

ORGANIZATION: Smooth Running, LLC			
EVENT: Cocoa Beach Triathlon			
DATE: April 14, 2024			
Expenses	Anticipated Event Expenses	Income	Anticipated Event Income
USA Triathlon Sanction Fee	\$600.00	Athlete Registration Fees	\$36,500.00
Insurance	\$530.00	Sponsorships	\$5,000.00
Permitting	\$60.00		
Site fees (aquatic center, pavilion, swim launch area	\$1,100.00		
Golf Course rental for run portion of event	\$4,500.00		
Coning & closure of 10 miles of SR-A1A	\$5,750.00		
Barricades for bike transition area	\$480.00		
Athlete finisher medals	\$4,200.00		
CBPD & BCSO Police Support	\$1,640.00		
Medical Support	\$480.00		
Lifeguards for Swim portion of event	\$750.00		
Water Quality Test	\$100.00		
Volunteer & Athlete Shirts	\$5,200.00		
Branded drawstring backpacks for Athletes	\$1,820.00		
Timing	\$4,800.00		
Race referees	\$420.00		
Hotels for timers & race referees	\$1,200.00		
Branded swim caps for all entrants	\$1,500.00		
Start/Finish line announcer	\$800.00		
Band	\$400.00		
Awards	\$1,600.00		
<i>Go Daddy fees and annual renewal</i>	\$150.00		
Light Tower Rentals	\$900.00		
Course & Finish Line Food & Drink	\$1,150.00		
<i>Porta-potties</i>	\$960.00		
Signage & Banners	\$3,400.00		
Buoy Anchors	\$180.00		
Roll-off Dumpster	\$330.00		
Donation To Volunteer Groups	\$1,000.00		
Overnight Security	\$200.00	Total Income	\$41,500.00
Trailer Rental For Equipment/Medals, Awards, Apparel, Etc.	\$240.00		
Staffing & Labor 8 Months Before & Through Event	\$6,500.00	Total Expenses Paid	\$52,940.00
Total Expenses 2024	\$52,940.00	Profit/Loss	-\$11,440.00

ORGANIZATION: Smooth Running, LLC				
EVENT: USA Beach Running Championships				
DATE: April 28, 2024				
Expenses	Anticipated Event Expenses		Income	Anticipated Event Income
USA Track & Field Sanctioning & Insurance	\$820.00		Entry Fees	\$31,400.00
Athlete Finisher Medals	\$3,800.00		Sponsorships	\$3,000.00
Athlete Shirts	\$4,700.00			
Branded Athlete Hats	\$3,200.00			
Branded Athlete & Volunteer Drawstring Backpacks	\$2,400.00			
Volunteer Shirts	\$380.00			
Donation to Volunteer Groups	\$1,000.00			
Medical Support	\$620.00			
ATV Side by Side Rentals	\$840.00			
Port-a-Potties	\$1,120.00			
Timing	\$3,300.00			
Shepard Park Usage Fees	\$1,400.00			
Advertising	\$4,500.00			
Signs & Banners	\$800.00			
Go Daddy Hosting & Annual Fees	\$150.00			
Finish/Start Finisher Line Announcer	\$800.00			
Hotels For Timers	\$600.00			
Band	\$300.00			
Course & Finish Line Celebration Food & Drink	\$1,600.00			
Overnight Security	\$200.00			
Staffing & Labor 7 Months Before & Through Event	\$3,800.00			
Equipment Trailer Rental	\$250.00			
			Total Income	\$34,400.00
			Total Expenses Paid	\$36,580.00
Total Expenses 2024	\$36,580.00		Profit/Loss	-\$2,180.00

FY 23-24 Sports Grant Cycle #2 Scoring									
	2-1 United Flag Football Tournament	2-2 Moon Golf Junior All-Star Golf Tournament	2-3 Space Coast Spring Games Softball Tournament	2-4 NJCAA Division 1 Women's Golf National Tournament	2-5 Cocoa Beach Triathlon and Duathlon	2-6 Space Coast Clash Soccer Tournament	2-7 ESA SE Regional Surfing Championships	2-8 Hurricane Classic Soccer Tournament	2-9 USA Beach Running Championships
ROOM NIGHTS	200	380	3400	600	800	800	1200	1000	400
Approved Funding	INELIGIBLE	\$5,700.00	\$25,000.00	\$9,000.00	\$12,000.00	\$12,000.00	\$18,000.00	\$15,000.00	\$6,000.00
Christy Galzerano	64	78	88	85	80	87	87	74	83
Connie Denaburg	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE	DID NOT VOTE
Jake Hornbacher	71	91	90	95	76	91	81	84	72
Lynne Mims	75	85	95	88	81	86	87	78	73
Chelsea Parker	67	75	83	81	80	68	80	64	70
Fred Poppe	RECUSED	73	91	78	82	81	88	86	83
Jaime Tejeiro	57	75	87	71	73	RECUSED	69	RECUSED	72
Score Total	334	477	534	498	472	413	492	386	453
Average Score	66.80	79.50	89.00	83.00	78.67	82.60	82.00	77.20	75.50
Trimmed Mean	67.33	78.25	89.00	83.00	79.25	84.67	83.75	78.67	75.00

2. (untitled)

1. **Applicant Information-**

What is the event title?

Cocoa Beach Triathlon & Duathlon

3. (untitled)

2. **Applicant Contact Information-**

Organization Name

Smooth Running, LLC

First Name

Mitch

Last Name

Varnes

Job Title

Principal

Mailing Address

660 Cinnamon Court

Apt/Suite/Office

N/A

City

Satellite Beach

State

FL

Zip

32937

Country

Email Address

mitchvarnes@gmail.com

Phone Number

3217597200

Mobile Phone

3217597200

Website URL

www.spacecoasttriathlon.com

Website URL

4. (untitled)

3. **Event Information-**

How many days will your event be held?

2

4. **Event Information-**

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

04/13/2024

5. (untitled)

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

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

6. (untitled)

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

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

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

Yes

7. **Estimated Event Attendance**

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

How many total participants are expected to attend your event?

Out-of-State Participants : 80

Overnight In-State Participants : 350

Day Trip In-State Participants : 320

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

How many total spectators are expected to attend your event?

Out-of-State Spectators : 250

Overnight In-State Spectators : 500

Day Trip In-State Spectators : 500

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

How many total Media are expected to attend your event?

Out-of-State Media : 2

Overnight In-State Media : 2

Day Trip In-State Media : 3

8. (untitled)

11. How much event grant support are you requesting?

13,000

12. What is the purpose of the financial support?

Site fees/costs (contract help, etc)

Marketing and public relations

Non-monetary awards (medals, ribbons, plaques, etc)

Rights fees

Sanction fees

9. (untitled)

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

800

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

Yes

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

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

10. (untitled)

16. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

[Cocoa_Beach_Triathlon_Recent_history_for_2024_tourism_application.docx](#)

11. (untitled)

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

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

Yes

12. (untitled)

18.

ATTESTATION

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



Signature of: G. Mitchell Varnes Jr.

13. (untitled)

19. SPECIAL MESSAGE:

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

If you are not able to upload the required (4) attachments please email your (4)

documents to Sports@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on May 3, 2022, no late arrivals will be accepted.

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

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

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

14. (untitled)

20. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

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

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

[CB_Tri_2024_marketing_plan.docx](#)

[CB_Tri_event_plan_2024.docx](#)

[Cocoa_Beach_Triathlon_2024_Operating_Budget.docx](#)

[cb_tri_transition_map.jpg](#)

[cocoa_beach_tri_logo.jpg](#)

[Cocoa_Beach_triathlon_and_duathlon_course_maps.pdf](#)

[Cocoa_Beach_Triathlon_turn_by_turn_of_course.docx](#)

[cb_tri_run_golf_course.jpg](#)

[cb_tri_2024_marketing_card_1.jpg](#)

[CB_Tri_finisher_pics_with_branding_and_emailed_to_each_entrant.jpg](#)

15. Thank You!

New Send Email

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

Bike Course 12.4miles



Bike:
out and back
course on
State Road
A1A with
lane completely
closed to
traffic.

Run Course 3.1miles



Run is on
a completely
closed
GOLF
COURSE
with NO

intersections or
vehicle interaction.

SATURDAY PACKET PICKUP

Ron Jon Cocoa Beach Triathlon

Course Map

GPS Address: 1500 Minutemen Causeway, Cocoa Beach, FL 32931
Parking is ONLY at the Cocoa Beach High School Parking lot.

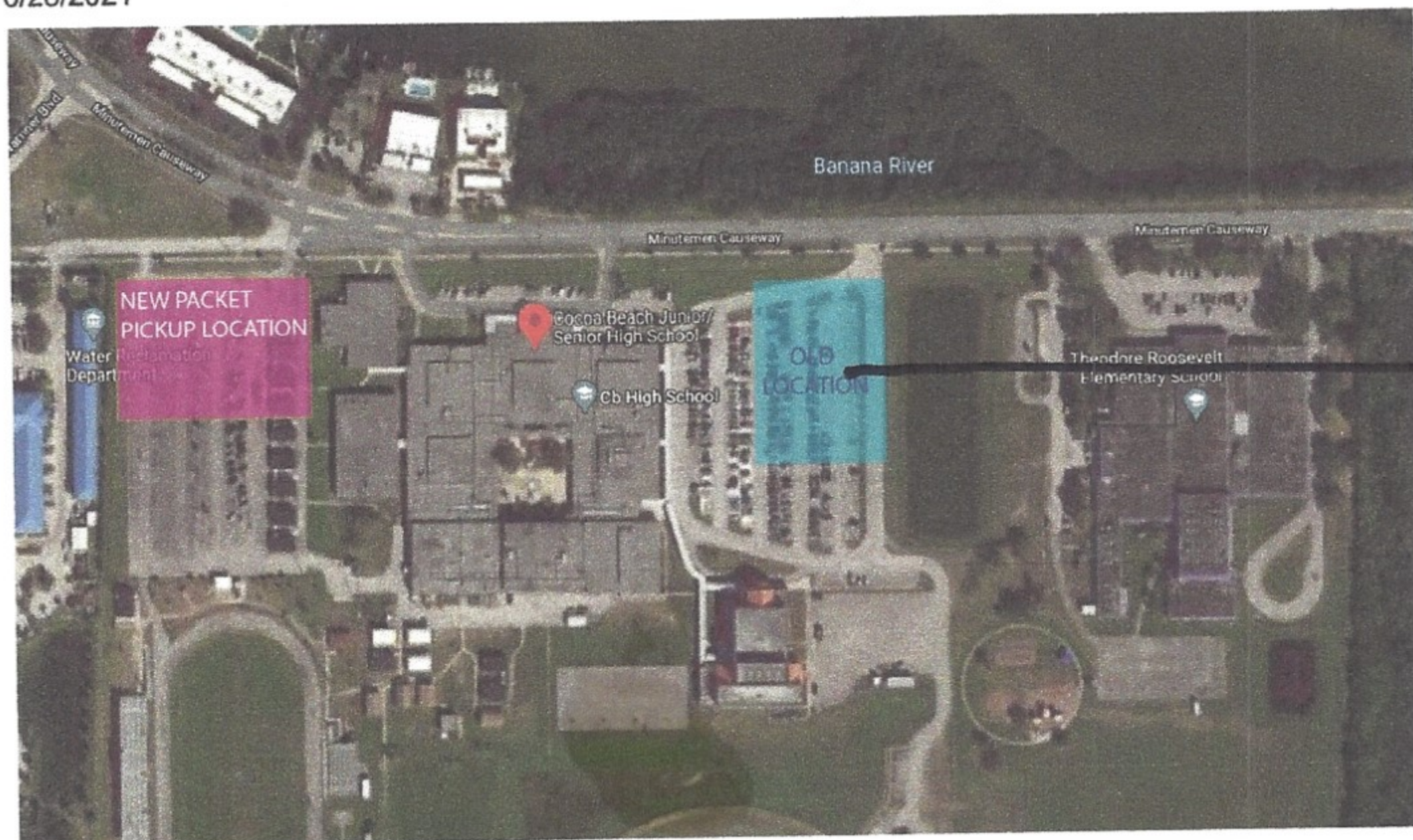
DUATHLON DISTANCE:

1 MILE RUN + 12.4 MILE BIKE + 5K RUN

Swim Course 0.25miles



out and
back
swim



WEBSITE POWERED BY WORDPRESS.COM.

Cocoa Beach Triathlon

Turn by Turn

Sunday, April 16, 2023

7 a.m. – 7:40 a.m.

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

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

7:05 a.m. – 8:40 a.m.

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

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

7:30 a.m. –10:15 a.m.

5-kilometer run on Cocoa Beach Golf Course

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

Working Operating Budget

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

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

\$900 – Brevard County Sheriff's deputies

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

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

\$600 -- Leasing of pavilion and building

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

\$800 – Lifeguards

\$6,0000 – Shirts for athletes

\$850 – Swim caps for athletes

\$4,200 – Finisher medals for athletes

\$2,000 – Awards for athletes

\$4,600 – Staffing

\$600 – Bicycle mechanics

\$800 – Course amenities for athletes

\$6,000 – Advertising and marketing

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

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

\$4,200 – Timing costs

\$1,100 – Barricades for bike transition area

\$1,400 – Rental of 3 light towers

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

\$3,000 – Course signage and banners

\$75 – Swim course water quality test

\$1,200 – Incidental/contingency expenses

\$57,600 – Estimated Planning and Operational Costs

Cocoa Beach Triathlon & Duathlon

& Shuttleversary 5k

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

- Previous location & dates:

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

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

- Reference name & contact information:

Mitch Varnes, Event Director and Owner

mitchvarnes@gmail.com

321-759-7200

- Total out of county participants:

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

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

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

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

14th Annual Cocoa Beach Triathlon, Duathlon & 5k

Sunday, April 14, 2024

Event Schedule:

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

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

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

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

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

Sunday, April 14 –

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

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

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

7 a.m. – Race Start

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

9:15 a.m. -- Awards

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

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

Bike safety/escorts provided by BCSO

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

Lifeguards provided by event

Event sanctioned and insured by USA Triathlon

Marketing Plan for April 14, 2024

Cocoa Beach Triathlon, Duathlon & 5k

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

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

www.cocoabeachtriathlon.com

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

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

Video Link Produced by Event:

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

2021 Race Video:

<https://vimeo.com/544634535>

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: Cocoa Beach Triathlon + Duathlon

Committee Member Name: Christy Galzerano

Committee Member Signature: [Signature]

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

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

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

(Use points scale below for scoring guidance)

0-2 times: 10 points

☒ 3-5 times: 7 points

☐ 6 times or greater: 4 points

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

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

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

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

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

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

Quality of Proposed Event (20 points total)

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

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

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

Soundness of Event Plan (25 points total)

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

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

Total 80 /100

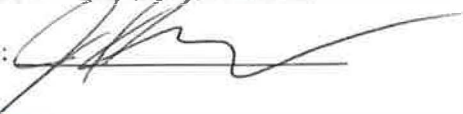
Application Checklist: Completed Application ☒ Detailed Event Description ☒ Event Budget ☒
Event Timeline/Schedule ☒ Event Map ☒ Event History and/or References ☒

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: Cocoa Beach Triathlon & Duathlon

Committee Member Name: Jake Hornbacher

Committee Member Signature: 

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

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

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

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☒ 3-5 times: 7 points

☐ 6 times or greater: 4 points

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

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

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

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

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

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

Quality of Proposed Event (20 points total)

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

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

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

Soundness of Event Plan (25 points total)

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

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

Total 76 /100

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

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: Cocoa Beach Triathlon + Duathlon

Committee Member Name: Lynne Mims

Committee Member Signature: _____

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

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

As of the date of this application how many times has the event received sports event grant support or funding from this office? 7 /10
(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☒ 3-5 times: 7 points

☐ 6 times or greater: 4 points

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

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

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

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

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

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

Quality of Proposed Event (20 points total)

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

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

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

Soundness of Event Plan (25 points total)

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

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

Total 81 /100

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

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

FY 22-24 Sports Event Grant Program

Score Sheet

Cocoa Beach Triathlon

Chelsa Parker

[Signature]

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

1. Event History, Growth Potential & Overnight Visitation

1. How many times has the event received sports event funding from this office?

7/10

2. How many times has the event received sports event funding from this office?

7/10

3. How many times has the event received sports event funding from this office?

15/25

4. How many times has the event received sports event funding from this office?

Event (20 points total)

5/15

5/15

10/10

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

5. How many times has the event received sports event funding from this office?

Visit Space Coast family friendly vacation destination story with a focus on

8/10

10/10

10/10

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

6. How many times has the event received sports event funding from this office?

7. How many times has the event received sports event funding from this office?

10/15

8. How many times has the event received sports event funding from this office?

10/10

Total 80/100

Completed Application _____ Detailed Event Description _____ Event Budget _____

Event History and/or References _____

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: Cocoa Beach Triathlon and Duathlon

Committee Member Name: Fred Poppe

Committee Member Signature: Fred Poppe

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

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

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

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☒ 3-5 times: 7 points

☐ 6 times or greater: 4 points

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

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

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

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

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

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

Quality of Proposed Event (20 points total)

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

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

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

Soundness of Event Plan (25 points total)

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

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

Total 82 /100

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

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

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: Cocoa Beach Triathlon & Duathlon

Committee Member Name: Jamie Tejer

Committee Member Signature: _____

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

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

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

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators..... 19 /25

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

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

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

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

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

Quality of Proposed Event (20 points total)

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

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

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

Soundness of Event Plan (25 points total)

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

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

Total 73 /100

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

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

2. (untitled)

1. **Applicant Information-**

What is the event title?

14th Annual USA Beach Running Championships

3. (untitled)

2. **Applicant Contact Information-**

Organization Name

Smooth Running

First Name

Mitch

Last Name

Varnes

Job Title

Principal

Mailing Address

660 Cinnamon Court

Apt/Suite/Office

N/A

City

Satellite Beach

State

Florida

Zip

32937

Country

Email Address

mitchvarnes@gmail.com

Phone Number

3217597200

Mobile Phone

3217597200

Website URL

www.runonthebeach.com

Website URL

4. (untitled)

3. **Event Information-**

How many days will your event be held?

1

4. **Event Information-**

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

04/28/2024

5. (untitled)

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

14th Annual USA Beach Running Championships features a 10k and 10 Miler on the low tide and hard-packed sands of Cocoa Beach. The race is sanctioned by USA Track & Field, starts at sunrise and finishes with an after party and awards celebration on the beach. This race showcases the beauty of our beaches, always a beautiful sunrise and often our birds and marine wildlife to runners and walkers as they progress on the out and back course.

6. (untitled)

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

Shepard Park / 200 East Cocoa Beach Causeway / Cocoa Beach

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

Yes

7. **Estimated Event Attendance**

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

How many total participants are expected to attend your event?

Out-of-State Participants : 100

Overnight In-State Participants : 400
Day Trip In-State Participants : 400

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

How many total spectators are expected to attend your event?

Out-of-State Spectators : 300
Overnight In-State Spectators : 600
Day Trip In-State Spectators : 400

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

How many total Media are expected to attend your event?

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

8. (untitled)

11. How much event grant support are you requesting?

7000.00

12. What is the purpose of the financial support?

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

9. (untitled)

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

400

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

Yes

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

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

10. (untitled)

16. EVENT HISTORY (REQUIRED)

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

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

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

[USA_Beach_Running_Championships_Historic_Numbers_for_2024_application.docx](#)

11. (untitled)

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

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

Yes

12. (untitled)

18.

ATTESTATION

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



Signature of: G. Mitchell Varnes Jr.

13. (untitled)

19. **SPECIAL MESSAGE:**

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

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

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on May 3, 2022, no late arrivals will be accepted.

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

The USA Beach Running Championships is a very unique foot racing event and has both a shod and barefoot division. The race is popular with out of towners who do not have ready access to a beach and especially the flat hard-packed low tide beaches we experience in Cocoa Beach. It is a USA Track & Field sanctioned event, with the field being about 73% female on average. We have learned through our surveys and via social media posts that women often make this a "girls weekend at the beach" with the excuse of our race being their draw.

14. (untitled)

20. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

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

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

[cocoa_beach_10_course_map.png](#)

[USA_Beach_Running_Championships_2024_Operational_Budget.docx](#)

[USA_Beach_Running_Championships_2024_timeline_and_routing.docx](#)

[USA_Beach_Running_Championships_2024_Marketing_Plan.docx](#)

[beach_run_2023_start_2.jpg](#)

[Beach_Run_2024_marketing_card_1.jpg](#)

[beach_run_2024_marketing_card_2.jpg](#)

[Beach_run_pic_girl_high_fiving_kid.jpg](#)

[021_RThomson_US_Bch_Run_Chmp.jpg](#)

[Beach_Run_2023_FFF_tent_and_watermelon_eating.JPG](#)

15. Thank You!

New Send Email

Nov 03, 2023 15:36:28 Success: Email Sent to: mitchvarnes@gmail.com

Working Operating Budget
USA Beach Running Championships / April 28, 2024

\$2,500 – City permitting and city police supporting costs

\$7,000 – Shirts for athletes

\$3,600 – Branded Running Caps for Athletes

\$4,500 – Finisher medals for athletes

\$1,200 – Awards for athletes

\$1,800 – Staffing

\$800 – Medical Support

\$2,500 – Course and post-race amenities for athletes

\$6,000 – Advertising and marketing

\$850 – USA Track & Field sanction fee (includes insurance for event and athletes)

\$4,500 – Timing costs

\$1,400 – Rental of 2 light towers and side by side vehicles

\$2,500 – Course signage and banners

\$1,500 – Incidental/contingency expenses

\$40,650 – Estimated Total Planning and Operational Costs

November 1, 2023

USA Beach Running Championships Previous locations and dates:

- The USA Beach Running Championships has been hosted at Shepard Park in Cocoa Beach since 2014 and was previously based a few years at the Cocoa Beach Pier. The race is typically held in early to mid-May of each year. The 2024 races will be held in late April as a suitable weekend low tide was not available in May 2024.

The event is timed around an early morning low tide to provide for optimum running conditions.

- Prior to the 2020 pandemic, the race regularly drew more than 1,000 entrants.
- The 2020 event was moved from springtime to November due to the pandemic and drew about 600 runners.
- The 2021 event was again held in May and attracted 800 runners.
- The 2022 race drew just over 700 runners.
- The 2023 race attracted more than 900 total runners.

Reference Names & Contact Information:

Mitch Varnes, Event Director

321-759-7200

mitchvarnes@gmail.com

Laird McLean, Cocoa Beach Recreation Director

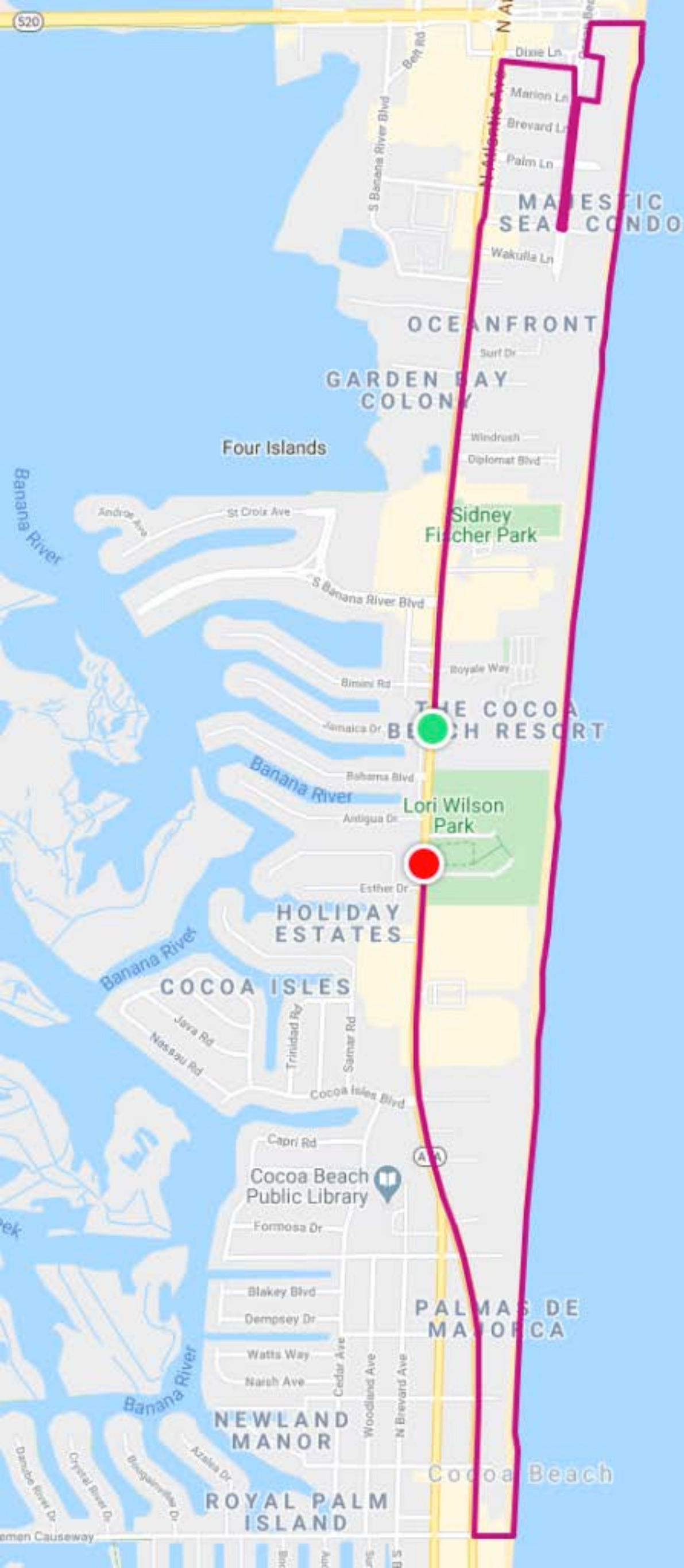
lmclean@cityofcocoabeach.com

Total Out-of-County Participants:

- The event regularly draws about 400-600 out of county participants as at least half of the field comes from outside of Brevard County; particularly from inland areas such as Orlando where they cannot run on a beach. The majority of these out of town runners make a weekend at the beach as a point of their running the races.

Total Number of Room Nights:

- This event is marketed as a “Weekend at the Beach,” and typically generates more than 400 room nights.



Proposed Route of April 28, 2024
USA Beach Running Championships 10k & 10 Miler
Shepard Park, Cocoa Beach

Saturday, April 27

10 a.m. - 5 p.m. Packet pick-up for entrants in Cocoa Beach location TBD

Sunday, April 28

Sunrise 6:44 a.m. / Low Tide 9:15 a.m.

- 3:30 a.m.-6:30 a.m. – Course measurements and beach and finish line set ups.

10- Miler Race Start approximately 6:45 a.m.

10-K Start Time approximately 7 a.m.

- Runners and walkers head south to halfway (5k and 5-miles) turnaround points and then back to finish in front of Shepard Park lifeguard stand.
- Water and Gatorade stops and roaming medical support will be along the course.

8 a.m. – 10 a.m. – Awards and after party on beach at Shepard Park

Marketing Plan for April 28, 2024

USA Beach Running Championships

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

10,000 marketing cards will be produced and distributed via mail to running stores throughout the US East Coast and also as paid inserts into runner packets for select races throughout Florida. A significant part of the marketing push is inland areas whereby running on the beach is not available and will prove an attraction for a weekend in Cocoa Beach.

Given as women entrants comprise almost 75% of our field, we will also target female runners via social media advertising in Face Book, Instagram, etc..

For 2024, we will also be buying calendar advertising in Runner's World Magazine, which has an annual pass-through circulation of over 3 million readers per month.

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

www.runonthebeach.com

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

Event Marketing Video:

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

Video Link Produced by Entrants:

<https://www.youtube.com/watch?v=gpZQY1YzPEE>

<https://www.youtube.com/watch?v=L0AagFlnrzI>

Video done by media:

<https://www.youtube.com/watch?v=JGUDKaWMj3c>

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: USA Beach Running Championships

Committee Member Name: Christy Galzerano

Committee Member Signature: [Signature]

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

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

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

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

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

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

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

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

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

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

Quality of Proposed Event (20 points total)

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

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

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

Soundness of Event Plan (25 points total)

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

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

Total 83/100

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

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

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: 14th Annual Beach Running Championships

Committee Member Name: Jake Homberger

Committee Member Signature: 

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

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

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

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

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

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

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

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

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

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

Quality of Proposed Event (20 points total)

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

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

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

Soundness of Event Plan (25 points total)

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

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

Total 72 /100

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

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: USA Beach Running Championships

Committee Member Name: Lynne Mims

Committee Member Signature: _____

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

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

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

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

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

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

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

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

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

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

Quality of Proposed Event (20 points total)

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

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

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

Soundness of Event Plan (25 points total)

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

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

Total 73 /100

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

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

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: USA Beach Running Champ

Committee Member Name: Chelsea Parker

Committee Member Signature: [Signature]

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

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

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

(Use points scale below for scoring guidance)

✓ 0-2 times: 10 points

3-5 times: 7 points

6 times or greater: 4 points

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators. 7/25

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

Has an event date been secured? 5/5

Has an event location been secured? 5/5

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

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

Quality of Proposed Event (20 points total)

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

Does the event provide a compelling reason for people to visit the Space Coast? 8/10

Does the event provide a compelling reason for people to visit the Space Coast? 8/10

Does the event provide a compelling reason for people to visit the Space Coast? 8/10

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

Soundness of Event Plan (25 points total)

Does the event target potential visitors outside of Brevard County that are likely to attend? 10/15

Does the event target an audience consistent with Visit Space Coast target demographics? 8/10

Does the event target a household income of \$75K+? 8/10

Total 70/100

Completed Application Detailed Event Description Event Budget

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

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: USA Beachrunning Championships

Committee Member Name: Fred Poppe

Committee Member Signature: Fred Poppe

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

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

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

(Use points scale below for scoring guidance)

☒ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

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

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

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

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

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

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

Quality of Proposed Event (20 points total)

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

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

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

Soundness of Event Plan (25 points total)

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

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

Total 83 /100

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

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

FY 23-24 Sports Event Grant Program

Score Sheet

Event Name: 14th Annual USA Beach Running Championship

Committee Member Name: John Teger

Committee Member Signature: [Signature]

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

Event Maturity, Growth Potential & Overnight Visitation

(35 points total)

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

(Use points scale below for scoring guidance)

☐ 0-2 times: 10 points

☐ 3-5 times: 7 points

☐ 6 times or greater: 4 points

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

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (20 points total)

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

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

Did the event organizer include a detailed budget?..... 2 /10

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

Quality of Proposed Event (20 points total)

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

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

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

Soundness of Event Plan (25 points total)

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

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

Total 62 /100

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

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