

Marketing Support Program
FY 2025-26

| | Cultural Events | 2024-25 OOC# | MSP Projection |
|----|---|--------------|----------------|
| 1 | Space Coast Super Boats/Thunder on CB | 63,237 | \$45,000 |
| 2 | National Air Sea Space/CB Air Show | 62,141 | \$45,000 |
| 3 | Brevard Productions/Space Coast State Fair | 26,159 | \$22,500 |
| 4 | Merritt Island Wildlife Refuge | 24,255 | \$17,500 |
| 5 | Brevard Regional Arts Group/HenegarCenter | 23,650 | \$17,500 |
| 6 | Museum of Dinosaurs and Ancient Cultures | 21,085 | \$17,500 |
| 7 | Valiant Air Command | 17,059 | \$17,500 |
| 8 | Titusville Playhouse | 14,397 | \$17,500 |
| 9 | Melbourne Main Street | 7,004 | \$12,500 |
| 10 | US Space Walk of Fame/American Space Museum | 6,049 | \$12,500 |
| 11 | Brevard Symphony Orchestra | 5,920 | \$12,500 |
| 12 | Cocoa Beach Main Street | 5,821 | \$12,500 |
| 13 | City of Palm Bay | 5,813 | \$12,500 |
| 14 | Space Coast Symphony Orchestra | 5,586 | \$12,500 |
| 15 | Cape Canaveral Lighthouse | 5,570 | \$12,500 |
| 16 | Florida Surf Museum/Surfing Santas | 5,561 | \$12,500 |
| 17 | Cocoa Village Playhouse | 5,560 | \$12,500 |
| 18 | Cocoa Village Main Street | 5,410 | \$12,500 |
| | | | |
| 19 | Field Manor | 4,493 | Missed minimum |
| 20 | Native Rhythm Festival | 3,160 | Missed minimum |
| 21 | Space Coast Art Festival | 2,978 | Missed minimum |
| 22 | 38th Annual Veterans Reunion/Memorial Wall | 2,990 | Missed minimum |
| 23 | Wizard of Oz | 2,900 | Missed minimum |
| 24 | Green Gables | 1,745 | Missed minimum |
| 25 | Melbourne Art Festival | 1,520 | Missed minimum |
| 26 | Space Coast Birding & Wildlife Festival | 407 | Missed minimum |
| 27 | Small SAT Conference at KSC CSE | 60 | Missed minimum |
| 28 | Maxwell King Center | 21,512 | Withdrawn |
| 29 | Renaissance Fair | 17,497 | Withdrawn |
| | | | \$325,000 |

Total Awards \$572,665

| | |
|---|----------|
| District Awards | \$10,000 |
| 5,001 – 10,000 (200 - 1,000 room nights) | \$12,500 |
| 10,001 – 25,000 (1,001-1,500 room nights) | \$17,500 |
| 25,001 – 50,000 (1,501+ room nights) | \$22,500 |
| 50,001+ | \$45,000 |
| Sports = Room Nights X \$15 | |

Did not Apply (that applied or received award last year)

| | | |
|------------------------------|--------|---------------|
| American Police Hall of Fame | 12,386 | Did not apply |
| Moore Center | 3,670 | Did not apply |
| Surfside Playhouse | 1,153 | Did not apply |

| | Sports Events | 2024-25 Room Nights | MSP Projection |
|----|---|---------------------|----------------|
| 1 | Cocoa Beach Spring Training | 6,953 | \$25,000 |
| 2 | Space Coast Spring Games/Softball | 2,433 | \$25,000 |
| 3 | Space Coast Cup/Soccer | 1,543 | \$23,145 |
| 4 | Florida Marathon | 1,366 | \$20,490 |
| 5 | Cocoa Beach Half Marathon | 1,127 | \$16,905 |
| 6 | Space Coast Clash/Soccer | 1,030 | \$15,450 |
| 7 | Cocoa Beach Triathlon | 644 | \$9,660 |
| 8 | Central Brevard Soccer/Winter Classic | 544 | \$8,160 |
| 9 | Central Brevard Soccer/Hurricane Classic | 537 | \$8,055 |
| 10 | NKF Rich Salick Surf Fest | 520 | \$7,800 |
| 11 | University of Louisville/Moon Golf | 442 | \$6,630 |
| 12 | USA Beach Running Championships | 409 | \$6,135 |
| 13 | ESA Surf | 453 | \$6,795 |
| 14 | Softball Mag Seniors | 372 | \$5,580 |
| 15 | Softball Mag Spring Training | 354 | \$5,310 |
| 16 | Space Coast Triathlon | 350 | \$5,250 |
| 17 | Foil Surfing Race | 300 | \$4,500 |
| 18 | American JR Golf Association Championship | 285 | \$4,275 |
| 19 | Florida Futures Lacrosse | 255 | \$3,825 |
| 20 | Brevard Soccer Club | 250 | \$3,750 |
| 21 | Bless the Babies Bowl* | 1,730 | \$25,000 |
| 22 | Boxlite Boxing* | 250 | \$3,750 |
| 23 | 7 v 7* | 250 | \$3,750 |
| 24 | Columbia Classic Golf* | 230 | \$3,450 |
| | | | |
| | | | \$247,665 |

*Must have at least 225 room nights.