

Major Events Grant application F Y 22/23

Response ID:6 Data

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 Super Boats 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....

Other - Please specify: LLC for 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

7. Event Specifics

Please describe your event.

Thunder on Cocoa Beach (ToCB) 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. This event will take place May 18 - 21, 2023.

While this is a multi-day event, each day has its unique thrills.

Thursday, May 18 -

- High Octane Kick-Off Party at Juice 'N Java Cafe in Cocoa Beach
- VIP Wine Tasting at Juice 'N Java sponsored by GG & R & Tuscany Wine

Friday, May 19 -

- Thunder on Cocoa Beach Block Party with Racers Meet & Greet - Downtown Cocoa Beach
- VIP Party at Coconuts on the Beach
- GG & R VIP Wine Tasting

Saturday, May 20 -

- Concert - Port Canaveral (This is TBD)

Sunday, May 21 -

- Race Day
- Power Boats in Dry Pits - Port Canaveral
- Awards Presentation

This event has four 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 a significant 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.
- Goal #4 - Give back to the local community. Each year we give back to the community through charity partnerships and being ecologically minded by working with the Sea Turtle Preservation Society.

9. (untitled)

8. Event Specifics

Please provide a brief description of your organization.

Space Coast Super Boats, LLC is made up of four, longtime Space Coast residents who work in the community and are responsible for Thunder on Cocoa Beach. Our team consists of:

- 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

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.

Taking place over four days, this event takes place throughout multiple communities on Florida's Space Coast. It's expected that 60 racers and their teams will be participating in TOCB, with an estimated 200,000 spectators in attendance over the four days of events.

Racers and their race teams will arrive earlier in the week, driving hotel occupancy mid-week. There are smaller events planned that will occur for VIPs, race teams and sponsors leading up to Friday's festivities. Visitors can kick off the weekend with a Block Party in Downtown Cocoa Beach where they can mingle and meet with the racers and their teams. A concert is tentatively planned for Saturday in Port Canaveral, and Sunday is the main event with the race starting at 10 a.m. Guests can view the race from the shores of Cape Canaveral and Cocoa Beach, and the awards presentation will take place in the port's dry pits on Sunday evening.

11. (untitled)

10. Event Specifics

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

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.

Our marketing plan goes into great detail on how we plan to promote the Space Coast as a destination. Through a series of digital and prints ads, radio and social media marketing, we plan on promoting the race weekend to the audience mentioned above. The event name alone, Thunder on Cocoa Beach, places the destination in front of our audience, generating brand awareness for Cocoa Beach.

Considering that TOCB is one race on the Power Boat Association Offshore National Championship Series, there is quite a

following when it comes to this series. In partnership with P1 Offshore, TOCB will be featured in a one-hour program chronicling the 2023 American Power Boat Association Offshore National Championship Series that will debut on CBS Sports Network. This one-hour special provides additional exposure for Florida's Space Coast and will likely encourage those watching at home to make plans to attend the following year.

12. (untitled)

11. Event Specifics

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

Port Canaveral, Lori Wilson Park, Downtown Cocoa Beach and various hotel/restaurants throughout the Cocoa Beach area.

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.

ToCB is the only event of its kind in Central Florida. There's no other place in the world that offers access to offshore racing with a backdrop like Cocoa Beach. Those who attend ToCB experience a family-friendly destination that offers unforgettable local cuisine, art, and entertainment. Unlike other destinations on the circuit, there's out-of-this-world experiences for visitors to the area including Kennedy Space Center Visitor Complex. And there is no where else in the world that visitors (and the race teams) could watch a rocket launch from the beach with the thrill of racing taking place in front of them. Here's to hoping a launch coincides with the scheduled events, which is a huge differentiator for ToCB.

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.

Our team understands that this time frame in May typically sees less traffic and lower hotel occupancy in the Cocoa Beach area. We have had many Cocoa Beach area hoteliers share that occupancy traditionally runs 60 to 70%, but since our event has

started, they consistently remain at a higher occupancy, approximately 90 to 100%, during our event's time frame. Over the years, we have worked with the TDO to collect data. 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. This year we expect the event to see more people visiting the area. Some beaches on Florida's east and west coast were negatively impacted by 2022's hurricanes, and we foresee travelers gravitating to the Cocoa Beach area since there was minimal damage to our beaches.

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.

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 goes into great detail on how we plan to promote the Space Coast as a destination. Through a series of digital and prints ads, radio and social media marketing, we plan on promoting the race weekend to the the following audiences:

- 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.Petersburg DMA, and Miami DMA.

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

Timeline & Budget

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, an organization responsible for a series of world-class powerboat racing competitions, and Explore Media Marketing for securing sponsorships.

20. (untitled)

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

[Thunder_on_the_Beach_Support_Hotel.pdf](#)

[Referral_CARROL.docx](#)

[Referral_P1_Commitment_Letter_2023.pdf](#)

21. (untitled)

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

Thunder on Cocoa Beach is brought to Florida's Space Coast by a group of guys who have a passion for this area and wanted to bring something cool here. Most event producers measure their success by how much profit they turn and the growth they have experienced year over year. We have never looked at this event as a business, and while there are some profits made from T-shirt sales, ticket sales, and vendor spaces, we donate a percentage of profits to our charity of choice.

We are not in it for the money; however, in the spirit of full transparency, two members of our team own and operate local restaurants and naturally benefit from an increase of visitors to the area.

Our hearts are in it to see our community thrive. We work closely with the TDO to collect data, as well as local hoteliers and the City of Cocoa Beach and Cape Canaveral to gauge our success. With an average economic impact of \$8 million dollars, we know what this economic impact means for this area. What would normally be a slower time for Cocoa Beach/Cape Canaveral is now met with heads in beds, restaurants filled and local shops being visited. We know this for a fact because we work so closely with our area to bring this event here.

In the past, we have been able to provide our charity of choice with \$10,000+. Our charity is Freedom Fighters. We chose this charity because they are passionate about ending human trafficking and supporting organizations who identify, rescue, rehabilitate and set victims of human trafficking free. For full transparency, the founder of Freedom Fighters, Jenny Pruett, is married to one of our team members, Kevin Pruett.

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.

This event would not be successful without the support of our sponsors. They are some of our greatest assets in bringing this event to Florida's Space Coast. Explore Media Marketing is an agency that helps us secure and manage our sponsors, and although these sponsorships may change, year over year, they are critical to our success.

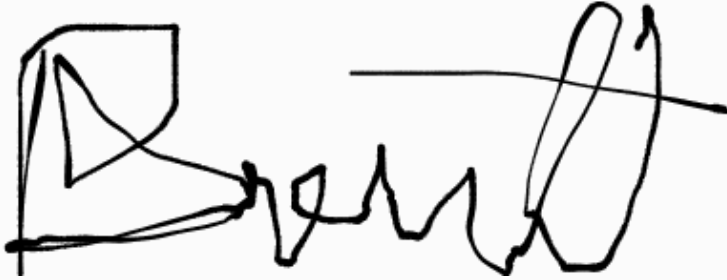
Additionally, we sell T-shirts, VIP tickets and vendor spaces to help fund this event. A portion of any revenue goes to our charity of choice.

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.

A handwritten signature in black ink, appearing to read 'Kerry Bartlett', with a horizontal line extending from the top of the signature.

Signature of: Kerry Bartlett

24. (untitled)

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)

To: Board of County Commissioners From: Kevin and Jenny Pruett

Subject: Relationship between:

(a) Thunder on Cocoa Beach - Offshore Race Event

(b) "I am a Freedom Fighter" - a 501(c)3 charity

Date: 31 January 2023

A request was made to explain the relationship between the subject organizations.

I am a Freedom Fighter was founded in 2019 by Jenny Pruett. Freedom Fighter is focused on educating public and private organizations, government entities, communities and individuals on the topic of human trafficking by fundraising and increasing awareness on how to identify human trafficking and how to avoid becoming a victim. Jenny is a 37-year Brevard County resident. She spent 20 years in the pool and spa industry. Her last 13 years she was the owner of Juice N Java Cafe in downtown Cocoa Beach. A community focused coffee shop and cafe which is where she founded Freedom Fighter over a coffee break with friends.

Thunder on Cocoa Beach (ToCB) was the brainchild of Kerry Bartlett in 2010. Kerry recruited 3 of his friends; Mike Schwarz, Rich Hensel, and Kevin Pruett, to embark on bringing offshore powerboat racing to the Space Coast. All four directors have a host of duties to execute a successful race. Mike and Rich cover many of the activities at the Port and hospitality during the race. Kerry is the President and presides over all ToCB matters and handles the contractual documents with the sanctioning body, American Powerboat Association (APBA) and their partner Powerboat PI Offshore. Kevin is responsible for much of the coordination with the race teams, television crews and organizing the Friday night event downtown Cocoa Beach.

Kevin is a Brevard County native arriving here via Wuesthoff Hospital. He is a University of Florida graduate and has his MBA from Florida Tech. Kevin's community service includes serving 10 years on the Health-First Board of Trustees and serving 3 terms as a Cocoa Beach City Commissioner. He works for ENSCO, Inc where his role is Executive Vice President of ENSCO's Mission Systems Group.

Kevin and Jenny are married which is where the inference of an organizational conflict of interest (OCI) was brought up at the December 06, 2022 Board of County Commissioners meeting.

Freedom Fighter has been the ToCB charity of choice for the last 4 years. It was Kerry's idea to invite Freedom Fighter to be the race charity. The race cannot happen without a large group of great ToCB volunteers. Many of those volunteers are Freedom Fighter supporters. Freedom Fighter volunteers handle merchandise sales, staff all the drink trailers and tents,

coordinate the vendor tents at the port, downtown, and on the beach. In this capacity Jenny works closely with Mike and Rich to ensure the ToCB hospitality offering for fans and racers is the best possible all while raising awareness about human trafficking.

In closing, the ToCB and Freedom Fighter relationship is a very positive relationship for our community and we look forward to the future. It should be noted that 100% of the funds raised by Freedom Fighter goes to state, national, and international organizations dedicated to fighting human trafficking. Jenny and Kevin do not receive any financial gain from the Freedom Fighter relationship.

25. (untitled)

22. 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

[2023_race_map_.jpg](#)

[2023_Timeline.doc](#)

[2023_Budget_Thunder_TDC.xls](#)

[2023_Budget_Thunder_TDC.xls](#)

[2023_Marketing_Plan_Thunder.docx](#)

[Explantion_Charty.pdf](#)

[Referral_P1_Commitment_Letter_2023.pdf](#)

26. Thank You!

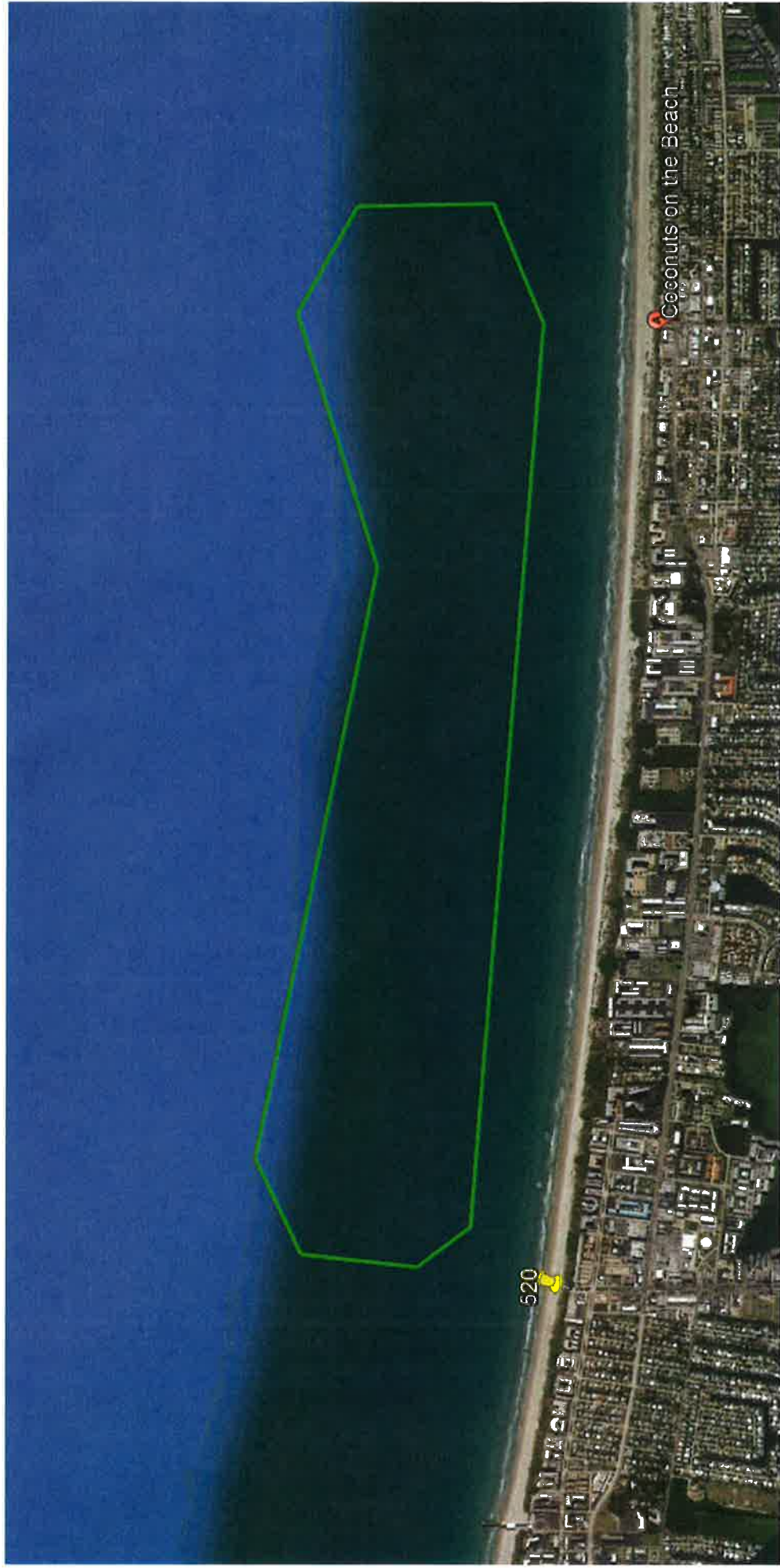
New Send Email

Feb 04, 2023 14:53:00 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.

Q16.

Thunder on Cocoa Beach event- Partners

1. Cocoa Beach Kiwanis Club – Cocoa Beach Kiwanis Club members volunteer to oversee planning, organizing & staffing of parking assistants in the Saturday and Sunday racing events at Lori Wilson Park parking lot. Approximately 300-400 cars park in this lot for the event.
2. Merritt Island Rotary Club – Merritt Island Rotary Club members contribute by volunteering as parking assistants in the Lori Wilson Park lot for the Saturday and Sunday racing event. Volunteers assist approximately 300-400 cars in this lot for the event.



Race Expenses	2022 Budget	2023 Projected	VAR	Sponsors	2022			
O Brien Helicopter (Jet Ranger)	\$8,280.00	\$9,108.00	Projected 10%	TDC	\$73,000.00			
Grainger Helicopter (R44)	\$4,622.00	\$5,084.20	Increase on all	Fishlips	\$5,000.00			
Cranes Bylel Brothers	\$3,500.00	\$3,850.00		Pier	\$5,000.00			
Steve Byle Hotels	\$1,042.12	\$1,146.33		Coconuts	\$9,000.00			
Fim crew/ Hotel	\$3,059.45	\$3,365.40		Carroll Dist.	\$3,500.00			
Ocean rescue	\$1,684.12	\$1,852.53		Motel assco.	\$2,500.00			
LLC filing fee	\$225.00	\$247.50		Grills	\$2,000.00			
Patrol boat captais	\$2,400.00	\$2,640.00		Rusty's	\$2,500.00			
Sunday Awards Banquet Hilton	\$6,534.00	\$7,187.40		Explorer Media	\$62,775.00			
APBA Membership	\$185.00	\$203.50		Sea Ray	\$7,500.00			
ADMIN Fee Directors	\$20,000.00	\$20,000.00		Space Shirts	\$500.00			
Hard Costs Race	\$51,531.69	\$54,684.86		explorer projected	\$0.00			
Port Fee	\$5,992.00	\$6,591.20		JJ Turk	\$1,950.00			
BCSO	\$2,827.25	\$3,109.98		J & J Friday night CMR	\$800.00			
CCVFD Fire	\$4,832.00	\$5,315.20		P1	\$4,559.45			
Porta Potties	\$5,831.50	\$6,414.65						
Tactical Elite over nightSecurity	\$2,394.00	\$2,633.40						
City pool testing	\$417.30	\$459.03						
Entrance arch (Franklin)	\$800.00	\$880.00		Income Sponsors	\$180,584.45			
Water wash boats Cocoa Water utilities	\$550.00	\$605.00						
Lori Wilson Park Fee **	\$4,555.52	\$5,011.07	\$0.00				\$50,317.96	
Hotel Rooms for Wet Hot pit guys	\$669.00	\$735.90		4 Day Pass	\$18,311.25	*		
Hard Costs Port	\$28,868.57	\$31,755.43		Lori Wilson	\$23,518.75	* Freedom Fighter collected		
Cocoa Beach event fee MOVED to FF	\$3,800.00	\$4,180.00		Coconuts	\$8,487.96	*		
AWP Road closure **	\$7,894.00	\$8,683.40		Vendors	\$8,300.00	*		
AWP Fee	\$138.75	\$152.63		Merch	\$13,448.90	*		
Trash/ waste pro roll aways	\$1,040.00	\$1,144.00		Parking	\$7,827.55	*		
CCB Chamber	\$365.00	\$401.50		Income Other	\$79,894.41			
Scorpien Marine Launch site	\$2,500.00	\$2,750.00				*		
Beach chair Lori Wilson	\$2,260.00	\$2,486.00		Total Income	\$260,478.86			
chalets,barricades/tents/chairs/1 ATV	\$15,869.15	\$17,456.07						
Full Circle Media And sound beach chalet	\$3,530.48	\$3,883.53		Total Expenses	\$249,979.98			
Golf carts	\$642.00	\$706.20						
Coconuts VIP Commision Sales	\$2,820.00	\$3,102.00		Profit	\$10,498.88			
Event set up break down Staff	\$5,000.00	\$5,500.00						
Hard Costs Cocoa Beach MOVED to FF	\$45,859.38	\$50,445.32						
P1	\$73,000.00	\$75,000.00	\$2000 annual					
Space shirts for sale Freedom **	\$11,521.34	\$12,673.47	Increase on all					
commision Explorer media sponserships	\$26,200.00	\$28,820.00	per contract.					
COST, Banners, printing programs EM	\$8,500.00	\$9,350.00						
Pat Kaury labor	\$500.00	\$550.00						
Volunteer Shirts	\$500.00	\$550.00						
G Daddy Domain renewals	\$150.00	\$165.00						
LLC Filing	\$150.00	\$165.00						
Mobile app fee and update	\$1,649.00	\$1,813.90						
WRRJ PSA	\$500.00	\$550.00						
Teal Reef Web site	\$800.00	\$880.00						
Poster distribution	\$250.00	\$275.00						
Marketing	\$123,720.34	\$130,792.37	\$17,698.00					
Total Expenses	\$249,979.98	\$267,677.98						
Income	\$260,478.86							
Profit	\$10,498.88							
** Freedeom Fighters Paid	-\$10,440.00							

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

BUDGET-

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, an organization responsible for a series of world-class powerboat racing competitions, and Explore Media Marketing for securing sponsorships.

SCHEDULE-

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.



01-05-2023

To whom it may concern:

Carroll Dist. Co. has enjoyed working with Space Coast Super Boats LLC for 12 years in a row. As a sponsor of the event, we see how much it has brought to our local community and the economic impact for the county. This event has made the Space Coast more visible to potential tourist around the country and state.

We look forward to seeing the growth of this event year after year. Carroll Dist. Co. will be a sponsor for Thunder on Cocoa Beach as long as it stays in the county. We also know what it brings to our community and look forward to seeing it grow.

Sincerely,

Ronnie Chabot

Brand Manager

(321)403-3877



January 24, 2023

Board of County Commissioners

Re: Thunder on the Beach 2023

The Cocoa Beach Area Hotel and Lodging Association has been a staunch supporter of the annual Thunder on the Beach Superboat Races since its inception over 10 years ago. This is exactly the type of event we need for the Space Coast. It has grown each year and now reaches a television and online international audience which helps spread worldwide awareness of our area. This annual event is a staple of the spring event season, drawing more fans and guests every year.

These races provide an economic boost for Cocoa Beach and Cape Canaveral, as well as the entire county. As their notoriety increases, the demand for hotel and short-term rentals, along with associated economic activity, spreads throughout the county.

We respectfully ask that you continue to support this important event for our community.

Thanks very much,

A handwritten signature in blue ink, appearing to read "Tom Williamson", with a long horizontal flourish extending to the right.

Tom Williamson
President, Cocoa Beach Hotel and Lodging Association



16th September 2022

Mr. Kerry Bartlett
Space Coast Super Boat LLC
950 Mullet Road, Cape Canaveral
FL 32920

Dear Mr. Bartlett,

This letter is to confirm that Powerboat P1 is fully committed to working with Space Coast Super Boat LLC, for the delivery of the Thunder and Cocoa Beach Event in 2023. Thunder on Cocoa Beach is one of a series of events that Powerboat P1 stages across the USA and internationally.

The Thunder on Cocoa Beach team has been excellent to work with since 2019 and all of us at Powerboat P1 are looking forward to another successful event.

Best regards,

Azam Rangoonwala
Chairman
Powerboat P1 USA, LLC
2320 Clark Street, Suite A1-3
Apopka, FL 32703
Phone: +1 407 985 1938
Azam@PowerboatP1.com



Marketing // PR Plan

Thunder on Cocoa Beach Channels

- **Website:** 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.
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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.



SCSBLLC Marketing Plan 2023

May 18-21

1. CBS/Fox Sports 1 hour Special seen worldwide.
2. Speed on the water digital and print marketing.
3. Offshore Only Digital & print marketing.
4. I-Heart Radio Orlando, St Pete, Clearwater, Ft Myers Beach, Key West
5. Face book Spend/Add.
6. Speedboat magazine

TV Show Being broadcast now

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

<https://www.youtube.com/watch?v=7EGkddPsC5M>

Event Brochure

<https://indd.adobe.com/view/e11c92b8-d7f5-419d-9ea7-f2ca4455bc0f>

Our Website

<https://www.thunderoncocoa-beach.com/>

P-1 Offshore

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

Speed on the Water

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

Speedboat.com

<https://www.speedboat.com/huski-lsb-graydel-jackhammer-sun-print-win-in-cocoa-beach-offshore-race/>

<https://www.speedboat.com/boatfloater-com-shoreline-plumbing-win-mod-v-and-class-7-in-cocoa-beach/>

Florida today

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

To: Board of County Commissioners

Date: 31 January 2023

From: Kevin and Jenny Pruett

Subject: Relationship between:

- (a) Thunder on Cocoa Beach - Offshore Race Event
- (b) "I am a Freedom Fighter" - a 501(c)3 charity

A request was made to explain the relationship between the subject organizations.

I am a Freedom Fighter was founded in 2019 by Jenny Pruett. Freedom Fighter is focused on educating public and private organizations, government entities, communities and individuals on the topic of human trafficking by fundraising and increasing awareness on how to identify human trafficking and how to avoid becoming a victim. Jenny is a 37-year Brevard County resident. She spent 20 years in the pool and spa industry. Her last 13 years she was the owner of Juice N Java Café in downtown Cocoa Beach. A community focused coffee shop and café which is where she founded Freedom Fighter over a coffee break with friends.

Thunder on Cocoa Beach (ToCB) was the brainchild of Kerry Bartlett in 2010. Kerry recruited 3 of his friends; Mike Schwarz, Rich Hensel, and Kevin Pruett, to embark on bringing offshore powerboat racing to the Space Coast. All four directors have a host of duties to execute a successful race. Mike and Rich cover many of the activities at the Port and hospitality during the race. Kerry is the President and presides over all ToCB matters and handles the contractual documents with the sanctioning body, American Powerboat Association (APBA) and their partner Powerboat P1 Offshore. Kevin is responsible for much of the coordination with the race teams, television crews and organizing the Friday night event downtown Cocoa Beach. Kevin is a Brevard County native arriving here via Wuestoff Hospital. He is a University of Florida graduate and has his MBA from Florida Tech. Kevin's community service includes serving 10 years on the Health-First Board of Trustees and serving 3 terms as a Cocoa Beach City Commissioner. He works for ENSCO, Inc where his role is Executive Vice President of ENSCO's Mission Systems Group.

Kevin and Jenny are married which is where the inference of an organizational conflict of interest (OCI) was brought up at the December 06, 2022 Board of County Commissioners meeting.

Freedom Fighter has been the ToCB charity of choice for the last 4 years. It was Kerry's idea to invite Freedom Fighter to be the race charity. The race cannot happen without a large group of great ToCB volunteers. Many of those volunteers are Freedom Fighter supporters. Freedom Fighter volunteers handle merchandise sales, staff all the drink trailers and tents,

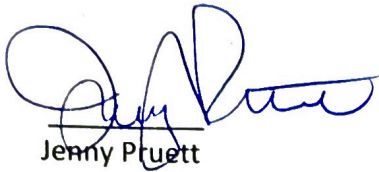
coordinate the vendor tents at the port, downtown, and on the beach. In this capacity Jenny works closely with Mike and Rich to ensure the ToCB hospitality offering for fans and racers is the best possible all while raising awareness about human trafficking.

In closing, the ToCB and Freedom Fighter relationship is a very positive relationship for our community and we look forward to the future. It should be noted that 100% of the funds raised by Freedom Fighter goes to state, national, and international organizations dedicated to fighting human trafficking. Jenny and Kevin do not receive any financial gain from the Freedom Fighter relationship.

Respectfully,



Kevin Pruett



Jenny Pruett

Date of this notice: 01-09-2019

Employer Identification Number:
83-3072797

Form: SS-4

Number of this notice: CP 575 E

FREEDOM FIGHTER
% JENNY PRUETT
75 N ORLANDO AVE
COOCCA BEACH, FL 32931

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 83-3072797. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear-off stub and return it to us.

When you submitted your application for an EIN, you checked the box indicating you are a non-profit organization. Assigning an EIN does not grant tax-exempt status to non-profit organizations. Publication 557, Tax-Exempt Status for Your Organization, has details on the application process, as well as information on returns you may need to file. To apply for recognition of tax-exempt status under Internal Revenue Code Section 501(c)(3), organizations must complete a Form 1023-series application for recognition. All other entities should file Form 1024 if they want to request recognition under Section 501(a).

Nearly all organizations claiming tax-exempt status must file a Form 990-series annual information return (Form 990, 990-EZ, or 990-PF) or notice (Form 990-N) beginning with the year they legally form, even if they have not yet applied for or received recognition of tax-exempt status.

Unless a filing exception applies to you (search www.irs.gov for Annual Exempt Organization Return: Who Must File), you will lose your tax-exempt status if you fail to file a required return or notice for three consecutive years. We start calculating this three-year period from the tax year we assigned the EIN to you. If that first tax year isn't a full twelve months, you're still responsible for submitting a return for that year. If you didn't legally form in the same tax year in which you obtained your EIN, contact us at the phone number or address listed at the top of this letter.

For the most current information on your filing requirements and other important information, visit www.irs.gov/charities.



Consumer's Certificate of Exemption

Issued Pursuant to Chapter 212, Florida Statutes

DR-14
R. 01/18

85-8017783324C-2	04/15/2019	04/30/2024	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

FREEDOM FIGHTER INC
75 N ORLANDO AVE
COCOA BEACH FL 32931-2910

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



Important Information for Exempt Organizations

DR-14
R. 01/18

1.

You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).
2.

Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.
3.

Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.
4.

This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).
5.


It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.
6.

If you have questions about your exemption certificate, please call Taxpayer Services at 850-488-6800. The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.



TO END HUMAN TRAFFICKING

The following transaction for I am a Freedom Fighter was successful:

	General Transaction Receipt	
DONOR	Space Coast Super Boat	AMOUNT \$10,440.52
ADDRESS	950 Mullet Rd. Cape Canaveral, FL 32920	DATE December 9, 2022
PHONE	(321)8635228	TYPE check transaction
EMAIL	Kerrybartlett@beachlinemarine.com	TAX DEDUCTIBLE AMOUNT \$10,440.52

Access Your Free Online Giving Account

To access your free online giving account, sign up [here](#) with the email address Kerrybartlett@beachlinemarine.com. Creating an account allows you to manage your email and billing preferences, keep track of all your donations, and makes donating to I am a Freedom Fighter even easier.

Online giving is powered by  Kindful



Good morning,

The discrepancy in the budget is the \$19,000 "contract service fees for freedom fighters". That number came from a projected profit the freedom fighters raised on the event, but hadn't balanced the books.

On the budget we just recently submitted was a balanced budget, showing we wrote freedom fighters a check for \$10,440. The difference of \$8560 from the 19,000 freedom fighters made running the bars (which was more than that).

Our apologies on the discrepancies, we do this for fun and have rarely made money. In the process of converting our budget to that budget you requested we felt something need to be put in.

We appreciate your time and and thank you letting us redo this application.

Sincerely,

A handwritten signature in black ink, appearing to read "Kerry Bartlett". The signature is fluid and cursive, with a large loop at the end.

Kerry Bartlett
Director Space Coast Superboats LLC