



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## New Business - Community Services Group

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J.4.

12/6/2022

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### Subject:

Approval, Re: Tourist Development Council FY 2022-2023 Major Event Grant Program recommendations.

### Fiscal Impact:

FY 2022-2023: \$141,648 for listed grants is budgeted in the Cultural Fund 1446/293020.

### Dept/Office:

Tourism Development Office

### Requested Action:

It is requested that the Board of County Commissioners approve the Tourist Development Council's recommendation to approve funding for the FY 2022-2023 Major Event Grant Program applications listed in Attachment (A), for \$53,795.80 for the Thunder on Cocoa Beach Boat Races and \$87,852.20 for the Cocoa Beach Air Show.

Further, based on the facts specified for each grant, by approving this agenda item, the Board will make the legislative finding that Tourist Development Tax funds are authorized for cultural grants pursuant to section 125.0104(5)(a)3, Florida Statutes, and Section 102-119(3)d, of the Brevard County Code of Ordinances. Each of the tourist oriented cultural 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, it is requested that the Board grant the Tourism Development Office Director to negotiate and sign all necessary grant agreements upon County Attorney's Office and Risk Management approval, related documents to support the grants, and authorize the County Manager to execute necessary budget change requests.

### Summary Explanation and Background:

The Tourist Development Council Major Grant Program is a grant program administered by the Tourism Development Office. The Major Event Grant program was established for large special events that attract a minimum of 25,000 attendees with 25% of attendees from outside of Brevard County. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's organizations through collaborative event and marketing support.

To qualify for the Major Event program, the event must meet the following criteria:

- Minimum of 25,000 attendees
- Minimum of 25% of attendees must be visitors from outside Brevard County

- Minimum of 40:1 Return on Investment (ROI)
- Must occur within the same week (7 consecutive days)
- Must have at least 1 year of prior event experience for measurement
- Must spend at least 40% of marketing budget outside of Brevard

To be considered for this grant funding, the special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant.

The Cultural Committee at their October 20, 2022 meeting unanimously recommended the following funding allocations. The Tourist Development Council at their November 16, 2022 meeting recommended the Board approve the following funding for FY 2022-2023 Major Event Grant Program applications in a 7-0 vote on the Thunder on Cocoa Beach Boat Races and 6-1 vote on the Cocoa Beach Air Show, as well as make the necessary legislative findings for each grant listed at Attachment (A). The recommendation was to allocate the following funds to two events, \$53,795.80 to Thunder on Cocoa Beach Boat Races and \$87,852.20 to the Cocoa Beach Air Show.

The Major Event Grant Program Guidelines also require applicants to establish and track ROI by measuring visitor attendance and spending. The two (2) applications have been approved by both the Cultural Committee and TDC, and will be on a reimbursement basis. The awards were based on the approved funding tiers listed in the grant Guidelines. The tiers are determined by economic impact of the event, which is calculated by the attendance and event spending as determined by the TDO. Per the tier system, an applicant's event that produces a Total Attendance of 25,000-49,999 will be eligible for a grant of \$25,000. Events with Total Attendance of 50,000-99,999 will be eligible for \$50,000, events with Total Attendance of 100,000-199,999 will be eligible for \$75,000 and events attracting Total Attendance in excess of 200,000 will be eligible for \$100,000. The maximum funding request cannot exceed \$100,000 per organization per fiscal year, or 20% of their most recent event budget as directed by the Board.

Further, based on the facts specified for each grant, by approving this agenda item, the Board will make the legislative finding that Tourist Development Tax funds are authorized for cultural grants pursuant to section 125.0104(5)(a)3, Florida Statutes, and Section 102-119(3)d, of the Brevard County Code of Ordinances. Each of the tourist oriented cultural 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.

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

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

Major Event Grant Program  
FY 2022-2023

Project #	Project Name	Organization Name	TDC Funding proposed amount	2021 Attendance	Estimated Visitor Spending	Return on Investment	Judge #1 Andrea Young	Judge #2 Jim Platman	Judge #3 Aaron Collins	Judge #4 Steven Heron	Judge #5 Bonnie King	Judge #6 Juliet Misconi	Judge #7 Kim Agee	Judge #8 Laura Kutryb	Judge #9 David Schillhammer	TOTAL points earned	Average	Trimmed Mean Average (deleting high & low)	TOTAL score earned
1	Thunder on Cocoa Beach	Space Coast Superboats, LLC	\$53,795.80	255,794	\$ 52,103,046	968.53	17	88	83	80	96	82	85	98	91	720	80.00	86.43	86.43
2	Cocoa Beach Air Show	National Air Sea and Space Foundation	\$87,852.20	235,734	\$30,068,236	342.26	59	91	87	88	98	80	86	98	86	773	85.89	88.00	88.00
			\$141,648.00	491,528	\$ 82,171,282	580.11													

\*Based on 20% of the final budget of the last event held.

## 2. (untitled)

### 1. Applicant Information

#### What is the title of the event?

Thunder on Cocoa Beach

## 3. (untitled)

### 2. Applicant Information

#### Contact Information

##### Organization Name

Space Coast Superboats LLC

##### First Name

Kerry

##### Last Name

Bartlett

##### Job Title

Director

##### Street Address

950 Mullet Dr

##### Apt/Suite/Office

1

##### City

Cape Canaveral

##### State

Florida

##### Zip

32920

##### Country

##### Email Address

kerrybartlett@beachlinemarine.com

**Phone Number**

3218635288

**Fax Number**

**Mobile Phone**

3218635288

**Website URL**

thunderoncocoabeach.com

**Website URL**

4. (untitled)

### 3. Applicant Information

**Which best describes your organization....**

Non-Profit

5. (untitled)

### 4. Event Specifics

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

4

6. (untitled)

### 5. Event Specifics

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

05/18/2023

7. (untitled)

### 6. Event Specifics

**What is the alternative first day of the event?**

05/18/2023

8. (untitled)

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## 7. Event Specifics

### **Please describe your event.**

Space Coast Super Boats LLC is an entity founded and run by Kerry Bartlett, Kevin Pritt, Rich Hensel, and Michael Schwarz, that is operated through multiple communities. Thunder on Cocoa beach is an annual event that attracts men women and children of all ages. that has raised money for various charities in the past, and now the Freedom Fighters veterans project, which raised over \$40,000. This is a free event. The passion the directors have for the community and super boat racing as whole is what drives it. this is a 4 day event that includes Cocoa Beach, Port Canaveral, and Cape Canaveral. The Port houses all the boats and equipment for the racers. The event is held Sunday on Cocoa Beach. There are several events in between one being a street party in Cocoa Beach (2500 people) on Friday night, an all-day meet, greet and mingle with the racers on Saturday day (5000-10,000), ending with the race on Sunday (200,000) with the awards presentation in the port dry pits. P-1 Racing and we expect 60 plus boats. The success of this event is on Sunday, beach side and the impact to the port, port parking and traffic has been minimal. We look forward to your support.

9. (untitled)

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## 8. Event Specifics

### **Please provide a brief description of your organization.**

#### Contacts

Kerry Bartlett 321 863-5228 Director

General Manager Beachside Marine

Kevin Pruett 321 795-9500 Director

Aero Space engineer

Rich Hensel 407 908-8089 Director

Owner Fishlips, Rising Tide Tap & Table

Michael Schwarz 407 460-7443 Director

Owner Fishlips, 4th Street Fillin Station

10. (untitled)

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## 9. Event Specifics

### **Please describe the proposed event/activities for which you are seeking funding from the 2022-2023 Major Event Grant Program.**

Thunder on Cocoa beach is an annual event that that is operated through multiple communities, attracts men, women, and children of all ages. that has raised money for various charities in the past, and now the Freedom Fighters veterans project, which raised over \$40,000. This is a free event. The passion the directors have for the community and super boat racing as whole is what drives it. this is a 4 day event that includes Cocoa Beach, Port Canaveral, and Cape Canaveral. The Port houses all the boats and equipment for the racers. The event is held Sunday on Cocoa Beach. There are several events in between one being a street party in Cocoa Beach (2500 people) on Friday night, an all-day meet, greet and mingle with the racers on Saturday day (5000-10,000), ending with the race on Sunday (200,000) with the awards presentation in the port dry pits. P-1

Racing and we expect 60 plus boats. The success of this event is on Sunday.  
The impact to the port, port parking and traffic has been minimal.

## 11. (untitled)

### 10. Event Specifics

**Please describe how the proposed event/activities will promote the Space Coast as a destination.**

These are 2021 #, we are waiting on 2022 results.  
Thunder on Cocoa Beach Boat Races  
(Cocoa Beach Pier – Minuteman Causeway)  
3-day TOTAL  
May 21, 2021 May 22, 2021 May 23, 2021  
TOTAL 87,510 22,350 29,630 35,530  
Brevard County 50,710 10,750 19,130 20,830  
Outside of Brevard County 36,800 11,600 10,500 14,700  
% of Outside of Brevard County 42.1% 51.9% 35.4% 41.3%  
All days (3) Day Trippers Overnights  
Out-of-County visitors 36,800 18,400 18,400  
Visitor Spending (\$50/\$350) \$7,360,000 \$920,000 \$6,440,000

## 12. (untitled)

### 11. Event Specifics

**Where is the event location and name of the facility where the event will be held?**

Port Canaveral Tower area, Lori Wilson park, Coconuts on the beach

## 13. (untitled)

### 12. Event Specifics

**Is the facility where you intend to hold your event ADA compliant?**

Yes

## 15. (untitled)

### 13. Event Specifics

**Please describe in detail any unique qualities that will create publicity opportunities on a regional or national level to promote the Space Coast.**

The Thunder on Cocoa Beach boat race event impacts three local municipalities; Port Canaveral which is the second busiest port in Florida, Cape Canaveral, and Cocoa Beach. This boat race event draws an enormous amount of people onto our beaches and watching from their beachfront balconies and additionally gatherings for the land events in downtown Cocoa Beach and at the Port. In 2010, our first race host hotel reported their occupancy for the event was at 100% and historically May occupancy is typically 60%-70%.

16. (untitled)

**14. Event Specifics**

**Please demonstrate how the event will have a positive impact on Brevard County tourism, estimated Return on Investment (ROI) and cite the methodology used to quantify the success of the event.**

We've been told by the TDC itself that Thunder on Cocoa Beach is the #1 event in Brevard County. Between the unique visitors and the repeat guest counts make it the premier event of the year. Hotels in May prior to our first race were traditionally 60%-70%, they have consistently remained 100% during our event, and Hoteliers have built 4 new hotels that are 100% that week as well! Heads in beds!

17. (untitled)

**15. Partners**

**Do you have partners for the event that are contributing funds, in-kind donations or labor?**

Yes

18. (untitled)

**Partners**

**List Partner Organizations, their roles with the event and role in the event. If you have more than (3) Partners please email Deborah at [Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com).**

19. (untitled)

**16. Please describe your Marketing plan that you uploaded. Including your events**

## goals and objectives, target audience(s), specific marketing activities, timeline and budget.

Our marketing plan is to market outside the area. Speedboat magazine, Speed on the water digital and print marketing, and Offshore Only Digital & print marketing is used to reach the diehard super boat fan and racer. I-Heart Radio Orlando, St Pete, Clearwater, Ft Myers Beach, Key West is to get the 2-3 week push right before the race in the surrounding counties.

Face book Spend/Adds reach fans those closer to home.

CBS/Fox Sports 1 hour Special seen worldwide is the results shown year-round.

With this we attract men, women & children of all ages.

Total Budget \$257,027.98, Marketing Budget \$140,142.37

### 20. (untitled)

#### 17. Please upload (3) letters of reference from prior events.

[Referral\\_CARROL.docx](#)

[Referral\\_P1\\_Commitment\\_Letter.pdf](#)

[Referral\\_SCSB\\_Freedom.pdf](#)

### 21. (untitled)

#### 18. Please describe in detail how you will measure and evaluate the success of the event.

By how tired we are on Monday. lol

Every year we have a wrap up meeting our directors and P1. We acquire and analyze all documented measurements provided by the TDC, the Hotel Association, the City of Cocoa Beach and Port Canaveral.

### 22. (untitled)

#### 19. Please describe in detail other revenue streams including sponsors that you have in place now and besides additional funding why they are important to the success of your event.

We have revenue streams of Tee shirt Sales, VIP ticket sales and some Vendor Spaces during the events. A percentage of any profit goes to the Freedom Fighters.

### 23. (untitled)

20.

## ATTESTATION

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



Signature of: Kerry Bartlett

#### 24. (untitled)

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##### 21. **SPECIAL MESSAGE:**

**You have now completed all of the application questions. The next slide is the space for you to upload the required (6) attachments to complete the application package.**

**Please label each attachment with the correct attachment number.**

***If you are not able to upload the required (6) attachments you must upload (6) documents (as placeholders) to complete the application and there must be an explanation in the space below.***

**It is mandatory that all applications are completed online and the required (6) attachments are submitted by uploading with the application or delivered to the Tourist Development Office by 9am on Monday, September 12, 2022. No late arrivals will be accepted.**

**The below text box may also be used to communicate anything that you need to tell us about your application. To be clear, you do need to enter some text as a placeholder to move on. (Max 1000 characters)**

could not put May 18th 2023 as the 1st date of event Thank you for your continued support

#### 25. (untitled)

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##### **Required Attachments:**

## Please label each with appropriate Attachment number.

Label as Attachment (1) - Event Map

Label as Attachment (2) - Event Timeline with Milestone and Deadlines

Label as Attachment (3) - Detailed Proposed Event budget FY 2022-2023 including expense and revenue

Label as Attachment (4) - Detailed budget from most recent event

Label as Attachment (4) - Detailed Marketing Plan & Marketing Budget (minimum of five Marketing assets: for example screenshot of Facebook ad/post, event poster, radio spot text, etc.

Label as Attachment (5) - Letter(s) of Commitment from Partner(s) if you have any

26. Thank You!

New Send Email



## Marketing // PR Plan

### Thunder on Cocoa Beach Channels

- **Website:** [www.ThunderOnCocoaBeach.com](http://www.ThunderOnCocoaBeach.com)
- **App:** Thunder on Cocoa Beach
- **Facebook:** <https://www.facebook.com/thunderoncocoa beach>
- **Instagram:** <https://www.instagram.com/thunderoncocoa beach/>

### Event Goals & Objectives

Thunder on Cocoa Beach brings the thrill of powerboat races to the shores of Florida's Space Coast. With speeds up to 175 mph, this free, annual event takes place over four days in Cocoa Beach and the surrounding communities. The next event will take place May 18 - 21, 2023.

#### This event has three main goals:

- **Goal #1** - Bring the world of high-performance, super boat racing to Florida's Space Coast and expose the community, as well as travelers to this exciting sport. There are several events taking place over four days, including a street party, meet and greet with the racers, the race itself, and the awards ceremony.
- **Goal #2** - Impact hotel occupancy. While hotel occupancy in Cocoa Beach is typically 60 - 70% in the month of May, our goal is to increase the area's occupancy for that time frame to 100%. Many area hoteliers have reported this increase in previous years.
- **Goal #3** - Impact the local economy. In 2021, over a four-day event period, there were 87,000 attendees with 42% of those visiting from outside of Brevard County. Plus, approximately 60 race teams from across the world stay here during the event. The estimated impact on the economy was \$7.3 million.

## Audience

Thunder on Cocoa Beach attracts people of all kinds. Whether it is industry professionals, enthusiasts, or people looking for something to do, this free event, with the option to upgrade to VIP, draws all kinds to Florida's Space Coast.

We understand that our audience consists of three types of people:

- **Industry/Race Professionals** - This audience consists of race teams and industry professionals.
- **Powerboat Enthusiasts** - This audience includes those who follow the sport or have a vested interest in this world.
- **General Interest** - This is your families, couples, and friends looking for something fun to do.

In terms of advertising, we cast a broad net. Some tactics target the industry and powerboat enthusiasts, while other tactics target Florida's Space Coast drive markets including Orlando-Daytona-Melbourne DMA, Tampa-St.Petersberg DMA, and Miami DMA.

Some of our digital tactics allow us to target specific demographics, which range from age, interests, and location.

## Timeline & Budget

Below you will find a variety of tactics that will start about one month prior to the event.

The marketing budget is \$140,142.37. This includes various expenses such as domain renewals, volunteer shirts, mobile app, and poster distribution. The majority of the expenses are allocated to P1 Offshore (explained below) and Explore Media Marketing for securing sponsorships.

## Marketing Tactics

### Speed on the Water - Digital & Print Ads

*Speed on the Water is a publication that covers the world of high-performance boating.*

- Thunder on Cocoa Beach plans to run a series of digital ads on SpeedOnTheWater.com starting in late April.
- Print ads will start running in April. These ads will be full-page ads. Additionally, we run an ad in November's issue to announce the next year's date. We choose November since all eyes are on the racing circuit's last event of the year.

- Included in our buy with Speed on the Water is a four-page, post-event recap that highlights the race, as well as the destination.
- This tactic reaches industry professionals and super boat enthusiasts.

*Speed on the Water donates its services to Thunder on Cocoa Beach in exchange for VIP tickets.*

### **Speedboat Magazine**

*A magazine covering the exciting world of high-performance boating.*

- Print ads will start running in April. These ads will be full-page ads. Additionally, we run an ad in November's issue to announce the next year's date. We choose November since all eyes are on the racing circuit's last event of the year.
- This tactic reaches industry professionals and super boat enthusiasts.

*Speedboat Magazine donates its services to Thunder on Cocoa Beach in exchange for VIP tickets.*

### **Offshore Only - Digital & Print Ads**

*OffShoreOnly.com is the leading website for high-performance boating enthusiasts.*

- Thunder on Cocoa Beach plans to run a series of digital ads on OffShoreOnly.com starting in late April.
- Print ads will start running in April. These ads will be full-page ads. Additionally, we run an ad in November's issue to announce the next year's date. We choose November since all eyes are on the racing circuit's last event of the year.
- Included in our buy with Offshore Only is a four-page, post-event recap that highlights the race, as well as the destination.
- This tactic reaches industry professionals and super boat enthusiasts.

*Offshore Only donates its services to Thunder on Cocoa Beach in exchange for VIP tickets.*

## **iHeart Radio**

*iHeartRadio lets you access the world of music and radio in one simple platform.*

- Targeting drive markets including Orlando-Daytona-Melbourne DMA, Tampa-St. Petersburg DMA and Miami DMA, Thunder on Cocoa Beach will run a series of 30-second ads starting two to three weeks prior to the event.
- A series of giveaways and contests giving away VIP Tickets to the event will take place weeks prior to the event.

*iHeart Radio donates its services to Thunder on Cocoa Beach in exchange for VIP tickets.*

## **Meta - Facebook & Instagram Ads**

*A platform designed to help people connect, find community, and grow business.*

- Our Facebook page has an audience just shy of 10,000 who are actively engaged leading up to the event.
- As the event gets closer, we plan to boost posts on Facebook & Instagram, as we see fit. This will give our posts more visibility to those who follow our page.
- Additionally, we are exploring the idea of running ads to target Florida's Space Coast drive markets. This content will encourage visitors to stay in Cocoa Beach and the surrounding area while attending the event.
- Our estimated timeline for these ads will be late April or early May.

*Budget: previous years' budget indicates \$500 to \$2,000*

## **CBS/Fox Sports - TV Special**

- In 2022, produced by P1 Offshore, Thunder on Cocoa Beach was the first of six one-hour programs chronicling the 2022 Power Boat Association Offshore National Championship Series that debuted on CBS Sports Network.
- This one-hour special aired worldwide approximately one month after the event. This provided additional exposure for Florida's Space Coast and likely encouraged those watching at home to make plans to attend the following year.

*The cost for this coverage is included in our partnership with P1 Offshore.*

## Public Relations - Additional Media Coverage

Thunder on Cocoa Beach has had the opportunity to create lasting relationships with many media outlets, and the press we receive from them is unprecedented.

- **Class 1 World Powerboat Championship - YouTube**

*The UIM Class 1 World Powerboat Championship is an international motorboat racing competition for powerboats organized by the Union Internationale Motonautique.*

- Example: <https://www.youtube.com/watch?v=mZeqzFcigMk>

Just shy of 100K views, this video is an example of the reach this event accomplishes.

- **P1 Offshore - Event Listing**

*P1 Offshore is an organization responsible for a series of world-class powerboat racing competitions.*

- Event Listing: <https://p1offshore.com/Race-info/Cocoa%20Beach/2022/86621>

This is just a fraction of the coverage P1 Offshore provides to us. They are a top resource for those interested in Thunder on Cocoa Beach.

- **SpeedOnTheWater.com**

*Speed on the Water covers the world of high-performance boating including high-performance boats*

- Example: <https://www.speedonthewater.com/?s=cocoa+beach>

With more than 450 search results for Cocoa Beach, Speed On the Water has been a great partner to Thunder on Cocoa Beach and has provided great coverage over the last 10 years.

- **Florida Today**

*Florida Today is the major daily newspaper serving Brevard County, Florida.*

- Example:  
<https://www.floridatoday.com/story/entertainment/2022/05/19/thunder-cocoa-beach-powerboat-races-weekend/9821972002/>

Florida Today has been and continues to be a great local partner for Thunder on Cocoa Beach.

## **Additional Information - Budget-Related Questions**

### **1. Why is \$75k to P1 considered marketing?**

- a. P1 Offshore is the governing body that manages all things race related. From setting up the course and securing the refs to executing the race, they are responsible for that and much more.

However, in years past, we did not include P1 under marketing, but a majority of what they provide Thunder on Cocoa Beach falls under marketing. P1 is solely responsible for the live feed that people can access on our App and their website (<https://p1offshore.com/>). This live feed attracts more than 100,000 views.

Additionally, P1 manages the filming and coordination for the CBS Special mentioned under the marketing plan. This one-hour special airs across the world and highlights the beauty of Florida's Space Coast, encouraging watchers at home to make the trip here for next year's race.

### **2. What is Commission EMM for \$28K?**

- a. EMM is the acronym for Explore Media Marketing, an agency that secures sponsorships for the race. In addition to securing sponsors, they execute the agreement leading up to the event, which includes coordination and placement of content.

Throughout the event, EMM ensures that each sponsor feels welcomed and seen. They take care of them every step of the way and without their support and effort, this event would not be nearly as successful as it is.

### **3. What is Costs Doug for \$9,350?**

- a. Costs Doug is actually miscellaneous expenses. Doug is the person who helps coordinate those various tasks, which can include aerial banners for sponsors, golf carts needed for logistics, TVs inside the VIP tents, and other miscellaneous expenses that occur during the event. This line item has been revised in our budget to read as Miscellaneous Expenses.

### **4. What does Debit Card for \$9,350 include in the marketing budget?**

- a. This should technically be zero. This was an error on our end and has been removed from the budget.

### **5. Why does the budget show no revenue?**

- a. While we are profitable because of various revenue streams such as T-shirt sales, ticket sales, and vendor spaces, every year we have a charity that Thunder on Cocoa Beach supports. A large portion of the event's proceeds goes to charity. Last year, more than \$15,000 was donated to Freedom Fighters.

## Partners

Space Coast Super Boats, LLC is responsible for Thunder on Cocoa Beach and is operated by:

- Kerry Bartlett - General Manager, Beachside Marine
- Kevin Pruett - Aerospace Engineer
- Rich Hensel - Owner of Fishlips, Rising Tide Tap & Table
- Michael Schwarz, Owner of Fishlips, 4th Street Fillin Station

This team is responsible for bringing this event back to Brevard County, year-after-year. The passion each partner listed above has for this community, as well as powerboat racing, is what ultimately drives this event to be successful.

In addition to the partners listed above, we have a team of people who support us and help make Thunder on Cocoa Beach the top event on Florida's Space Coast now for 10+ years.

- **Explore Media Marketing** - an agency that secures sponsorships for the race and manages those sponsorships through the completion of the event.
- **P1 Offshore** - P1 Offshore is the governing body that manages all things race related, as well as the race's live feed and the coverage provided by CBS Sports.
- **Carroll Distribution** - Our partner for beer sales.
- **Speed on the Water** - Provides in-kind media placement and coverage in exchange for VIP tickets. Their generosity allows us to expand our reach and the message of Florida's Space Coast.
- **Speedboat Magazine** - Provides in-kind media placement and coverage in exchange for VIP tickets. Their generosity allows us to expand our reach and the message of Florida's Space Coast.
- **iHeart Media** - Provides in-kind media placement and coverage in exchange for VIP tickets. Their generosity allows us to expand our reach and the message of Florida's Space Coast.
- **Offshore Only Magazine** - Provides in-kind media placement and coverage in exchange for VIP tickets. Their generosity allows us to expand our reach and the message of Florida's Space Coast.
- **Sponsors** - Our sponsors may change year-over-year, but they are some of our greatest assets in bringing this event to Florida's Space Coast.
- **Volunteers** - Without the help of our many volunteers, this event would not be possible.

**“Thunder on Cocoa Beach”**  
**Space Coast Super Boat Grand Prix**  
(Tentative) Scheduled events start May 18 – 21 2023

**May 18, 2023 (Thursday)**

High Octane Kick-Off Party  
6pm – 10pm the- Juice N Java- Cocoa Beach  
Food & Drinks  
Meet the Race Teams

**May 19, 2023 (Friday)**

9am-5pm -----**Registration:** Race Village- Racer Village Flounder Dr.  
9am-5pm-----**Inspection:** Race Village  
9am-6pm -----**Power Boats and Race Teams in Dry Pits:** Race Village Flounder Dr.  
11am-5pm-----**Press Credentials:** Race Village  
4pm-6pm ----- **Power Pre-Party** – TBD  
5pm – 10pm---**Thunder on Cocoa Beach Block Party** – Cocoa Beach- Meet the racers  
6pm-10pm-----**VIP PARTY/ Meet the Racers:** Coconut’s on the Beach, Cocoa Beach

**May 20, 2023 (Saturday)**

8:30am-----**Mandatory Drivers Meeting: Fishlips Upstairs- 610 Glen Cheek**  
9am-5pm-----**Power Boats and Race Teams in Dry Pits:** Race Village Flounder Dr.  
10am-5pm----**Registration:** Race Village  
10am-5pm----**Inspection:** Race Village  
12pm-4pm---**Launching @** Scorpion Marina  
10- 4pm-----**Wet Hot Pit’s in the Water**  
12pm-5pm---**Testing:** As per APBA Rules  
6pm-10pm ---- **VIP Party/ Meet the Racers** – TBD

**May 21, 2023 (Sunday)**

7:30am-8:30am----**Physicals:** Fishlips- Upstairs  
8am-9pm-----**Press Credentials:** Race Village Flounder Dr.  
9am-4pm-----**Launching @** Scorpion Marina  
8:30am-----**Mandatory Drivers Meeting; Fishlips-Upstairs**  
9am-4pm-----**Power Boats in Dry Pits:** Race Village Flounder Dr.  
11:30am-----**Boats of First Race proceed to milling area:** Cocoa Beach  
10am – 4pm-----VIP Hospitality Tent @ Lori Wilson (Beach Side)  
12pm-----**Start of First Race**  
1:30pm-----**Boats of Second Race proceed to milling area.**  
2pm-----**Start of Second Race**  
3pm-6pm ----- **After Burner AWARDS Banquet - TBD**

**RACE COURSE**

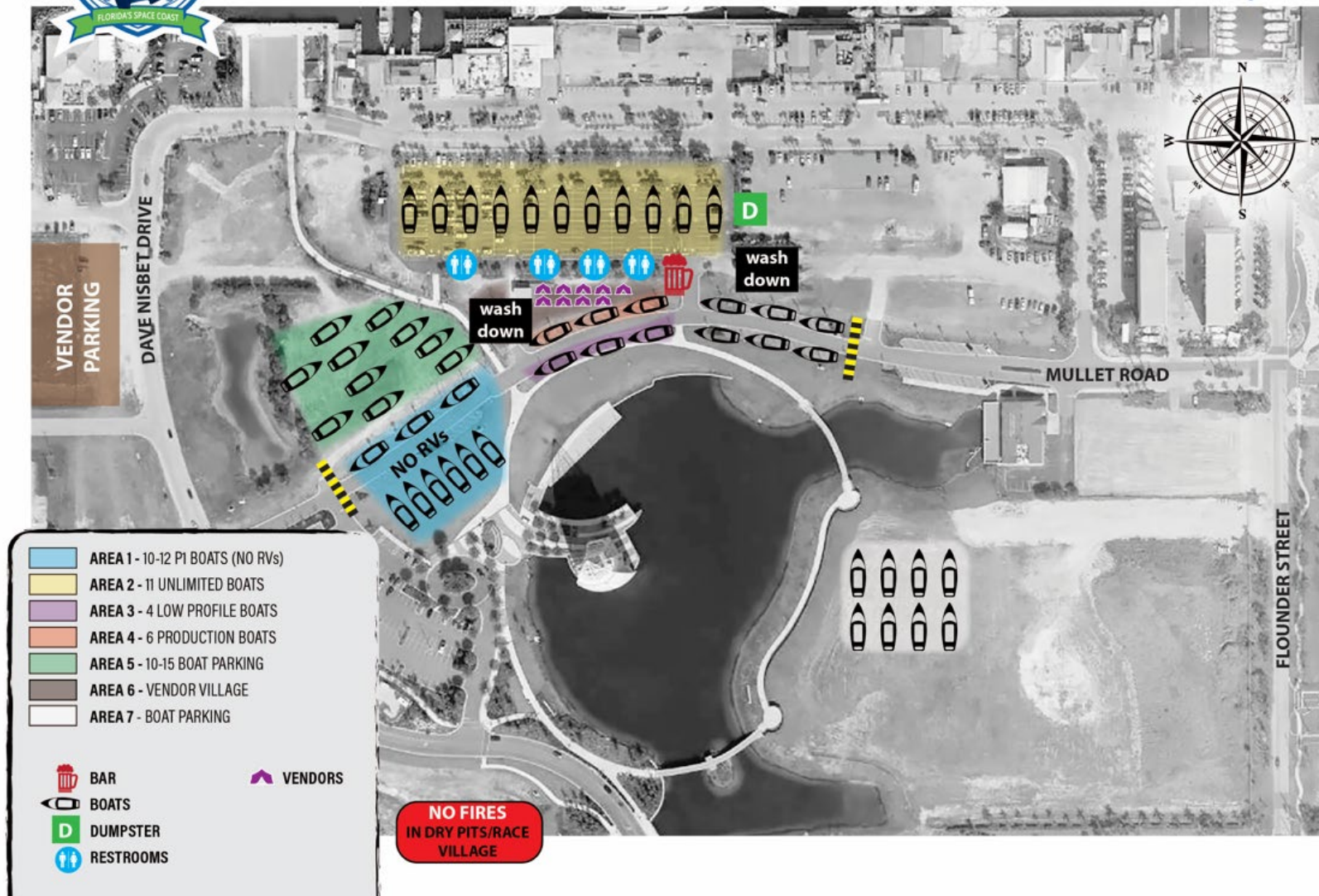
**Turn #1 Minuteman Causeway**  
**Start/ Finish Lori Wilson Park**  
**Turn #2 520**

**Racers and Fans experience the ultimate thrill of Offshore Power Boat Racing!**  
**Spectators can see the Boats and meet and talk to the Race teams up close at Race Village**





# **THUNDER ON COCOA BEACH DRY PIT/RACE VILLAGE MAP** **PORT CANAVERAL, FLORIDA** **MAY 19-22, 2022**



## 2. (untitled)

### 1. Applicant Information

#### What is the title of the event?

Cocoa Beach Air Show

## 3. (untitled)

### 2. Applicant Information

#### Contact Information

##### Organization Name

National Air Sea and Space Foundation

##### First Name

Bryan

##### Last Name

Lilley

##### Job Title

Chairman

##### Street Address

5700 N. Harbor City Blvd.

##### Apt/Suite/Office

Suite 280

##### City

Melbourne

##### State

FL - Florida

##### Zip

32940

##### Country

##### Email Address

bryan@airseaspace.org

**Phone Number**

3213683808

**Fax Number**

**Mobile Phone**

3213683808

**Website URL**

cocoabeachairshow.com

**Website URL**

4. (untitled)

### 3. Applicant Information

**Which best describes your organization....**

Non-Profit

5. (untitled)

### 4. Event Specifics

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

3

6. (untitled)

### 5. Event Specifics

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

04/14/2023

7. (untitled)

### 6. Event Specifics

**What is the alternative first day of the event?**

04/14/2023

8. (untitled)

---

### 7. Event Specifics

#### **Please describe your event.**

Aviation exhibition featuring the US Air Force Thunderbirds as well as military and civilian aircraft and historic warbirds provided by the Valiant Air Command.

9. (untitled)

---

### 8. Event Specifics

#### **Please provide a brief description of your organization.**

The National Air Sea and Space Foundation (501 (c)3 non-profit) has been hosting air shows in Brevard County since 2013 with a track record of positive tourism and economic impact that continues to grow annually.

10. (untitled)

---

### 9. Event Specifics

#### **Please describe the proposed event/activities for which you are seeking funding from the 2022-2023 Major Event Grant Program.**

The Cocoa Beach Air Show will include three days of aviation performances and evening social events at businesses in the community where the public can come and meet the pilots. The full calendar of activities span from Thursday to Sunday creating a long weekend stay opportunity. Primary attendee demographic is families. Primary age groups are adults 35 - 54 and children 8 - 13. Average party size is 3.1 people.

11. (untitled)

---

### 10. Event Specifics

#### **Please describe how the proposed event/activities will promote the Space Coast as a destination.**

Through our marketing plan (attached) we will reach out regionally to people who self-identify as having an interest in aviation. This segment accounts for over 15% of the total national online audience resulting in a significant number of destination visitors.

12. (untitled)

---

### 11. Event Specifics

## Where is the event location and name of the facility where the event will be held?

Cocoa Beach, Show center at Lori Wilson Park

13. (untitled)

### 12. Event Specifics

## Is the facility where you intend to hold your event ADA compliant?

Yes

15. (untitled)

### 13. Event Specifics

## Please describe in detail any unique qualities that will create publicity opportunities on a regional or national level to promote the Space Coast.

The history of the Cocoa Beach Air Show has significant brand equity and destination appeal. A waterfront air show is one of, if not the highest profile event a waterfront community can host due to the high visibility of it's nature.

Working in conjunction with the Space Coast Office of Tourism to identify regional and national media personalities to ride with the USAF Thunderbirds.

16. (untitled)

### 14. Event Specifics

## Please demonstrate how the event will have a positive impact on Brevard County tourism, estimated Return on Investment (ROI) and cite the methodology used to quantify the success of the event.

The Cocoa Beach Air Show is unique in that it is the only event that is held over the community. With a 2 mile wide aerial stage over 500 feet in the air, spectators can watch from their balcony, boat or the beach. It is the only event that can be viewed from any floor of a hotel, or from the pool deck whether they are on the beach or across the street providing every hotel in the community the opportunity to increase ADR and occupancy regardless of being at the event site or even on the oceanfront. Space Coast Office of Tourism's estimated economic impact of 2021 Cocoa Beach Air was \$9.44M. Based upon our \$100,000 grant request for 2023, the same amount awarded in 2021, the ROI would be \$94.40 per dollar of grant funding received.

17. (untitled)

### 15. Partners

**Do you have partners for the event that are contributing funds, in-kind donations or labor?**

No

18. (untitled)

16. **Partners**

**List Partner Organizations, their roles with the event and role in the event. If you have more than (3) Partners please email Deborah at [Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com).**

19. (untitled)

**17. Please describe your Marketing plan that you uploaded. Including your events goals and objectives, target audience(s), specific marketing activities, timeline and budget.**

The goal is to provide an inspirational and patriotic family event that draws of hundreds of thousands of spectators leaving them with a memorable and positive impression of Florida's Space Coast and makes them want to return in the future.

20. (untitled)

**18. Please upload (3) letters of reference from prior events.**

[CB23\\_-\\_Malik\\_letter.pdf](#)

[CB23-Neuhaus\\_letter.pdf](#)

[Recommendation\\_Letter\\_-\\_9-22-21\\_\(3\).pdf](#)

21. (untitled)

**19. Please describe in detail how you will measure and evaluate the success of the event.**

The success of the Cocoa Beach Air Show is measured by the statistics provided by the Space Coast Office of Tourism and the post-event feedback we receive from local tourism, business and political leaders.

22. (untitled)

**20. Please describe in detail other revenue streams including sponsors that you have in place now and besides additional funding why they are important to the success of your event.**

Sponsorships of this event (limited due to lack of exhibit space) and Premium/VIP Viewing tickets, and vendor income provide additional revenue. These revenue streams are critical to funding such a large scale citywide event.

### 23. (untitled)

21.

## ATTESTATION

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

A handwritten signature in black ink, appearing to read 'Kyle J. Smith', with a stylized, cursive script.

Signature of: Kyle J. Smith

### 24. (untitled)

## 22. SPECIAL MESSAGE:

**You have now completed all of the application questions. The next slide is the space for you to upload the required (6) attachments to complete the application package.**

**Please label each attachment with the correct attachment number.**

***If you are not able to upload the required (6) attachments you must upload (6) documents (as placeholders) to complete the application and there must be an explanation in the space below.***

**It is mandatory that all applications are completed online and the required (6) attachments are submitted by uploading with the application or delivered to the Tourist Development Office by 9am on Monday, September 12, 2022. No late arrivals will be accepted.**

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

**tell us about your application. To be clear, you do need to enter some text as a placeholder to move on. (Max 1000 characters)**

## 25. (untitled)

### 23. **Required Attachments:**

**Please label each with appropriate Attachment number.**

**Label as Attachment (1) - Event Map**

**Label as Attachment (2) - Event Timeline with Milestone and Deadlines**

**Label as Attachment (3) - Detailed Proposed Event budget FY 2022-2023 including expense and revenue**

**Label as Attachment (4) - Detailed budget from most recent event**

**Label as Attachment (4) - Detailed Marketing Plan & Marketing Budget (minimum of five Marketing assets: for example screenshot of Facebook ad/post, event poster, radio spot text, etc.**

**Label as Attachment (5) - Letter(s) of Commitment from Partner(s) if you have any**

[Attachment\\_\(1\)\\_CB23-CAD-Sept10.22.pdf](#)

[Attachement\\_\(2\)\\_-\\_Event\\_TimelineCB23-Operations\\_Timeline\\_9.10.22.xlsx](#)

[Attachment\\_\(3\)\\_-\\_Detailed\\_Proposed\\_Event\\_Budget\\_CB23-Budget-Sep1022-draft.xlsx](#)

[Attachement\\_\(4\)\\_-\\_Detailed\\_Marketing\\_Plan\\_CB23-Marketing\\_Plan.docx](#)

[Attachment\\_\(4\)\\_-\\_Sample\\_Asset\\_-\\_CB23\\_Sample\\_Radio\\_Script.docx](#)

[Attachment\\_\(4\)\\_-\\_CB23-Poster-sample.pdf](#)

[Attachment\\_\(4\)\\_-\\_CB23-Sample\\_Facebook\\_Ad.pdf](#)

[Attachment\\_\(4\)\\_-\\_AdS-Live-2021-6-cities-400x\\_copy.png](#)

[Attachment\\_\(4\)\\_-\\_CB-Red-Circle-Logo-512x512\\_copy.png](#)

[Attachment\\_\(4\)\\_-\\_Budget\\_from\\_previous\\_event21\\_wizehive\\_3\\_year\\_Budget\\_Overview\\_copy.xlsx](#)

## 26. Thank You!

### **New Send Email**

Sep 12, 2022 15:20:50 Success: Email Sent to: Thank you for submitting your application for the Major Events Grant Program. Your application has been completed and received. It will be reviewed by TDO staff for completeness and within (3) business day a follow-up email will be sent to you confirming the receipt of application and required attachments.

Organization Name: National Air Sea & Space Foundation, Inc.

THREE-YEAR BUDGET OVERVIEW			
Fiscal year dates: 2019 to 2021 (no event in 2020)		If applicable, date last audit completed:	
<b>EXPENSES:</b>			
	<b>COMPLETED 2019</b>	<b>2020</b>	<b>2021</b>
Personnel - Administrative			
Personnel - Artistic			
Outside Artistic Services/Fees	\$ 74,831		\$ 177,200
Marketing/Communications (inc. printing & advertising)	\$ 15,966		\$ 37,500
Space Rental/Rent/Mortgage	\$ 84,811		
Insurance	\$ 4,772		
Equipment Purchase/Office Supplies	\$ 46,470		
Travel/Mileage			
Materials/Supplies for productions/exhibits/events	\$ 118,045		\$ 122,500
Contract Services/Fees	\$ 55,070		\$ 17,000
Collections/Acquisitions			
Other Operating Expenses	\$ 27,140		\$ 56,175
<b>TOTAL CASH EXPENSES</b>	\$ 427,104	\$ -	\$ 410,375
Total In-Kind Contributions	\$ -		
<b>TOTAL EXPENSES</b>	\$ 427,104	\$ -	\$ 410,375

Flight Ops

Site rental

<b>INCOME:</b>			
Admissions	\$ 272,810		\$ 135,000
Memberships/Tuition	\$ -		
Contracted Services Revenue			
Contributions from Individuals			
Corporate Contributions	\$ 178,835		\$ 150,000
Government Support - Federal			

Government Support - State			
Government Support - Local			
Foundation Support			
Other Income			
Applicant Cash			
SUBTOTAL	\$ 451,645	\$ -	\$ 285,000
Brevard Co. Grant Amount Requested			\$ 100,000
Total In-Kind Contributions	\$ -	\$ -	\$ -
<b>TOTAL INCOME</b>	\$ 451,645	\$ -	\$ 385,000

## 2023 Cocoa Beach Air Show Marketing Plan Overview

The marketing plan for the 2023 Cocoa Beach Air Show consists of three major components that will optimize the targeting of out-of-county visitors and maximize the reach, frequency and visibility to our core demographic that is most likely to attend.

**Digital Advertising** – The event advertising campaign will be 100% digital based utilizing keywords, past customer data and website visitor retargeting to target people who are most likely to attend. By going all-digital we are able to stretch the budget and extend the geographic area of the campaign outside of Central Florida targeting likely attendees with high frequency which will result in a higher number of destination visitors and overnight stays.

**Public Relations** – The Bitner Group will provide public relations services for the event. They have provided services to every air show our Foundation has organized in the Central Florida since 2015. They also provide public relations services to every event on the AirDotShow Live Tour. The combination of their media relationships and their institutional knowledge from working past air shows will maximize the media impressions and advertising equivalent value (AEV) generated by the event on a local, regional and potentially national level.

**Organic Assets** – Email subscribers lists, ticket holder data and social media channels from the following will all be used in the organic promotion and outreach for the 2023 event:

- Past air shows held in Cocoa Beach
- Past air shows organized by the Foundation in Central Florida
- Other AirDotShow Tour events

The combined audiences feature over 270,000 email list subscribers/ticketholders and 150,000 Facebook followers with over 1/3 of them from Florida. The 2023 event will also be actively promoted at the finale of the 2022 AirDotShow Live Tour at Orlando Sanford Int'l Airport on October 29-30. With the event taking place less than 50 miles away, this targeted opportunity to attract attendees to the Cocoa Beach Air Show in the spring will be significant.

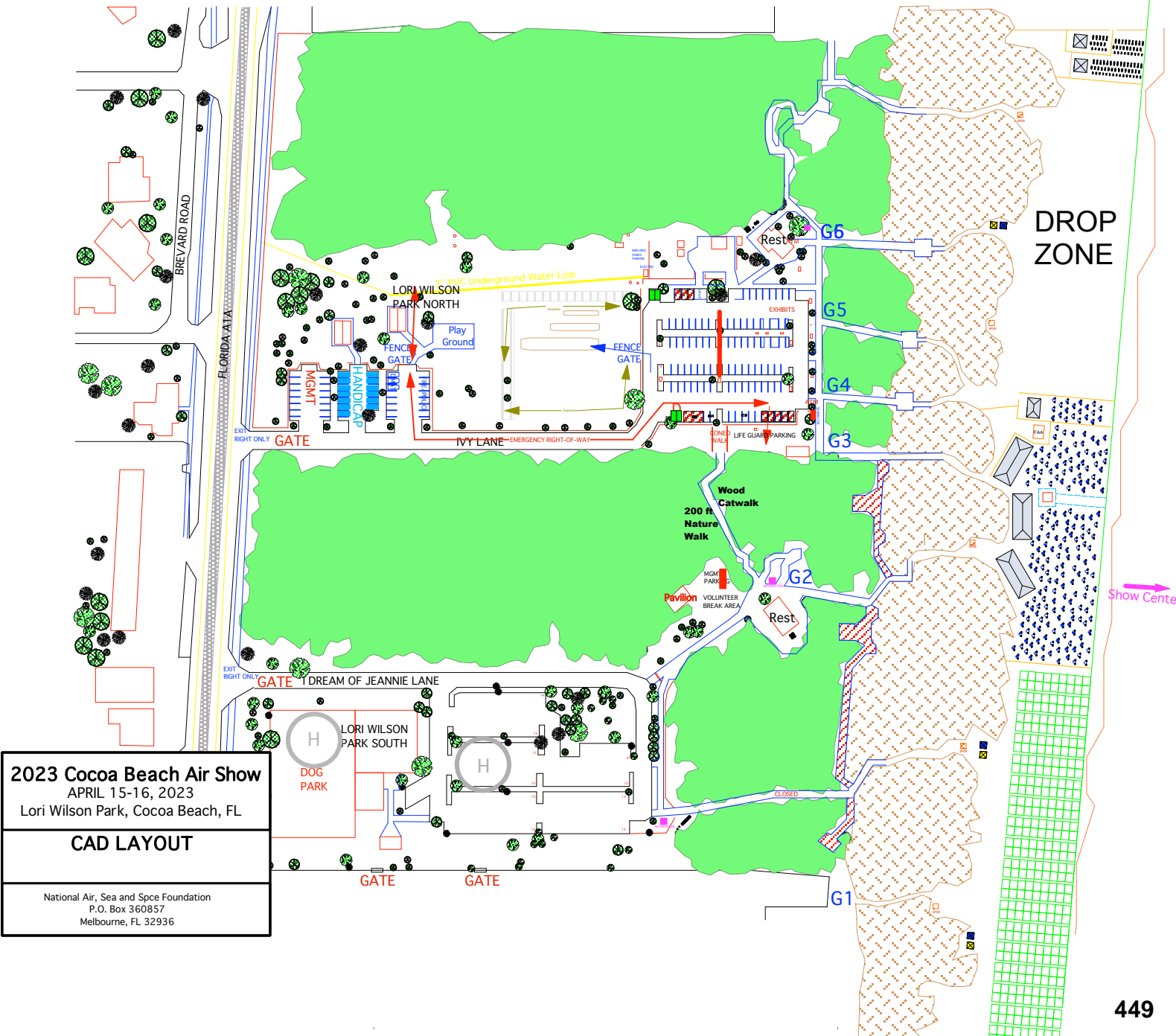
### **Budget**

Advertising	30,000.00
Creative Production	4,000.00
Printing and Design	5,000.00
Public Relations Expense	15,000.00
Website/Social Media Expenses	10,000.00
<b>Total Advertising &amp; Promotion</b>	<b>64,000.00</b>

2023 Cocoa Beach Air Show  
APRIL 15-16, 2023  
Lori Wilson Park, Cocoa Beach, FL

CAD LAYOUT

National Air, Sea and Space Foundation  
P.O. Box 360857  
Melbourne, FL 32936





**BREVARD COUNTY  
OFFICE OF TOURISM**

**Guidelines**

**MAJOR EVENT  
GRANT PROGRAM**

**FY 2022-2023**

# **FISCAL YEAR 2022-2023**

## **Major Event Grant Program**

### **1.0 INTRODUCTION & BACKGROUND**

#### ***Tourist Development Council mission statement:***

*"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."*

The Tourist Development Council Major Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's organizations through collaborative event and marketing support.

**The 2022-2023 Major Event Grant Program is for events occurring between January 1, 2022 and September 30, 2023.**

#### Goals of the Tourist Development Council Major Event Grant Program:

1. Promote Brevard County as a destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast through increased event and marketing support for the benefit of visitors and residents.

### **2.0 APPLICATION PROCESS AND KEY DATES**

<b>August 17, 2022</b>	<b>Application Opens</b>
August 17, 2022	Non-Mandatory Virtual Information meeting for applicants, 10am
<b>September 12, 2022</b>	<b>Application Deadline, NLT 9am</b>
September 12-15, 2022	TDO Staff review Applications for completeness
September 15, 2022	Cultural Committee meeting #5 – Applicant Presentations, TDO office, 2pm
September 15, 2022	Applications & Scoresheets submitted to Committee for review & scoring
<b>October 14 2022</b>	<b>Committee scoring due, NLT 5pm</b>
October 20, 2022	Cultural Committee meeting #6 –TDO office, 2pm
<b>October 26, 2022</b>	<b>Tourist Development Council meeting, Recommendations &amp; Funding Awards</b>
November 14, 2022	Brevard County Board of County Commissioners Approval
November 15, 2022	Notification of funding awarded & contracting begins
January 1, 2023	FY 2022-2023 Grant period begins
Sept. 30, 2023	FY 2021-2022 Grant Period ends

A final report is due within 30 days of the conclusion of the event. Reimbursement requests are due prior to October 6, 2023. Failure to comply with submitting a final report by the deadline (30 days post event conclusion) may impact future funding requests.

The above dates are subject to change. Changes will be publicized in advance.

### **3.0 ELIGIBILITY**

The primary purpose of the Major Event Grant Program is to promote Brevard County as a destination by funding groups which present large special events and market the events to out-of-county tourists. To qualify for the Major Event program, the event must meet the following criteria:

- Minimum of 25,000 total attendees
- Minimum of 25% of total attendees must be visitors from outside Brevard County
- Minimum of 40:1 Return on Investment (ROI)
- Must occur within the same week (7 consecutive days)
- Must have at least 1 year of prior event experience for measurement
- Must spend at least 40% of marketing budget outside of Brevard County

To be considered for this grant funding, the ~~special~~ events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant.

To be eligible to apply for participation in the Tourist Development Council Major Event Grant Program an organization must also;

- a. Be a corporation registered in Florida,
- b. Headquartered in Brevard County or have sponsoring facility in Brevard County
- c. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Major Event Grant Program.
- d. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- e. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- f. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- g. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- h. 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.
- i. Organizations should be in business for a minimum of two (2) years. (Date on IRS 501-c3)
- j. Fully cooperate with TDO staff post-event on guest information, surveys, and any other requests for information.

#### 4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds are available for the fiscal year 2022-2023 for the Major Event Grant Program which funds events or activities that promote Brevard County. Award funds will be based on overall economic impact to Brevard County. Maximum funding request will not exceed \$100,000 per organization per fiscal year or 20% of their most recent event budget.

##### Tier System

<b><u>TOTAL ATTENDANCE</u></b> # of total attendees (award could shift proportionally)	Funding	Programs
25,000-49,999	\$25,000	Major Event Grant Program
50,000-99,999	\$50,000	Major Event Grant Program
100,000-199,999	\$75,000	Major Event Grant Program
200,000+	\$100,000	Major Event Grant Program

The Major Event Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon **receipt and verification of valid documentation** will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

#### 5.0 ELIGIBLE USE OF FUNDS

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract. Funds also must be used to implement events or activities that promote Brevard County as a destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

## **Allowable and Non-Allowable:**

### **Allowable Costs:**

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

### **Non-Allowable Costs:**

- Funds may **not** be used to finance projects that are already fully funded unless a project can be significantly enhanced with additional funds.
- Funds may **not** be used to pay debt obligations.
- Funds may **not** be used for grant applications or routine maintenance.
- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;
- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.
- Salaries or event personnel costs excluding support personnel (police, fire, etc).

## **6.0 APPLICATION SUBMITTAL PROCEDURES**

The Major Event Grant Program application may only be submitted electronically. The unique link for the on-line application will be provided to potential applicants for opening day of August 17, 2022. All supporting documentation may be uploaded within the application. The application deadline is no later than 5pm EST on September 12, 2022 to be considered for funding. All applications must be completed online, and submitted applications are final. All other questions should be made in writing and may be directed to Deborah Webster via email at [Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com) until the application deadline.

A non-mandatory virtual Information meeting to answer any questions you may have about the process or application will be held at August 17, 2022 at 10am.

Join Zoom Meeting

<https://us06web.zoom.us/j/87453731421?pwd=NFZPRkl4aHp6ZnBhcURpRUFVeXN0QT09>

Meeting ID: 874 5373 1421

+1 929 205 6099

## **7.0 TERMS AND CONDITIONS OF GRANT AWARDS**

1. An applicant may only submit 1 (one) application for the Major Event Grant Program. Major Event Grant Program applicants may apply to other TDC Grant Programs, however if an applicant is awarded funds from additional TDC Grant programs the funds will first come from the Major Event Grant program if available and other grant funds will be remitted to the original grant program.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2022 – September 30, 2023. The project start and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred must be submitted within 30 days of the conclusion of the event.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. Events must be held at an ADA compliant facility conducted in compliance within current ADA guidelines.
6. To qualify for reimbursement, proof of insurance is required no less than 30 days prior to the event start date, which lists Brevard County, Board of Brevard County Commissioners officers and employees as an additional insured and/or any Brevard County 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.
7. Additional benefits to organizations who are awarded funding;
  - Space Coast Office of Tourism will provide a link to the organization to input a free event/season listing on VisitSpaceCoast.com.
  - Space Coast Office of Tourism will provide a link to the organization to input the specific event/season date & location for attendance measurement including total attendance, Brevard County resident's attendance and out-of-county visitor attendance.
  - Space Coast Office of Tourism will provide a website pixel for the event organizer to implement on to their website or event landing page (if they have one, instructions will be furnished if needed). This pixel will provide visitor data including demographics and booking information.

The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and

accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.

**Credit Line Usage and Logo Requirement:** Any publicity or publications related to programs or projects funded by the Major Event Grant Program listing or recognizing funders or sponsors shall include Brevard County and Florida's Space Coast Office of Tourism logos and/or the following statement: **Sponsored in part by the Brevard County Board of County Commissioners and Florida's Space Coast Office of Tourism.**

## **8.0 EVALUATION CRITERIA**

Selections Process: TDO staff will review each proposal for eligibility and completeness (provision of required proposal information). Each member of the 9-member TDC Cultural Committee will review each proposal using the Scoresheet and assign a numeric score to the project. TDO staff will assemble the Scoresheets for each project. The highest and lowest scores will be discarded for each project to adjust for possible scoring outliers. TDO staff will rank each project in order based on the remaining 7 scores (assuming all 9-members score the project). Project rankings will be reviewed and discussed in a TDC Cultural Committee meeting that is open to the public. Project rankings and funding recommendations will be forwarded to the Tourist Development Council for final review of project rankings and adoption of the project list and funding levels, and then sent to the Brevard County Board of County Commissioners for final approval.

## **9.0 EVALUATION PROCEDURES**

The TDO staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

TDO staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council for review and scoring. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on October 20, 2022. Tourism Development Office will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards.

The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

#### Major Event Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications

## **10.0 REPORTING REQUIREMENTS**

### **Reporting**

The applicant is to provide status reporting using the online that will be emailed to each applicant that has been awarded a grant. Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact future grant applications.

## **11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING**

The Tourist Development Council shall **reimburse** the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

### **Event/Activities Completion and Reimbursement Requirements**

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed final report is due within 30 days of the conclusion of the event. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. TDO Staff will provide attendance verification (Specifically out of County attendees) if requested or ticketing systems or other methods are not available.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 7, 2023.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format).
4. Events that fall short of projected economic impact will have grant funding reduced.
5. Grant awards and ranking and recommendations by the Cultural Committee, Tourist Development Council and Board of County Commissioners are final.

## **12.0 ANTI-LOBBYING STATEMENT**

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