Maturity, Growth Potential & Overnight Visitation

(Maximum 10 points total)

1.1 How many times has the event received sports event

1.1.1 funding from this office? 10 /10

1.1.2 (For scoring guidance)

1.1.3 (For scoring guidance)

1.1.4 (For scoring guidance)

1.1.5 (For scoring guidance)

1.2 How many times has the event achieved significant overnight lodging stays through its participants

1.2.1 (For scoring guidance) 28 /25

1.2.2 (For scoring guidance)

1.2.3 (For scoring guidance)

1.2.4 (For scoring guidance) 5 /5

1.2.5 (For scoring guidance) 5 /5

1.2.6 (For scoring guidance) 7 /10

Using the **Event Description Narrative** please score the following criteria:

2. Event Description Narrative (20 points total)

2.1 How well does the event tell a story with a focus on

2.1.1 space, fitness and/or active lifestyles, ecological or environmental

2.1.2 experiences that fit the Visit Space Coast brand? 8 /10

2.1.3 How well does the event tell a story with a focus on

2.1.4 compelling reason for people to visit the Space Coast? 7 /10

Using the event's **Event Plan** please score the following criteria:

3. Event Plan (25 points total)

3.1 How well does the event plan show potential visitors outside of Brevard County that are likely to attend

3.1.1 (For scoring guidance) 7 /15

3.1.2 How well does the event plan show potential visitors outside of Brevard County that are likely to attend

3.1.3 (For scoring guidance) 7 /10

Total 64 /100

3.2 How well does the event plan show potential visitors outside of Brevard County that are likely to attend

3.2.1 (For scoring guidance) 7 /10

3.2.2 (For scoring guidance) 7 /10



# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: Hurricane Classic Soccer Tournament

Committee Member Name: Fred Poppe

Committee Member Signature: Fred Poppe

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 8 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 8 /10

Total 86 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_



Conflict of Interest

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: Hurricane Classic Soccer Tournament

Committee Member Name: James Teyler

Committee Member Signature: [Signature]

My son is a member of a Space Coast United competitive team and will more likely than not participate in this event; therefore I must recuse myself

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ...../10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators...../25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?...../5

Has an event location been secured?...../5

Did the event organizer include a detailed budget?...../10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ...../10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? .....10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ...../15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?...../10

Total ...../100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

2. (untitled)

1. **Applicant Information-**

**What is the event title?**

14th Annual USA Beach Running Championships

3. (untitled)

2. **Applicant Contact Information-**

**Organization Name**

Smooth Running

**First Name**

Mitch

**Last Name**

Varnes

**Job Title**

Principal

**Mailing Address**

660 Cinnamon Court

**Apt/Suite/Office**

N/A

**City**

Satellite Beach

**State**

Florida

**Zip**

32937

**Country**

**Email Address**

mitchvarnes@gmail.com

**Phone Number**

3217597200

**Mobile Phone**

3217597200

**Website URL**

www.runonthebeach.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.....**

04/28/2024

#### 5. (untitled)

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

14th Annual USA Beach Running Championships features a 10k and 10 Miler on the low tide and hard-packed sands of Cocoa Beach. The race is sanctioned by USA Track & Field, starts at sunrise and finishes with an after party and awards celebration on the beach. This race showcases the beauty of our beaches, always a beautiful sunrise and often our birds and marine wildlife to runners and walkers as they progress on the out and back course.

#### 6. (untitled)

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

Shepard Park / 200 East Cocoa Beach Causeway / Cocoa Beach

#### 7. Has your location, venue or facility been secured?

Yes

#### 7. Estimated Event Attendance

#### 8. Total Participants (competitors, coaches, trainers, officials, etc....)

**How many total participants are expected to attend your event?**

Out-of-State Participants : 100

Overnight In-State Participants : 400

Day Trip In-State Participants : 400

**9. Total Spectators (fans, family, friends, etc...)**

**How many total spectators are expected to attend your event?**

Out-of-State Spectators : 300

Overnight In-State Spectators : 600

Day Trip In-State Spectators : 400

**10. Total Media (Reporters, TV, News Outlets, etc...)**

**How many total Media are expected to attend your event?**

Out-of-State Media : 1

Overnight In-State Media : 1

Day Trip In-State Media : 1

**8. (untitled)**

**11. How much event grant support are you requesting?**

7000.00

**12. 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)

Rights fees

Sanction fees

**9. (untitled)**

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

400

**14. Have you secured hotel and/or lodging partners?**

Yes

**15. Please provide the name(s) and locations of your hotel and/or lodging partners:**

Inn at Cocoa Beach, Hampton Inn Cocoa Beach, Courtyard Cocoa Beach, Cocoa Beach Suites, Cocoa Beach Hilton

**10. (untitled)**

**16. 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

[USA\\_Beach\\_Running\\_Championships\\_Historic\\_Numbers\\_for\\_2024\\_application.docx](#)

11. (untitled)

17. **As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?**

*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)

18.

**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)

19. **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 [Sports@VisitSpaceCoast.com](mailto:Sports@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 May 3, 2022, 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 USA Beach Running Championships is a very unique foot racing event and has both a shod and barefoot division. The race is popular with out of towners who do not have ready access to a beach and especially the flat hard-packed low tide beaches we experience in Cocoa Beach. It is a USA Track & Field sanctioned event, with the field being about 73% female on average. We have learned through our surveys and via social media posts that women often make this a "girls weekend at the beach" with the excuse of our race being their draw.

#### 14. (untitled)

---

##### **20. 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\\_10\\_course\\_map.png](#)

[USA\\_Beach\\_Running\\_Championships\\_2024\\_Operational\\_Budget.docx](#)

[USA\\_Beach\\_Running\\_Championships\\_2024\\_timeline\\_and\\_routing.docx](#)

[USA\\_Beach\\_Running\\_Championships\\_2024\\_Marketing\\_Plan.docx](#)

[beach\\_run\\_2023\\_start\\_2.jpg](#)

[Beach\\_Run\\_2024\\_marketing\\_card\\_1.jpg](#)

[beach\\_run\\_2024\\_marketing\\_card\\_2.jpg](#)

[Beach\\_run\\_pic\\_girl\\_high\\_fiving\\_kid.jpg](#)

[021\\_RThomson\\_US\\_Bch\\_Run\\_Chmp.jpg](#)

[Beach\\_Run\\_2023\\_FFF\\_tent\\_and\\_watermelon\\_eating.JPG](#)

#### 15. Thank You!

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##### **New Send Email**

Nov 03, 2023 15:36:28 Success: Email Sent to: [mitchvarnes@gmail.com](mailto:mitchvarnes@gmail.com)

Working Operating Budget

USA Beach Running Championships / April 28, 2024

\$2,500 – City permitting and city police supporting costs

\$7,000 – Shirts for athletes

\$3,600 – Branded Running Caps for Athletes

\$4,500 – Finisher medals for athletes

\$1,200 – Awards for athletes

\$1,800 – Staffing

\$800 – Medical Support

\$2,500 – Course and post-race amenities for athletes

\$6,000 – Advertising and marketing

\$850 – USA Track & Field sanction fee (includes insurance for event and athletes)

\$4,500 – Timing costs

\$1,400 – Rental of 2 light towers and side by side vehicles

\$2,500 – Course signage and banners

\$1,500 – Incidental/contingency expenses

---

\$40,650 – Estimated Total Planning and Operational Costs

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November 1, 2023

**USA Beach Running Championships Previous locations and dates:**

- The USA Beach Running Championships has been hosted at Shepard Park in Cocoa Beach since 2014 and was previously based a few years at the Cocoa Beach Pier. The race is typically held in early to mid-May of each year. The 2024 races will be held in late April as a suitable weekend low tide was not available in May 2024.

The event is timed around an early morning low tide to provide for optimum running conditions.

- Prior to the 2020 pandemic, the race regularly drew more than 1,000 entrants.
- The 2020 event was moved from springtime to November due to the pandemic and drew about 600 runners.
- The 2021 event was again held in May and attracted 800 runners.
- The 2022 race drew just over 700 runners.
- The 2023 race attracted more than 900 total runners.

**Reference Names & Contact Information:**

Mitch Varnes, Event Director

321-759-7200

[mitchvarnes@gmail.com](mailto:mitchvarnes@gmail.com)

Laird McLean, Cocoa Beach Recreation Director

[lmclean@cityofcocoa-beach.com](mailto:lmclean@cityofcocoa-beach.com)

**Total Out-of-County Participants:**

- The event regularly draws about 400-600 out of county participants as at least half of the field comes from outside of Brevard County; particularly from inland areas such as Orlando where they cannot run on a beach. The majority of these out of town runners make a weekend at the beach as a point of their running the races.

**Total Number of Room Nights:**

- This event is marketed as a "Weekend at the Beach," and typically generates more than 400 room nights.





**Proposed Route of April 28, 2024**  
**USA Beach Running Championships 10k & 10 Miler**  
**Shepard Park, Cocoa Beach**

**Saturday, April 27**

10 a.m. - 5 p.m. Packet pick-up for entrants in Cocoa Beach location TBD

**Sunday, April 28**

Sunrise 6:44 a.m. / Low Tide 9:15 a.m.

- 3:30 a.m.-6:30 a.m. – Course measurements and beach and finish line set ups.

10- Miler Race Start approximately 6:45 a.m.

10-K Start Time approximately 7 a.m.

- Runners and walkers head south to halfway (5k and 5-miles) turnaround points and then back to finish in front of Shepard Park lifeguard stand.
- Water and Gatorade stops and roaming medical support will be along the course.

8 a.m. – 10 a.m. – Awards and after party on beach at Shepard Park

## Marketing Plan for April 28, 2024

### USA Beach Running Championships

The event will be marketed through Smooth Running's social media channels – more than 30,000 followers --, emails to confirmed athlete list – 23,000 addresses --, the sponsorship of other races which allows direct insertion of marketing cards to endurance athletes, national online race calendars and other means as available.

10,000 marketing cards will be produced and distributed via mail to running stores throughout the US East Coast and also as paid inserts into runner packets for select races throughout Florida. A significant part of the marketing push is inland areas whereby running on the beach is not available and will prove an attraction for a weekend in Cocoa Beach.

Given as women entrants comprise almost 75% of our field, we will also target female runners via social media advertising in Face Book, Instagram, etc..

For 2024, we will also be buying calendar advertising in Runner's World Magazine, which has an annual pass-through circulation of over 3 million readers per month.

Multiple examples of our event marketing can be found through the following links:

[www.runonthebeach.com](http://www.runonthebeach.com)

<https://www.facebook.com/runonthebeach>

Event Marketing Video:

<https://www.youtube.com/watch?v=vuUKCAnPxNc>

Video Link Produced by Entrants:

<https://www.youtube.com/watch?v=gpZQY1YzPEE>

<https://www.youtube.com/watch?v=L0AagFlnrzI>

Video done by media:

<https://www.youtube.com/watch?v=JGUDKaWMj3c>

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: USA Beach Running Championships

Committee Member Name: Christy Galzerano

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

#### Event Maturity, Growth Potential & Overnight Visitation

**(35 points total)**

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10/10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 20/25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5/5

Has an event location been secured?..... 5/5

Did the event organizer include a detailed budget?..... 5/10

Using the **Event Description Narrative** please score the following criteria:

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10/10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 8/10

Using the event's **Event Plan** please score the following criteria:

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 10/15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? ..... 10/10

**Total** 83/100

Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒

Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

## FY 23-24 Sports Event Grant Program

### Score Sheet

Event Name: 14th Annual Beach Running Championships

Committee Member Name: Jake Hombacher

Committee Member Signature: 

Using the **Event Application** please score the following criteria:

#### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators 15 /25

(Use the application projected visitation & overnights to score)

#### Soundness of Proposed Event (20 points total)

Has an event date been secured? 5 /5

Has an event location been secured? 5 /5

Did the event organizer include a detailed budget? 5 /10

Using the **Event Description Narrative** please score the following criteria:

#### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? 7 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? 7 /10

Using the event's **Event Plan** please score the following criteria:

#### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? 10 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? 8 /10

Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒  
Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒  
Total 72 /100



# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: USA Beach Running Championships

Committee Member Name: Lynne Mims

Committee Member Signature: \_\_\_\_\_

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 15 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 10 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 9 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 3 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 8 /10

Total 73 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: USA Beach Running Champ

Committee Member Name: Chelsea Parker

Committee Member Signature: [Signature]

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 or greater: 4 points

How confident is the event's ability to achieve significant overnight lodging stays through its participants?

..... 7 /25

(Use 25 for application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured? ..... 5 /5

Has an event location been secured? ..... 5 /5

Has the event organizer include a detailed budget? ..... 7 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

How well does the Visit Space Coast family friendly vacation destination story with a focus on

recreation, fitness, space, fitness and/or active lifestyles, ecological or environmental

experiences that fit the Visit Space Coast brand? ..... 10 /10

How well does the event create publicity opportunities on a regional or

national level? ..... 8 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

How well does the event plan address potential visitors outside of Broward County that are likely to attend

..... 10 /15

How well does the event plan address consistency with Visit Space Coast target demographics

..... 8 /10

Total 70 /100

Completed Application ..... Detailed Event Description ..... Event Budget .....

Event Map ..... Event History and/or References .....

# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name: USA Beachrunning Championships

Committee Member Name: Fred Poppe

Committee Member Signature: Fred Poppe

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

#### (35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? ..... 10 /10

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 15 /25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?..... 5 /5

Has an event location been secured?..... 5 /5

Did the event organizer include a detailed budget?..... 8 /10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? ..... 10 /10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? ..... 10 /10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? ..... 12 /15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?..... 8 /10

**Total** 83 /100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_



# FY 23-24 Sports Event Grant Program

## Score Sheet

Event Name:

14th Annual USA Beach Running Championship

Committee Member Name:

Jakey Tejeda

Committee Member Signature:

[Signature]

Using the **Event Application** please score the following criteria:

### Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? .....

9/10

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators.....

17/25

(Use the application projected visitation & overnights to score)

### Soundness of Proposed Event (20 points total)

Has an event date been secured?.....

4/5

Has an event location been secured?.....

4/5

Did the event organizer include a detailed budget?.....

6/10

Using the **Event Description Narrative** please score the following criteria:

### Quality of Proposed Event (20 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand? .....

7/10

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast? .....

7/10

Using the event's **Event Plan** please score the following criteria:

### Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators? .....

10/15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)? .....

8/10

Total 62/100

Application Checklist: Completed Application \_\_\_ Detailed Event Description \_\_\_ Event Budget \_\_\_  
Event Timeline/Schedule \_\_\_ Event Map \_\_\_ Event History and/or References \_\_\_

# FY 23-24 Sports Grant Cycle #2 Scoring

Type of Organization	2-1 United Flag Football Tournament	2-2 Moon Golf Junior All-Star Golf Tournament	2-3 Space Coast Spring Games Softball Tournament	2-4 NJCAA Division 1 Women's Golf National Tournament	2-5 Cocoa Beach Triathlon and Duathlon	2-6 Space Coast Clash Soccer Tournament	2-7 ESA SE Regional Surf Championships
ROOM NIGHTS	200	501c3 380	LLC 3400	501c3 600	LLC 800	501c3 800	501c3 1200
# of Participants	900	151	2460	110	750	1150	375
Approved Funding	INELIGIBLE (\$3,000.00)	\$5,700.00	\$25,000.00	\$9,000.00	\$12,000.00	\$12,000.00	\$18,000.0
Last Year's Grant Award	\$0.00	\$5,910.00	\$0.00	\$0.00	\$11,500.00	\$15,000.00	\$17,760.0
Number of times receiving grant	0	1x	0	0	3x	2x	4x
Expenses		\$35,801.00	\$115,750.00	\$40,300.00	\$57,600.00	\$49,950.00	\$48,525.0
Revenue		\$30,000.00	\$215,750.00	\$13,500.00	NA	\$89,400.00	\$42,200.0
Net		-\$5,801.00	\$100,000.00	-\$26,800.00		\$39,450.00	-\$6,325.00
Last Year Expenses		\$40,000.00			\$69,000.00	\$63,000.00	\$37,086.1
Last Year Revenue (Projected)		\$30,000.00			NA	\$55,350.00	\$46,050.0
Last Year Net		-\$10,000.00				-\$7,650.00	\$8,963.80
Christy Galzerano	64	78	88	85	80	87	87
Connie Denaburg	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VC
Jake Hornbacher	71	91	90	95	76	91	81
Lynne Mims	75	85	95	88	81	86	87
Chelsea Parker	67	75	83	81	80	68	80
Fred Poppe	RECUSED	73	91	78	82	81	88
Jaime Tejeiro	57	75	87	71	73	RECUSED	69
Score Total	334	477	534	498	472	413	492
Average Score	66.80	79.50	89.00	83.00	78.67	82.60	82.00
Trimmed Mean*	67.33	78.25	89.00	83.00	79.25	84.67	83.75

\*High and low removed

# Event Budget for 2024 Hurricane Classic

## EXPENSES

TOTAL EXPENSES		Estimated	Actual
		\$29,400.00	\$0.00
Site	Estimated	Actual	Other
Venue/Facility	\$1,500.00		Field preparation
Site staff	\$2,350.00		Nets/Goals
Equipment	\$2,750.00		
Rentals	\$1,500.00		
Total	\$8,100.00	\$0.00	Total \$5,500.00 \$0.00
Supplies	Estimated	Actual	Program
Medical Trainers	\$1,000.00		Tourn & Referee Directors
Field Setup	\$2,000.00		Speakers
Staff Apparel	\$250.00		Sanction/Rights Fees
Signs, Flags & Banners	\$2,250.00		Officials Supplies \$500.00
			Other
Total	\$5,500.00	\$0.00	Total \$3,000.00 \$0.00
Marketing/Media	Estimated	Actual	Prizes
Artist & PR Staff	\$1,000.00		Awards Ceremony
Photographer	\$800.00		Non-Monetary Gifts
Marketing/Paid Ads	\$1,500.00		
Total	\$3,300.00	\$0.00	Total \$4,000.00 \$0.00
Miscellaneous	Estimated	Actual	
Total	\$0.00	\$0.00	

Event Budget for 2024 Hurricane Classic

INCOME

TOTAL INCOME		Estimated	Actual
		\$5,600.00	\$0.00

ADMISSIONS/REGISTRATIONS --- Free parking/Free Admission

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
		Adults @		\$0.00	\$0.00
		Children @		\$0.00	\$0.00
		Other @		\$0.00	\$0.00
Total				\$0.00	\$0.00

SPONSORSHIPS --- N/A

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
				\$0.00	\$0.00
				\$0.00	\$0.00
				\$0.00	\$0.00
Total				\$0.00	\$0.00

Teams Registered

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
		80 teams @ \$70		\$5,600.00	\$0.00
		Not paid for home teams or bracket filler teams		\$0.00	\$0.00
Total				\$0.00	\$0.00
				\$5,600.00	\$0.00

SALE OF ITEMS

Estimated No.	Actual No.	Type	Price	Estimated Income	Actual Income
		Items @		\$0.00	\$0.00
		Items @		\$0.00	\$0.00
		Items @		\$0.00	\$0.00
		Items @		\$0.00	\$0.00
Total				\$0.00	\$0.00
				\$0.00	\$0.00

# Event Budget for 2024 Hurricane Classic

## PROFIT Loss Summary

	Estimated	Actual
Total income	\$5,600.00	\$0.00
Total expenses	\$29,400.00	\$0.00
Total profit (or loss)	(\$23,800.00)	\$0.00

■ Total income ■ Total expenses

ACTUAL

ESTIMATED

