



Brevard County Board of County Commissioners

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Legislation Text

File #: 5659, **Version:** 1

Subject:

Approval, Re: Tourist Development Council (TDC) FY 2023-24 Cultural Support Grant Program Funding, Guidelines, Application and Scoresheet and provide staff direction regarding FY 2023-24 Major Event Grants

Fiscal Impact:

FY 2023-24: Program funding of up to \$400,000 from the TDC Cultural Fund (1446) for Cultural Support Grants. Program funding of up to \$100,000 from the TDC Cultural Fund (1446) for Major Event Grants. Note: These funds should not be affected if the Board decides to do a one-time transfer of Carry Forward funds of \$1 million from the Cultural Fund to the IRL Grant Program for FY 2023-24.

Dept/Office:

Tourism Development Office

Requested Action:

It is requested the Brevard County Board of County Commissioners approve:

- The Tourist Development Council FY 2023-24 TDC Cultural Support Grant Program Guidelines, Application and Committee Scoresheet.
- Funding of the FY 2023-24 Cultural Support Grant Program applications which shall come before the Board for final funding approval as the grant application cycle commences.
- That the Board make the legislative finding that Tourist Development Tax funds are authorized for each grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)d. of the Brevard County Code of Ordinances, because each grant supports an activity or event which has as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists from outside Brevard County.
- That the Tourism Development Office Director be authorized to negotiate and sign all necessary grant agreements and related documents upon County Attorney Office, Risk Management and Purchasing Services approval.

Lastly, it is requested the Brevard County Board of County Commissioners provide direction to Tourism Development Office regarding a FY 2023-24 Major Event Grant Program and whether TDO staff and the TDC shall work to create Guidelines, Application, Scoresheet, funding with the Cultural Committee for applications to come before the Board for final funding approval as the grant application commences.

Summary Explanation and Background:

These funds are put in place each fiscal year for projects approved by the TDC Cultural Committee, the Tourist Development Council, and the Brevard County Board of County Commissioners. These Cultural Support Grant projects are verified by the County Attorney's Office to be viable projects to receive support with Tourist Development Tax dollars per State Statute and local ordinance. Reimbursable grant awards are available to support projects that benefit tourism and promote cultural arts on the Space Coast. These Cultural Support Grant Program projects are approved and supported through the Cultural Committee plan and will serve as safe, world-class projects to promote the Space Coast as a tourism and cultural destination that are open and available to both tourists, visitors and the community.

- The Cultural Committee at their March 9, 2023 meeting, and the Tourist Development Council at their March 22, 2023 meeting, voted unanimously to recommend the Board approve the FY 2023-24 TDC Cultural Support Grant Program Funding, Guidelines, Application and Committee Scoresheet as well as make the necessary legislative findings. A summary of the revisions to the Cultural Support Grant Program Application, Guidelines and Scoresheet are: (gray shaded areas are updates/revisions by CAO and yellow is by Cultural Committee)
- Page 5 - TDC Cultural Support Grant Program Guidelines - 2.0 Statement of Applicant Responsibility, add 'If the grant is awarded, the applicant agrees to be bound by all terms contained in their application, these guidelines and any supporting documents'
- Page 6 - TDC Cultural Support Grant Program Guidelines - 4.0 Application Process and Key Dates, add 'and the Brevard County Board of County Commissioners'
- Page 8 - TDC Cultural Support Grant Program Guidelines - 6.0 Available Funds, edit 'Funding Award amounts' add 'At least 50% of the grant award must be spend on out-of-county advertising'
- Page 11 - TDC Cultural Support Grant Program Guidelines - 10.0 Reporting Requirements, add, 'The final report will include a detailed expenditure worksheet by category reconciled with the Applicant's Reimbursement Request, this data will be submitted to the Cultural Committee for review'
- Page 13 - TDC Cultural Support Grant Program Guidelines - 14.0 Terms and Conditions is completely new
- Page 20 - TDC Cultural Support Grant Program Guidelines - 15.0 Grant Award is completely new
- Page 21-23 TDC Cultural Support Grant Program Guidelines - Exhibit (A) Grant Scoring Sheet is updated all questions to align with Application and new points allocations
- Page 24 - TDC Cultural Support Grant Program Application add, '50% of grant award must be

used for out-of-county advertising/marketing, how with the other grant funds be used?' add,
'Out-of-county Marketing/Advertising (must account for at least 50% of the grant award)'

- Page 25 - TDC Cultural Support Grant Program Application updated, Q2-3, Q5-6

Regarding the Major Event Grant program, these projects are for larger events that generate a minimum of 25,000 attendees. The grants are reimbursable awards and are available to support projects that benefit tourism and promote cultural arts on the Space Coast. These Major Event Grant Program projects are approved and supported through the Cultural Committee and TDC to promote the Space Coast as a tourism and large event destination that are open and available to both tourists, visitors and the community. Past recipients of this grant program have been air shows and boat races. Staff is asking for direction on whether to solicit grant applications in Fiscal Year 2023-2024.

Clerk to the Board Instructions:

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