

FY24-25 TDC Capital Facilities Grant Scoring Summary

FY24-25 TDC Capital Facilities Grant Scoring Summary				
TDC Capital Facilities Committee Member	Cape Canaveral Lighthouse Cottages	Swim Melbourne Palm Shores Pool	Titusville Playhouse Expansion	
Tom Hermansen - Chair	63	34	30	
Hunter Gaylor - Vice Chair	86	58	77	
Fred Poppe	85	53	85	
Jeff Robison	52	52	59	
Doug Lebo	85	65	65	
Jackie Barker	85	47	63	
Elizabeth Schneider	67	75	26	
Pam Rothenberg	32	76	76	
Candace Rogers	88	71	85	
Score Total	643	531	566	
Average Score	71.4	59.0	62.9	
Trim Mean (High and Low Scores Discarded)	74.7	60.1	65.0	
Dollar Ask	\$ 775,000	\$ 3,000,000	\$ 7,500,000	
Dollar Ask Factored at Trim Mean	\$ 579,036	\$ 1,804,286	\$ 4,875,000	
Funds Available	\$ 135,618	\$ 422,589	\$ 1,141,793	\$ 1,700,000

Cape Canaveral Lighthouse Foundation Cottages

Capital Facilities Grant Program Application 2024-2025

2. (untitled)

1. Please provide your contact information below.

Name

Becky Zingarelli

Company Name

Cape Canaveral Lighthouse Foundation

Street Address

PO Box 1978

Apt/Suite/Office

none

City

Cape Canaveral

State

FL

Zip

32920

Email Address

museumdirector@canaverallight.org

Phone Number

321-704-9194

Website address if applicable:

2. If applicable, what is your website address associated with this project?

<https://canaverallight.org/>

3. (untitled)

3. To determine if your project qualifies for the Tourist Tax Collection funding, please clarify the category for your project into one of the following categories.

Museum

4. (untitled)

4. How much funding is being requested from the Tourism Development Council?

\$775,000.00

5. (untitled)

5. What is the name and address (current or proposed) of the project?

Cape Canaveral Light Station Reconstruction – Phase 2. Cape Canaveral Lighthouse, 4001 Lighthouse Rd, Cape Canaveral Space Force Station, 32925

6. (untitled)

6. Briefly, describe the proposed project.

The Cape Canaveral Lighthouse is owned by the US Space Force and on the property of the Cape Canaveral Space Force Station (CCSFS). This iconic structure has been standing for over 155 years as a symbol of the rich maritime history of the region and likely served as the first tourist destination in Brevard County (beginning in 1848). Lighthouse Keeper logs plus Titusville newspaper reports from the mid-to-late-1800s confirm visitors traveling long distances to visit the lighthouse – the tallest structure in the county – at a time when there were only a few thousand residents in the county. There are also advertisements to entice excursions to the lighthouse, which had to be done by a combination of boat, mule or horse-drawn carts, and walking for miles.

Phase 2 of this project will complete the reconstruction of the keepers' cottages to fully restore the Light Station to its historic footprint, not seen since 1966 when the Air Force destroyed the cottages originally built in the 1880s. Phase 1 (with TDC and State funding assistance) reconstructed the Head Lighthouse Keeper's Cottage in 2019 and provided public restrooms. This 2nd (and final) phase will reconstruct the 1st and 2nd Assistant Lighthouse Keepers' Cottages on their original locations on the 4.19-acre Light Station. The Space Force granted CCLF a license to use the property surrounding the lighthouse to reconstruct the historic buildings. The buildings are owned and operated by CCLF.

The 1st Assistant Lighthouse Keeper's Cottage (Replica Cottage) will be two stories with 2,761 square feet and will give visitors the opportunity to step back in time to see how the early keepers and other inhabitants of the Cape lived. They will also learn about the indigenous people who lived on the Cape until 1730. The 2nd Assistant Keeper's Cottage will be one story with 1,421 square feet and used as an experiential and learning center, with interactive and immersive exhibits and displays, aligning with growing tourism and museum trends to increase visitor engagement. Displays will include a 360-surround vision view from the top of the lighthouse of the nearby launch pads, Port Canaveral and KSC, a view that is no longer accessible to the public. They will also be able to assemble and disassemble models of the lighthouse to see how it is designed to be taken apart and rebuilt. This cottage will provide a venue for artifacts thousands of years old that the Space Force Archaeologist has had no means to allow the public to see for decades.

The vision and plans for each cottage can be viewed in the Addendum below.

All the plans, designs and specifications for the Phase 2 buildings were completed during Phase 1, which also included the installation of the infrastructure and site work necessary to build the Phase 2 cottages. Phase 2 is ready to commence as soon as funding is received. The architectural drawings are at 90% and only need a current code compliance review. The Space Force approved Phase 2 at the time they approved Phase 1 and are fully supportive of Phase 2 being completed at this time.

Phase 2 Project costs have just been updated from the original Phase 1 estimates. Phase 2 building for both cottages is now estimated at \$978,708. CCLF has \$203,708 cash-in-hand for matching funds. This grant application requests the remaining \$775,000 to complete the project.

Once funding is received, we will use the remainder of 2024 to complete the code compliance review, conduct a competitive bid process to select the best contractor, and ensure all permits and approvals from the Space Force and Brevard County are in place. We will begin construction in early 2025, with project completion in the Fall and the new facilities outfitted and open in December 2025.

The Economic Impact Study from Downs and St. Germain estimates Brevard County will see an additional Total Economic Impact of over \$1M in 2026 because of the additional cottages and a 5-year impact of over \$3.3M. In addition, this project bolsters upcoming plans to significantly increase tourism in the Port / Cape areas with the completion of the Aquarium and the Space Force Experience. With the additional cottages, school field trips to the Lighthouse and Space Force Museum will be a viable and strong alternative to sending students to St. Augustine, drastically reducing the time and cost to the school district and parents.

CCLF successfully completed Phase 1 in 2019 on schedule and within cost. We stand ready with the experience and commitment of the same key personnel to achieve success in Phase 2, bringing lasting economic and cultural benefits to Brevard County and its citizens.

Additional information on the Project Plan and Benefits can be found in the attachments.

7. (untitled)

7. Is this project a new facility or an addition to an existing facility?

An addition to an existing facility

8. (untitled)

8. Please attach a 3rd party economic and fiscal analysis from a reputable firm that includes:

Impact on local activities

Project Demographics

Room Nights – include your room night estimation methodology. *Will you be using any tracking device or system to collect the data?*

Please note that the Tourist Development Office may provide room night volume based on attendance or other data.

Tax Revenue to include Tourist Development Tax, Property Tax and Sales Tax

Attendance/Visitation – for the next 5 years after completion including % of in and out of County visitors/attendees.

Wages

New or additional paid full-time employees. Note: Two part time jobs equal one full time employee.

[Cape Canaveral Lighthouse Study Report.pdf](#)

9. (untitled)

9. Please complete & upload: Attachment #1 - Projected Annual Operating Income & Expense Worksheet here.

[CCLF Cap Fac Grant Rev Exp Worksheet.xlsx](#)

10. (untitled)

10. Please complete & upload: Attachment #2 - E-Verify MOU here.

[CCLF E-Verify MOU 2023-11-15.pdf](#)

11. (untitled)

11. Is or will this facility be publicly owned or operated?

No

12. (untitled)

12. What is the name of the project entity or organization?

Cape Canaveral Lighthouse Foundation

13. (untitled)

13. Is the project entity or organization a non-profit?

Yes

14. (untitled)

14. What are the estimated costs of the TOTAL project?

Construction : \$
Architectural : 18600
Building Costs : 865108
Site Work : 95000
Furniture, Fixtures, etc : \$
Other Costs (1) : \$
Other Costs (2) : \$
Other Costs (3) : \$
Total : 978708

16. (untitled)

15. List the Sources of Project Funding:

Donations/Pledges : \$
Cash on Hand : 203708
Loans : \$
Tourism Development Council Funding : 775000
Other Grants : \$
Other Sources....please describe : \$
TOTAL Sources of Project Funding : \$
Total : 978708

17. (untitled)

16. When do you anticipate the project will be complete and the facility operational?

12/31/2025

18. (untitled)

17. When will you provide schematic designs or renderings to Brevard County?

Other - Please specify: 90% designs delivered with application. 100% pending current code compliance review.

19. (untitled)

18. Will the project be viable without funding from the Tourism Development Council?

Yes

20. (untitled)

19. What is the cost or schedule impact on the project if Tourist Development Tax funding is not currently available or awarded at this time?

The Foundation fully intends to continue fundraising and seeking grants until the project is complete. Lack of funding through this grant will likely delay the project several years but will not stop the project from eventual completion.

22. (untitled)

20. Please upload supporting documents; for example, letters from community leaders, financials, specifications, photos, location maps, site plans, schematic designs and renderings, documents supporting the community benefits, documents describing the benefits to Brevard County and increase in quality of life, etc.

- [1. Official and Financial Docs.pdf](#)
- [2. Project Plan-Benefits-Support.pdf](#)
- [3. Photos.pdf](#)
- [4. Renderings.pdf](#)
- [5. Site Plans.pdf](#)
- [6. Drawings-1.pdf](#)
- [7. Drawings-2.pdf](#)
- [8. Drawings-3.pdf](#)
- [9. Master Attachments TOC.pdf](#)

23. (untitled)

21.

ATTESTATION

Statement of Responsibility:

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.



Signature of: Becky Zingarelli

24. (untitled)

22. Upload your signed & completed Applicant Checklist.

- [CCLF Checklist.pdf](#)

Cape Canaveral Lighthouse 12-Month Economic Impact Study

June 2024



Methodology

Cape Canaveral Lighthouse Economic Impact Study

- » The goal of the study was to estimate the total economic impact of out-of-county visitors to the Cape Canaveral Lighthouse in Brevard County for the last 12 months
- » **173** surveys were completed with Cape Canaveral Lighthouse visitors online between January and May 2024 for visits in the previous 12 months

Sources

- » An estimation of the economic impacts to Brevard County from visitors to Cape Canaveral Lighthouse was completed using the following sources:
 - » 173 surveys taken by Cape Canaveral Lighthouse visitors in the previous 12 months
 - » An estimate provided by the Cape Canaveral Lighthouse of the total number of visitors to the lighthouse in 2023
 - » IMPLAN economic modeling system
 - » Most recent Smith Travel Research data on hotel accommodations



Economic Impact



Direct Spending

Out-of-county visitors to the Cape
Canaveral Lighthouse spent

\$3,001,500

in Florida's Space Coast on
accommodations, restaurants, groceries,
transportation, attractions,
entertainment, and shopping in the last
12 months



Economic Impact

Out-of-county visitors to the Cape Canaveral Lighthouse generated a total economic impact of

\$4,652,400

in Florida's Space Coast last year



Tourist Development Tax

Taxes paid on accommodations used by out-of-county visitors to the Cape Canaveral Lighthouse brought in

\$55,100

in Tourist Development Tax
in the last 12 months



State & Local Taxes Supported

Out-of-county visitors to the Cape Canaveral Lighthouse supported

Category	Amount
Tourist Development Tax	\$55,100
Property Tax	\$109,200
Sales Tax	\$210,800
Total	\$375,100



Out-of-County Visitors

The Cape Canaveral Lighthouse welcomed

9,500

out-of-county visitors last year



Room Nights

The Cape Canaveral Lighthouse generated

9,050

room nights last year



Out-of-county visitors to the Cape Canaveral
Lighthouse supported

45

jobs in Brevard County last year



Out-of-county visitors to the Cape Canaveral
Lighthouse supported

\$1,529,500

in local wages and salaries last year



Additional Cottages Analysis



Additional Cottages Analysis

- » Visitors to the Cape Canaveral Lighthouse were given details about a potential expansion* to add two new cottages to the lighthouse area.
- » **48.1%** of out-of-county visitors mentioned that would stay longer in Brevard County if the cottages were available.
- » Of those who would extend their stay, the typical visitor would stay an additional **1.1** nights in Brevard County.
- » The additional room nights and spending in Brevard County based on the data above and typical Cape Canaveral Lighthouse spending are included on the next two slides.

*"The Cape Canaveral Lighthouse is considering adding two new cottages. A replica cottage will show how lighthouse keepers and their families lived on the Cape in the 19th Century. The other cottage will be an immersive, interactive experience of the lighthouse."



Additional Overnight Visits with 2 New Cottages

Out-of-county visitors to the Cape Canaveral Lighthouse are projected to stay

1,460

more nights in Brevard County
with two new cottages



Additional Spending with 2 New Cottages

Out-of-county visitors to the Cape Canaveral Lighthouse are projected to spend an extra

\$650,100*

per year with the addition of the two new cottages



*This includes spending on accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping



Additional Projections



Attendance Projection

	2023	2024*	2025*	2026*	2027*	2028*	2029*	2030*
Total Attendance	18,170	19,080	20,040	23,040	24,190	25,400	26,670	28,000
In-County Attendance	8,670	9,100	9,560	10,990	11,540	12,120	12,720	13,360
Out-of-County Attendance	9,510	9,980	10,480	12,050	12,660	13,290	13,950	14,650

*Assumption: 5% year-over-year increase in attendance with the exception of 2026 (right after the cottages would be completed) - in which the YOY attendance increase is estimated at 15%



Direct Spending Projection

Year	Direct Spending in Brevard County*
2023	\$3,001,500
2024	\$3,246,200
2025	\$3,510,700
2026	\$4,158,400
2027	\$4,497,400
2028	\$4,863,900
2029	\$5,260,300
2030	\$5,689,000

*Assumes a 3% increase in spending per person, with the new cottages to be completed at the end of 2025



Job Supported Projection

Year	Jobs Supported in Brevard County*
2023	45
2024	47
2025	50
2026	57
2027	60
2028	63
2029	66
2030	69

*Assumes the new cottages will be completed at the end of 2025



Wage Support Projection

Year	Wages Supported in Brevard County*
2023	\$1,529,500
2024	\$1,654,200
2025	\$1,789,000
2026	\$2,119,000
2027	\$2,291,700
2028	\$2,478,500
2029	\$2,680,500
2030	\$2,899,000

*Assumes a 3% increase in wages per person, with the new cottages to be completed at the end of 2025



Room Night Projection

Year	Number of Room Nights Spent in Brevard County*
2023	9,050
2024	9,500
2025	9,980
2026	11,470
2027	12,050
2028	12,650
2029	13,280
2030	13,950

*Assumes a 5% annual growth in room nights, with the new cottages to be completed at the end of 2025



Visitor Origins & Travel Patterns



Visitor Origins

» **52%** of visitors were from outside the county



Brevard County locals **48%**

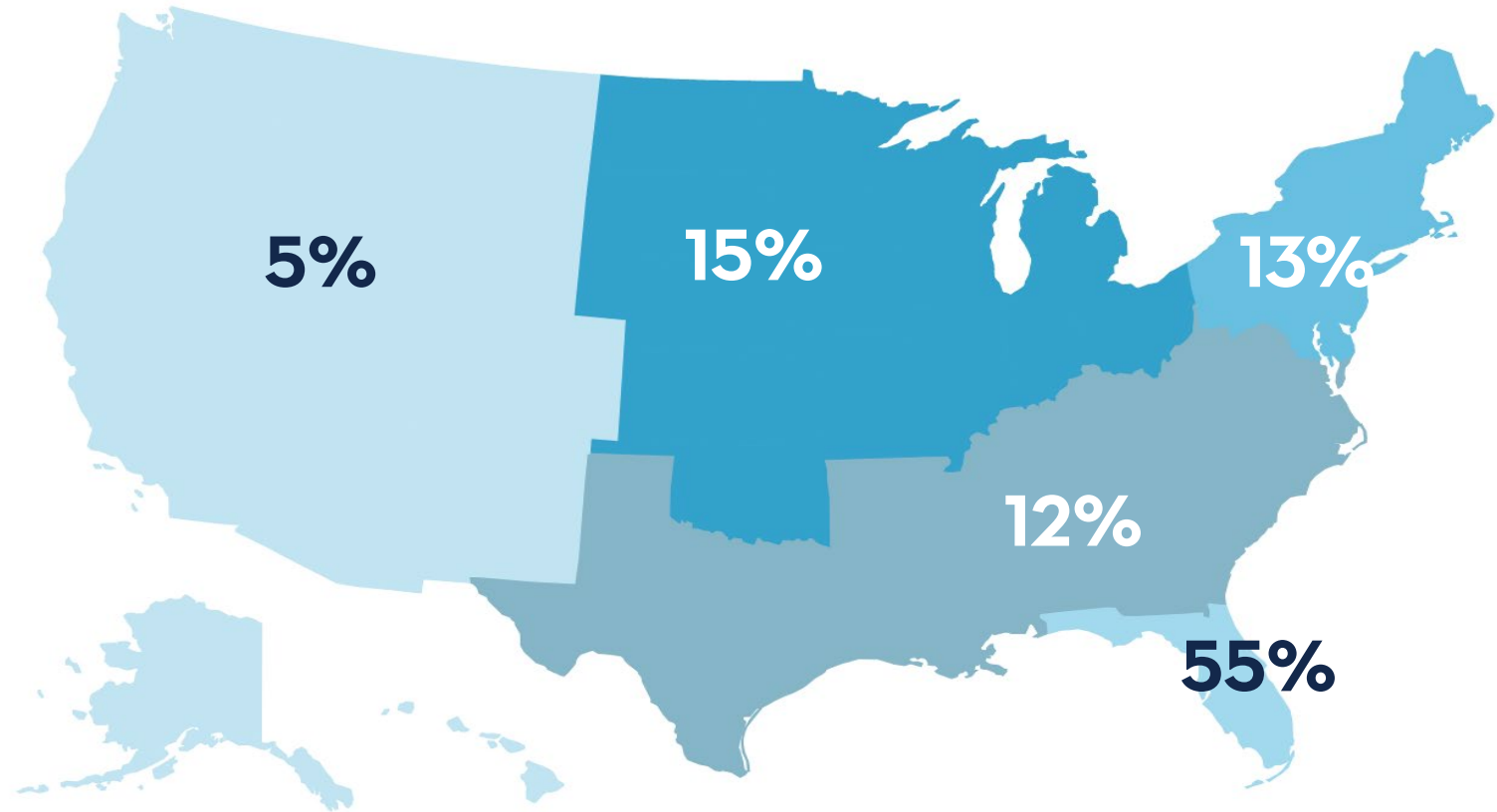


Out-of-county visitors **52%**

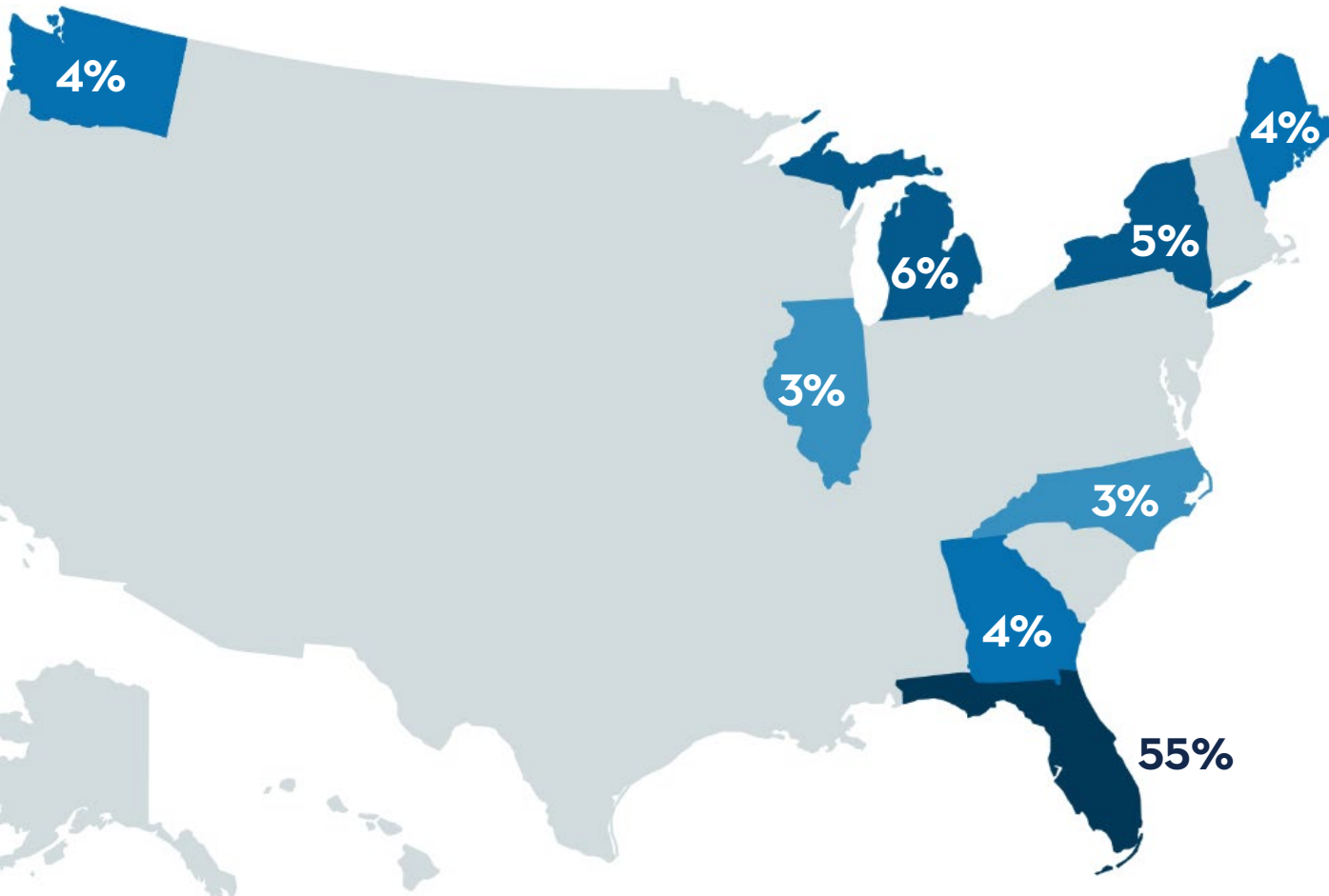


Top Regional Origins of out-of-county Visitors

» **55%** of Cape Canaveral Lighthouse out-of-county visitors came from Florida



Top State Origins of Out-of-county Visitors



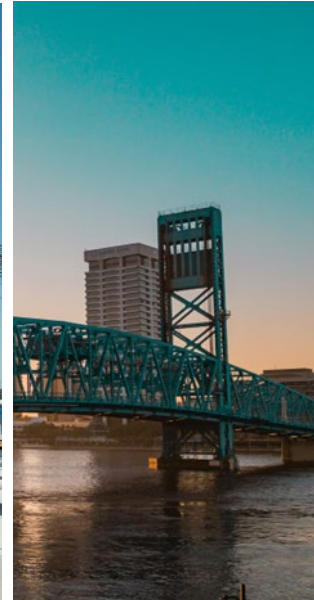
84% of out-of-county visitors traveled to Florida's Space Coast from 8 states

- 55% Florida
- 6% Michigan
- 5% New York
- 4% Maine
- 4% Georgia
- 4% Washington
- 3% Illinois
- 3% North Carolina



Top Market Origins of Out-of-county Visitors

58% traveled from 7 markets



14%
Orlando-
Daytona
Beach-
Melbourne

13%
Tampa-St.
Petersburg

12%
Jacksonville

6%
Mobile, AL

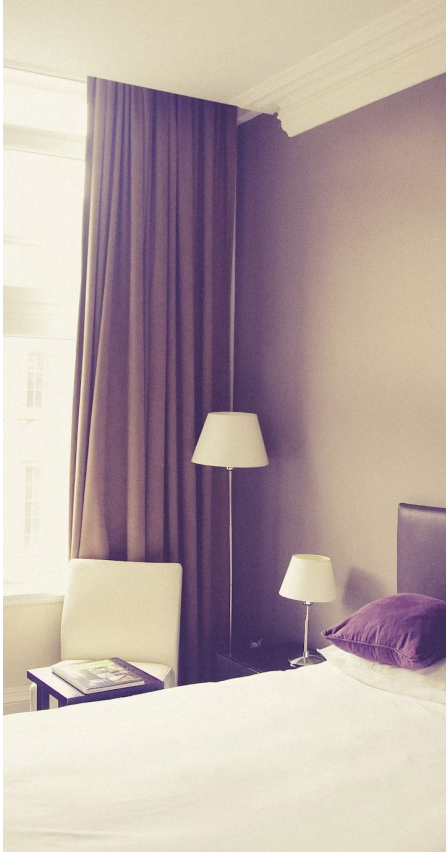
5%
Grand
Rapids-
Kalamazoo-
Battle Creek

4%
Portland, OR

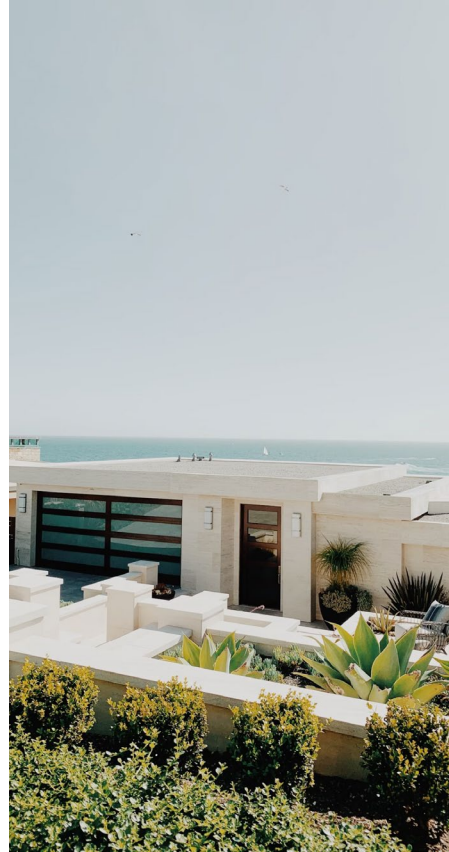
4%
Washington
DC-
Hagerstown



Top Out-of-county Visitors' Accommodations*



55%
Hotel/motel/resort



18% Vacation rental homes, Airbnb, etc.



10% Campsite, campground, RV



7% Timeshare



5% Family/friends residence

*Of the remaining 5% of visitors, 3% stayed in a personal second home & 2% in a bed & breakfast



Trip Length and Party Size

- » **3.2** is the average number of nights for all out-of-county visitors¹
- » The average out-of-county visitor traveled in a party of **3.4 people**
- » **14%** of out-of-county visitors traveled with children under 18



¹The number of nights spent in Brevard County that is specifically to visit the Cape Canaveral Lighthouse



Cape Canaveral Lighthouse Ratings¹

- » The average rating out-of-county visitors rated their experience at the Cape Canaveral Lighthouse a **9.7 out of 10**
- » **94%** gave a rating of 9 or 10
- » **56%** said they would return to visit the Lighthouse (**27%** said they would definitely return)



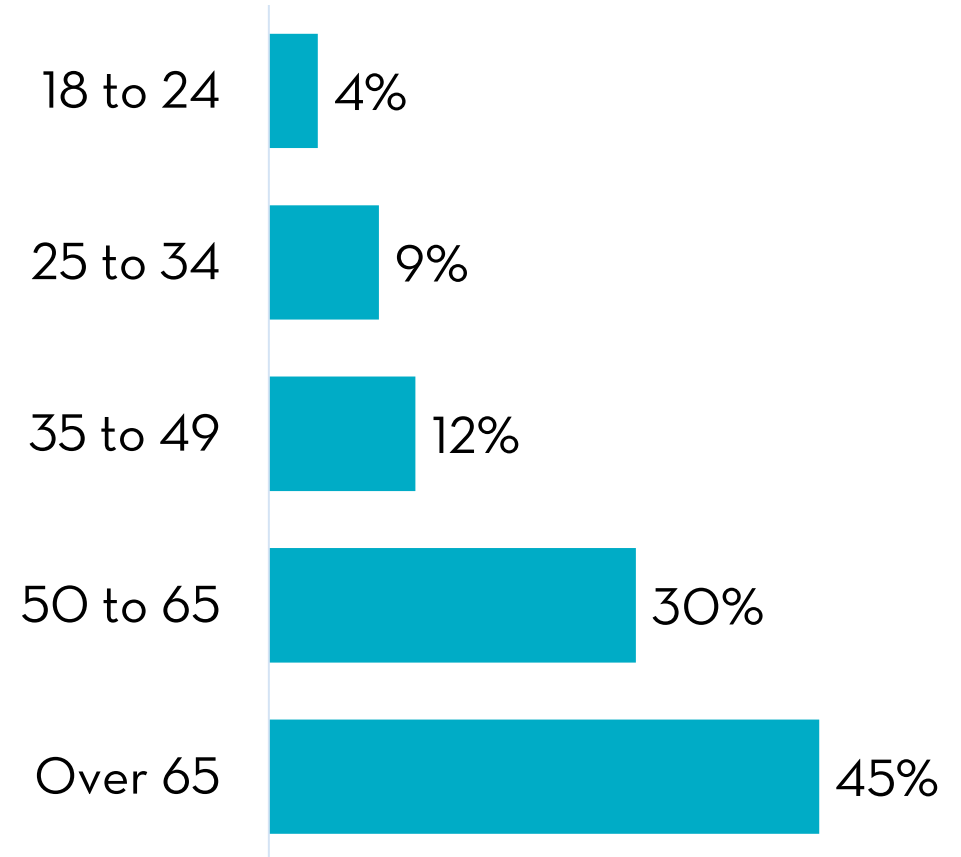
¹10 = Excellent; 1 = Poor.

Visitor Demographics



Age

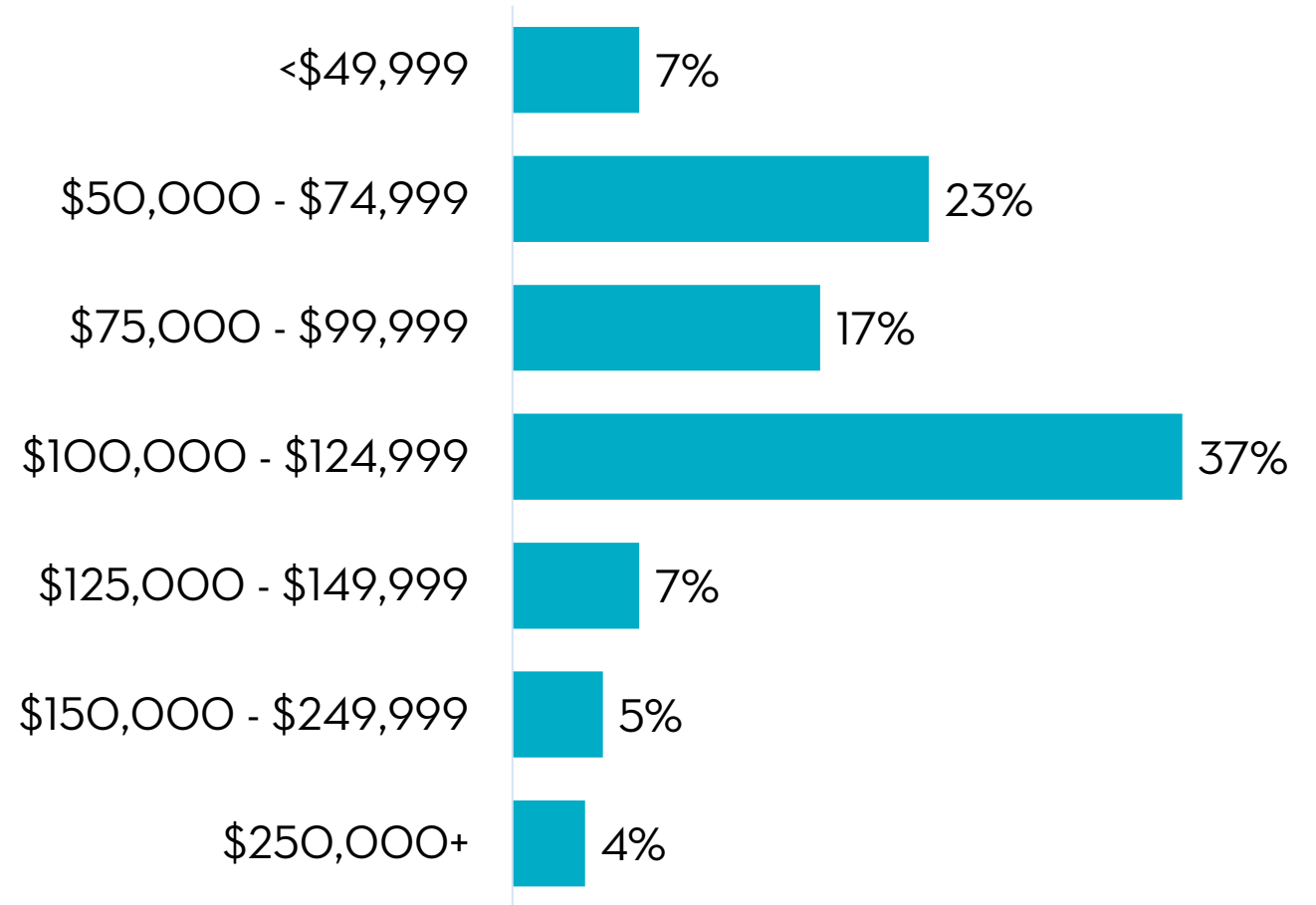
» **63** is the median age of out-of-county visitors



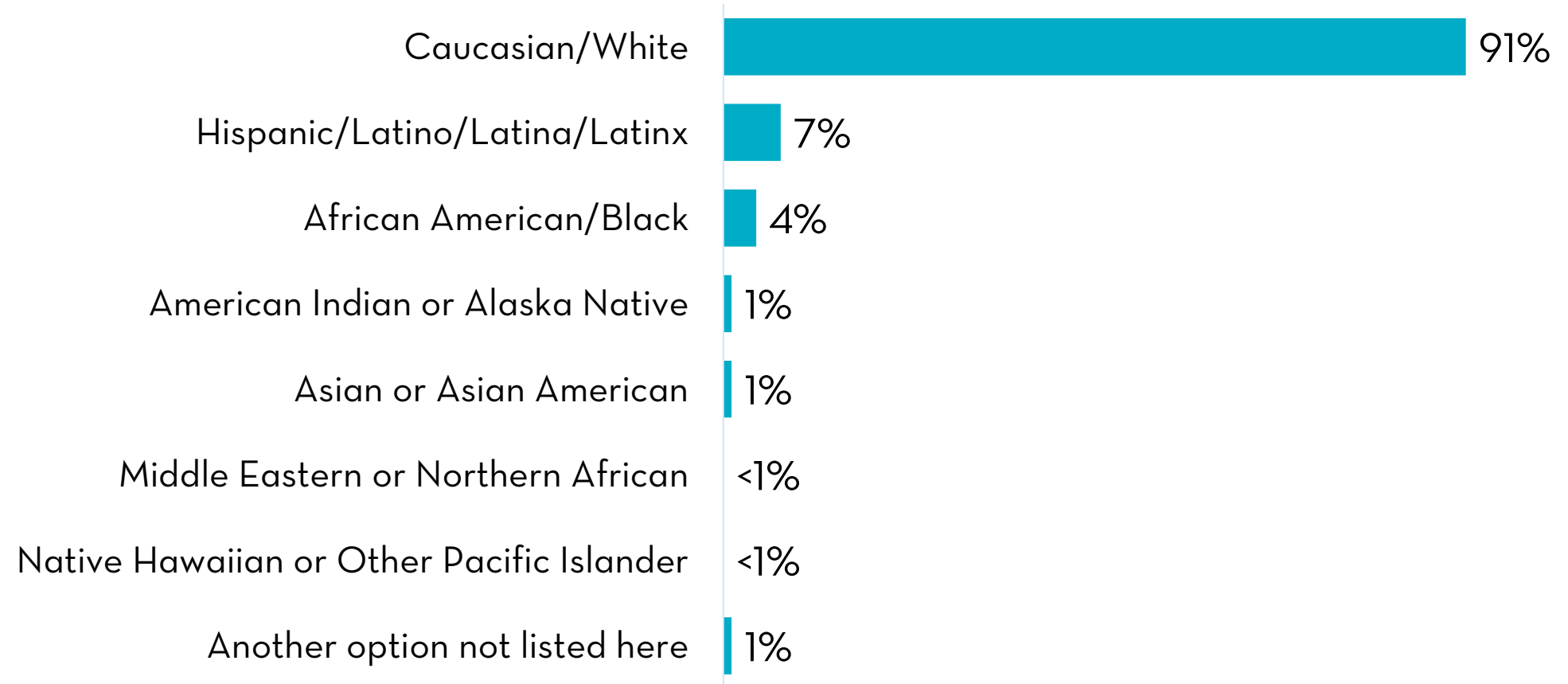
Annual Household Income

Median Household Income

» **\$104,100** is the median household income for out-of-county visitors



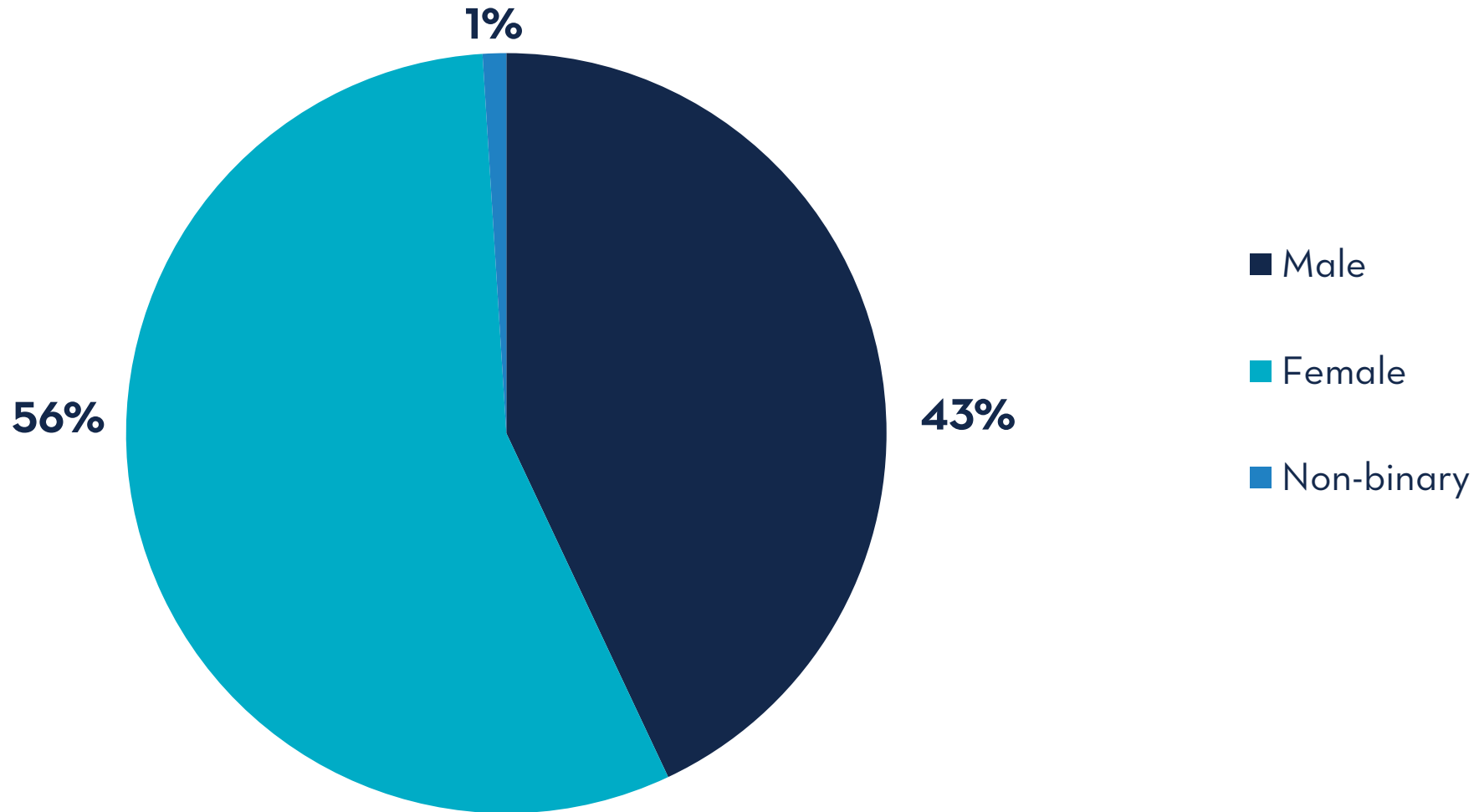
Race/Ethnicity*



*Multiple responses permitted



Gender



Cape Canaveral Lighthouse 12-Month Economic Impact Study

June 2024

Downs & St. Germain Research
850-906-3111 | www.dsg-research.com
Contact@dsg-research.com



Projected Annual Operating Income and Expenses Worksheet
Capital Facilities Application - Attachment #1

Facility or Project Name: CCLF Phase 2

<u>Annual Operating Income</u>	<u>Annual Operating Income in Dollars</u>
<u>(Describe Revenue Source)</u>	<u>(Estimate of Income)</u>
Brick Sales	\$4,500
Membership	\$28,500
Gift Shop Sales	\$44,000
Corporate/Public Donations	\$13,000
Sponsorships	\$28,000
Fundraisers	\$40,000
Grants	\$15,000
Misc	\$2,000
	\$0
	\$0
	\$0
	\$0
Total Annual Operating Income	\$175,000

<u>Annual Operating Expenses</u>	<u>Annual Operating Expense in Dollars</u>
<u>(Describe Expense)</u>	<u>(Estimate of Expenses)</u>
Brick Expenses	\$2,500
Membership Expenses	\$3,000
Gift Shop Expenses	\$25,500
Fundraising Expenses	\$4,000
Operating Expenses	\$31,000
Insurance	\$10,500
Professional Services	\$37,000
	\$0
	\$0
Total Annual Operating Expenses	\$113,500

Net Operating Profit/(Loss)	\$61,500
------------------------------------	-----------------



TDC Capital Facilities Grant Request 2024-2025



Cape Canaveral Lighthouse Foundation (CCLF)
Phase 2 Light Station Reconstruction

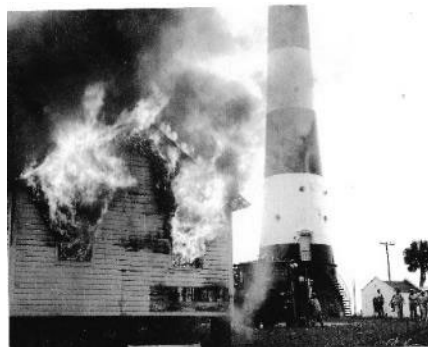
11 July 2024

Background

- Light Station 1894-1966 = 3 cottages + 2 storage buildings
- Likely first Tourist Attraction in Brevard (beginning 1848)
- All buildings demolished in 1966 after lighthouse automated
- CCLF formed in 2002 to help Space Launch Delta 45 collect, preserve, restore, interpret and exhibit the lighthouse
- Mission: Inform and educate the public on the Cape Canaveral Lighthouse and its role in maritime and space history



Light Station 1894-1966



Cottages Burned in 1966



Light Station 1966-2019

Project Description

- 2019 Phase 1 reconstructed Head Keeper's Cottage & restrooms
- Phase 2 will complete the reconstruction with final 2 cottages
- 1st Assistant Keeper's Cottage = 2,761sf Replica Cottage
 - Interpret the lives of Keepers and their families
 - Educate about all Cape settlers and Indigenous Peoples
- 2nd Assistant Keeper's Cottage = 1,421sf Lighthouse Experience
 - Experiential learning center
 - Interactive and immersive displays

Ready to Break Ground



New Lighthouse
Experience Site

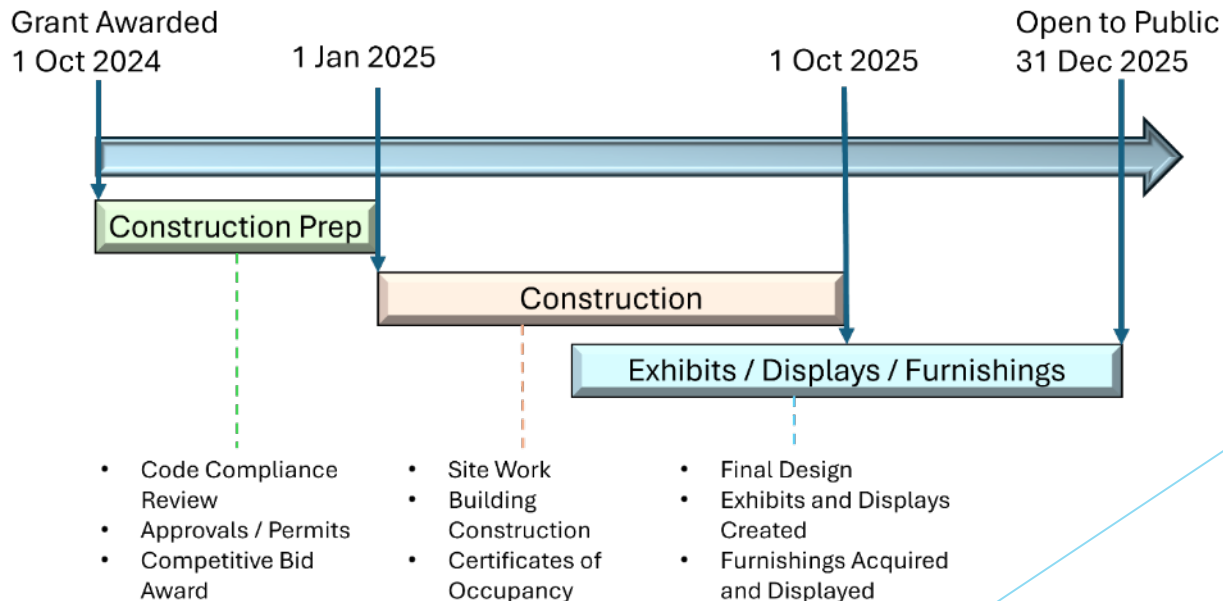
New Replica
Cottage Site

Project Schedule and Readiness

- Space Force approvals already in place
- Ready for final code review of 90% drawings
- Release competitive bid and award contract in 2024
- Cottage construction Jan - Sep 2025
- Cottages outfitted and open to public Dec 2025

Note: Phase 1 key staff committed to Phase 2

CCLF Phase 2 Project Timeline



Project Estimated Cost

\$ 18,600	Architectural
\$ 865,108	Building
<u>\$ 95,000</u>	Site Work
\$ 978,708	TOTAL

Notes

- Costs include both cottages
- Architectural based on estimate from RZK Architects
- Building (includes Construction) & Site Work based on estimate from Kinley Construction

Project Funding

	\$ 978,708	Total Project Cost
Less	\$ 203,708	CCLF Cash on Hand Match
	\$ 775,000	Funding requested of TDC

Replica Cottage
(1st Assistant Keeper)



Lighthouse Experience Cottage
(2nd Assistant Keeper)



Quantified Economic Benefits

Impact on Brevard County

IMPACT	2023 Base	2026 Increase Over 2025	Total Increase 2026-2030
Attendance¹			
Out-of-County	9,510	+1,570	+4,170
In-County	8,670	+1,430	+3,800
Total	18,170	+3,000	+7,970
Room Nights¹	9,050	+1,490	+3,970
Jobs Supported	45	+7	+19

¹Assumes 5% increase in attendance, room nights and TDT from 2023 base in 2024 and 2025. Assumes 15% increase in 2026 and 5% each year after, as measured from 2025

Economic Impact on Brevard County

ECONOMIC IMPACT	2023 Base	2026 Increase Over 2025	Total Increase 2026-2030
Direct Spending²	\$3,001,500	+\$647,700	+\$2,178,300
Wages²	\$1,529,500	+\$330,000	+\$1,110,000
Total Economic Impact³	\$4,652,400	+\$1,003,936	+\$3,376,365

²Assumes 3% increase in spending per visitor and wages per employee each year from 2023 base

³Total Economic Impact calculated by multiplying 1.55 as a factor of Direct Spend, as recommended by Downs & St. Germain

Community Benefits and Support

- Benefits and Support Given:
 - Descendants Day and National Lighthouse Day free public tours
 - Free Community Group Tours and Education Tours
 - Outreach events, e.g., Pioneer Day at Sams House, Archaeologists for Autism, Speakers Bureau
- Support Received:
 - 150+ active volunteers and 500 active members
 - Local organizations volunteer: Coast Guard, Scout Troops, Keep Brevard Beautiful, Master Gardeners, Rotaract



Descendants Day



KBB Adopt-A-Landmark



Eagle Scout Project

Need for the Project

- Restores a fundamental piece of Brevard County history
- Bolsters upcoming plans to significantly increase tourism to Port / Cape areas
 - Aquarium
 - Space Force Experience
 - Light Station
 - Partnering with Keith Winsten and Jamie Draper
- Compelling alternative to expensive school trips to St. Augustine - working with School Board - Matt Susin
- Leverages a key Brevard tourism discriminator - Space (Cape selected for rocket launches partly due to the Light Station)



Time Lapse Launch/Landing



Hangar C - Space Force Museum Annex



School Trips

2026 - The Light Station is Reborn!



Restrooms

Museum and
Gift Shop

New Lighthouse
Experience

New Replica
Cottage

- Phase 2 ready to begin immediately upon award
- Buildings complete and open to the public Dec 2025
- Positive economic impacts starting Jan 2026
- Positioned to help bolster tourism when Aquarium and Space Force Experience arrive
- Ready to host school tours in lieu of St. Augustine

Cape Canaveral Lighthouse Cottages

Capital Facilities Grant Scoring Sheet

Tourism Development Council FY 2024-2025 Capital Facilities Grant – Evaluation Form		
<i>Requests must achieve a minimum rank score of 75% (75 points/100 points) to be considered for funding.</i>		
REVIEWER (SIGNATURE):		
REVIEWER (PRINT): Tom Hermansen		
Applicant Information (TDO staff will complete this section)		
Project Title: Cape Canaveral Lighthouse Foundation Two (2) Additional Cottages		
Total Project Cost: \$978,708		
Requested Funding from TDC: \$775,000		
Applicant Match Amount: \$203,708		
Evaluation Criteria	Points Available	Points Earned
Promotes Tourism		
Proposal clearly demonstrates the need to implement the project and its positive impact on Brevard County Tourism. Proposal specifically cites the methodology used to quantify the project’s benefit to tourism.	30	18
Weak: 0 - 6 points		
Adequate: 7 - 12 points		
Good: 13 –18 points		
Very Good: 19 – 24 points		
Excellent: 25 – 30 points		
Project Viability		

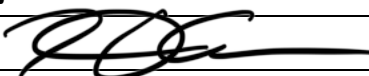


Proposal clearly demonstrates the viability of the project including supporting documents such as: qualification, description, and projected cost.	15	13
Weak: 0 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Increases Economic/Fiscal Activity		
Proposal clearly demonstrates the increase of economic/fiscal activity including impact of anticipated room nights, projected employees and impacts to the community.	15	9
Weak: 0 – 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Project Readiness		
Proposal clearly addresses the following components, for example but not limited to: <ul style="list-style-type: none"> • Status of required permits/approvals • Readiness to seek contract bids and start work • Schematic designs/renderings 	10	10
Weak: 0 - 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 – 8 points		
Excellent: 9 - 10 points		
Matching and/or Other Funding		
Proposal clearly demonstrates in detail all secured funding sources. Projects with matching funds will receive greater	30	13

consideration.		AB
Weak: 0 – 6 points		
Adequate: 7 - 12 points		
Good: 13 - 18 points		
Very Good: 19 – 24 points		
Excellent: 25 - 30 points		
PROPOSAL SCORE (Maximum 100 points)	100	63


 Tom Hermanson

Capital Facilities Grant Scoring Sheet

Tourism Development Council FY 2024-2025 Capital Facilities Grant – Evaluation Form		
<i>Requests must achieve a minimum rank score of 75% (75 points/100 points) to be considered for funding.</i>		
REVIEWER (SIGNATURE): 		
REVIEWER (PRINT): HUNTER GAYLOR		
Applicant Information (TDO staff will complete this section)		
Project Title: Cape Canaveral Lighthouse Foundation Two (2) Additional Cottages		
Total Project Cost: \$978,708		
Requested Funding from TDC: \$775,000		
Applicant Match Amount: \$203,708		
Evaluation Criteria	Points Available	Points Earned
Promotes Tourism		
Proposal clearly demonstrates the need to implement the project and its positive impact on Brevard County Tourism. Proposal specifically cites the methodology used to quantify the project’s benefit to tourism.	30	
Weak: 0 - 6 points		
Adequate: 7 - 12 points		
Good: 13 –18 points		
Very Good: 19 – 24 points	24	
Excellent: 25 – 30 points		
Project Viability		

Proposal clearly demonstrates the viability of the project including supporting documents such as: qualification, description, and projected cost.	15	
Weak: 0 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points	14	
Increases Economic/Fiscal Activity		
Proposal clearly demonstrates the increase of economic/fiscal activity including impact of anticipated room nights, projected employees and impacts to the community.	15	
Weak: 0 – 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points	14	
Project Readiness		
Proposal clearly addresses the following components, for example but not limited to: <ul style="list-style-type: none"> • Status of required permits/approvals • Readiness to seek contract bids and start work • Schematic designs/renderings 	10	
Weak: 0 - 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 – 8 points		
Excellent: 9 - 10 points	10	
Matching and/or Other Funding		
Proposal clearly demonstrates in detail all secured funding sources. Projects with matching funds will receive greater	30	

consideration.		
Weak: 0 – 6 points		
Adequate: 7 - 12 points		
Good: 13 - 18 points		
Very Good: 19 – 24 points	24	
Excellent: 25 - 30 points		
PROPOSAL SCORE (Maximum 100 points)	100	86

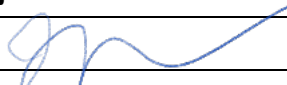
Capital Facilities Grant Scoring Sheet

Tourism Development Council FY 2024-2025 Capital Facilities Grant – Evaluation Form		
<i>Requests must achieve a minimum rank score of 75% (75 points/100 points) to be considered for funding.</i>		
REVIEWER (SIGNATURE): <i>Fred Poppe</i>		
REVIEWER (PRINT): <i>FRED POPPE</i>		
Applicant Information (TDO staff will complete this section)		
Project Title: Cape Canaveral Lighthouse Foundation Two (2) Additional Cottages		
Total Project Cost: \$978,708		
Requested Funding from TDC: \$775,000		
Applicant Match Amount: \$203,708		
Evaluation Criteria	Points Available	Points Earned
Promotes Tourism		
Proposal clearly demonstrates the need to implement the project and its positive impact on Brevard County Tourism. Proposal specifically cites the methodology used to quantify the project’s benefit to tourism.	30	<i>25</i>
Weak: 0 - 6 points		
Adequate: 7 - 12 points		
Good: 13 –18 points		
Very Good: 19 – 24 points		
Excellent: 25 – 30 points		
Project Viability		

Proposal clearly demonstrates the viability of the project including supporting documents such as: qualification, description, and projected cost.	15	13
Weak: 0 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Increases Economic/Fiscal Activity		
Proposal clearly demonstrates the increase of economic/fiscal activity including impact of anticipated room nights, projected employees and impacts to the community.	15	13
Weak: 0 – 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Project Readiness		
Proposal clearly addresses the following components, for example but not limited to:		
<ul style="list-style-type: none"> • Status of required permits/approvals • Readiness to seek contract bids and start work • Schematic designs/renderings 	10	9
Weak: 0 - 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 – 8 points		
Excellent: 9 - 10 points		
Matching and/or Other Funding		
Proposal clearly demonstrates in detail all secured funding sources. Projects with matching funds will receive greater	30	25

consideration.		
Weak: 0 – 6 points		
Adequate: 7 - 12 points		
Good: 13 - 18 points		
Very Good: 19 – 24 points		
Excellent: 25 - 30 points		
PROPOSAL SCORE (Maximum 100 points)	100	85

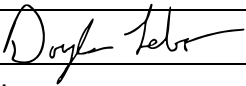
Capital Facilities Grant Scoring Sheet

Tourism Development Council FY 2024-2025 Capital Facilities Grant – Evaluation Form		
<i>Requests must achieve a minimum rank score of 75% (75 points/100 points) to be considered for funding.</i>		
REVIEWER (SIGNATURE): 		
REVIEWER (PRINT): Jeff Robison		
Applicant Information (TDO staff will complete this section)		
Project Title: Cape Canaveral Lighthouse Foundation Two (2) Additional Cottages		
Total Project Cost: \$978,708		
Requested Funding from TDC: \$775,000		
Applicant Match Amount: \$203,708		
Evaluation Criteria	Points Available	Points Earned
Promotes Tourism		
Proposal clearly demonstrates the need to implement the project and its positive impact on Brevard County Tourism. Proposal specifically cites the methodology used to quantify the project’s benefit to tourism.	30	
Weak: 0 - 6 points		
Adequate: 7 - 12 points		
Good: 13 –18 points		17
Very Good: 19 – 24 points		
Excellent: 25 – 30 points		
Project Viability		

Proposal clearly demonstrates the viability of the project including supporting documents such as: qualification, description, and projected cost.	15	
Weak: 0 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		10
Excellent: 13 - 15 points		
Increases Economic/Fiscal Activity		
Proposal clearly demonstrates the increase of economic/fiscal activity including impact of anticipated room nights, projected employees and impacts to the community.	15	
Weak: 0 – 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		8
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Project Readiness		
Proposal clearly addresses the following components, for example but not limited to: <ul style="list-style-type: none"> • Status of required permits/approvals • Readiness to seek contract bids and start work • Schematic designs/renderings 	10	
Weak: 0 - 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 – 8 points		8
Excellent: 9 - 10 points		
Matching and/or Other Funding		
Proposal clearly demonstrates in detail all secured funding sources. Projects with matching funds will receive greater	30	

consideration.		
Weak: 0 – 6 points		
Adequate: 7 - 12 points		9
Good: 13 - 18 points		
Very Good: 19 – 24 points		
Excellent: 25 - 30 points		
PROPOSAL SCORE (Maximum 100 points)	100	52

Capital Facilities Grant Scoring Sheet

Tourism Development Council FY 2024-2025 Capital Facilities Grant – Evaluation Form		
<i>Requests must achieve a minimum rank score of 75% (75 points/100 points) to be considered for funding.</i>		
REVIEWER (SIGNATURE): 		
REVIEWER (PRINT): Doug Lebo		
Applicant Information (TDO staff will complete this section)		
Project Title: Cape Canaveral Lighthouse Foundation Two (2) Additional Cottages		
Total Project Cost: \$978,708		
Requested Funding from TDC: \$775,000		
Applicant Match Amount: \$203,708		
Evaluation Criteria	Points Available	Points Earned
Promotes Tourism		
Proposal clearly demonstrates the need to implement the project and its positive impact on Brevard County Tourism. Proposal specifically cites the methodology used to quantify the project’s benefit to tourism.	30	20
Weak: 0 - 6 points		
Adequate: 7 - 12 points		
Good: 13 –18 points		
Very Good: 19 – 24 points		
Excellent: 25 – 30 points		
Project Viability		

Proposal clearly demonstrates the viability of the project including supporting documents such as: qualification, description, and projected cost.	15	15
Weak: 0 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Increases Economic/Fiscal Activity		
Proposal clearly demonstrates the increase of economic/fiscal activity including impact of anticipated room nights, projected employees and impacts to the community.	15	10
Weak: 0 – 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Project Readiness		
Proposal clearly addresses the following components, for example but not limited to: <ul style="list-style-type: none"> • Status of required permits/approvals • Readiness to seek contract bids and start work • Schematic designs/renderings 	10	10
Weak: 0 - 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 – 8 points		
Excellent: 9 - 10 points		
Matching and/or Other Funding		
Proposal clearly demonstrates in detail all secured funding sources. Projects with matching funds will receive greater	30	30

consideration.		
Weak: 0 – 6 points		
Adequate: 7 - 12 points		
Good: 13 - 18 points		
Very Good: 19 – 24 points		
Excellent: 25 - 30 points		
PROPOSAL SCORE (Maximum 100 points)	100	85

Capital Facilities Grant Scoring Sheet

Tourism Development Council FY 2024-2025 Capital Facilities Grant – Evaluation Form		
<i>Requests must achieve a minimum rank score of 75% (75 points/100 points) to be considered for funding.</i>		
REVIEWER (SIGNATURE): <i>Jackie Barker</i>		
REVIEWER (PRINT): <i>Jackie Barker</i>		
Applicant Information (TDO staff will complete this section)		
Project Title: Cape Canaveral Lighthouse Foundation Two (2) Additional Cottages		
Total Project Cost: \$978,708		
Requested Funding from TDC: \$775,000		
Applicant Match Amount: \$203,708		
Evaluation Criteria	Points Available	Points Earned
Promotes Tourism		
Proposal clearly demonstrates the need to implement the project and its positive impact on Brevard County Tourism. Proposal specifically cites the methodology used to quantify the project’s benefit to tourism.	30	
Weak: 0 - 6 points		
Adequate: 7 - 12 points		
Good: 13 –18 points		
Very Good: 19 – 24 points		24
Excellent: 25 – 30 points		
Project Viability		

Proposal clearly demonstrates the viability of the project including supporting documents such as: qualification, description, and projected cost.	15	
Weak: 0 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		14
Increases Economic/Fiscal Activity		
Proposal clearly demonstrates the increase of economic/fiscal activity including impact of anticipated room nights, projected employees and impacts to the community.	15	
Weak: 0 – 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		13
Project Readiness		
Proposal clearly addresses the following components, for example but not limited to: <ul style="list-style-type: none"> • Status of required permits/approvals • Readiness to seek contract bids and start work • Schematic designs/renderings 	10	
Weak: 0 - 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 – 8 points		
Excellent: 9 - 10 points		9
Matching and/or Other Funding		
Proposal clearly demonstrates in detail all secured funding sources. Projects with matching funds will receive greater	30	

consideration.		
Weak: 0 – 6 points		
Adequate: 7 - 12 points		
Good: 13 - 18 points		
Very Good: 19 – 24 points		
Excellent: 25 - 30 points		25
PROPOSAL SCORE (Maximum 100 points)	100	85

Capital Facilities Grant Scoring Sheet

Tourism Development Council FY 2024-2025 Capital Facilities Grant – Evaluation Form		
<i>Requests must achieve a minimum rank score of 75% (75 points/100 points) to be considered for funding.</i>		
REVIEWER (SIGNATURE): <i>Elizabeth Schneider</i>		
REVIEWER (PRINT): <i>Elizabeth Schneider</i>		
Applicant Information (TDO staff will complete this section)		
Project Title: Cape Canaveral Lighthouse Foundation Two (2) Additional Cottages		
Total Project Cost: \$978,708		
Requested Funding from TDC: \$775,000		
Applicant Match Amount: \$203,708		
Evaluation Criteria	Points Available	Points Earned
Promotes Tourism		
Proposal clearly demonstrates the need to implement the project and its positive impact on Brevard County Tourism. Proposal specifically cites the methodology used to quantify the project’s benefit to tourism.	30	
Weak: 0 - 6 points		
Adequate: 7 - 12 points		
Good: 13 –18 points		
Very Good: 19 – 24 points	22	
Excellent: 25 – 30 points		
Project Viability		

Proposal clearly demonstrates the viability of the project including supporting documents such as: qualification, description, and projected cost.	15	
Weak: 0 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points	10	
Excellent: 13 - 15 points		
Increases Economic/Fiscal Activity		
Proposal clearly demonstrates the increase of economic/fiscal activity including impact of anticipated room nights, projected employees and impacts to the community.	15	
Weak: 0 – 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points	9	
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Project Readiness		
Proposal clearly addresses the following components, for example but not limited to:	10	
<ul style="list-style-type: none"> • Status of required permits/approvals • Readiness to seek contract bids and start work • Schematic designs/renderings 		
Weak: 0 - 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 – 8 points		
Excellent: 9 - 10 points	9	
Matching and/or Other Funding		
Proposal clearly demonstrates in detail all secured funding sources. Projects with matching funds will receive greater	30	

consideration.		
Weak: 0 – 6 points		
Adequate: 7 - 12 points		
Good: 13 - 18 points	17	
Very Good: 19 – 24 points		
Excellent: 25 - 30 points		
PROPOSAL SCORE (Maximum 100 points)	100	67

Pamela S Rothenberg

Capital Facilities Grant Scoring Sheet

Tourism Development Council FY 2024-2025 Capital Facilities Grant – Evaluation Form		
<i>Requests must achieve a minimum rank score of 75% (75 points/100 points) to be considered for funding.</i>		
REVIEWER (SIGNATURE):		
REVIEWER (PRINT): Pam Rothenberg		
Applicant Information (TDO staff will complete this section)		
Project Title: Cape Canaveral Lighthouse Foundation Two (2) Additional Cottages		
Total Project Cost: \$978,708		
Requested Funding from TDC: \$775,000		
Applicant Match Amount: \$203,708		
Evaluation Criteria	Points Available	Points Earned
Promotes Tourism		
Proposal clearly demonstrates the need to implement the project and its positive impact on Brevard County Tourism. Proposal specifically cites the methodology used to quantify the project’s benefit to tourism.	30	
Weak: 0 - 6 points		
Adequate: 7 - 12 points		10
Good: 13 –18 points		
Very Good: 19 – 24 points		
Excellent: 25 – 30 points		
Project Viability		

Proposal clearly demonstrates the viability of the project including supporting documents such as: qualification, description, and projected cost.	15	
Weak: 0 - 3 points		
Adequate: 4 - 6 points		5
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Increases Economic/Fiscal Activity		
Proposal clearly demonstrates the increase of economic/fiscal activity including impact of anticipated room nights, projected employees and impacts to the community.	15	
Weak: 0 – 3 points		3
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Project Readiness		
Proposal clearly addresses the following components, for example but not limited to:		
<ul style="list-style-type: none"> • Status of required permits/approvals • Readiness to seek contract bids and start work • Schematic designs/renderings 	10	
Weak: 0 - 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 – 8 points		9
Excellent: 9 - 10 points		
Matching and/or Other Funding		
Proposal clearly demonstrates in detail all secured funding sources. Projects with matching funds will receive greater	30	

consideration.		
Weak: 0 – 6 points		5
Adequate: 7 - 12 points		
Good: 13 - 18 points		
Very Good: 19 – 24 points		
Excellent: 25 - 30 points		
PROPOSAL SCORE (Maximum 100 points)	100	32

Candace Rogers
7.28.2024

Capital Facilities Grant Scoring Sheet

Tourism Development Council FY 2024-2025 Capital Facilities Grant – Evaluation Form		
<i>Requests must achieve a minimum rank score of 75% (75 points/100 points) to be considered for funding.</i>		
REVIEWER (SIGNATURE):		<i>Candace Rogers</i>
REVIEWER (PRINT):		Candace Rogers
Applicant Information (TDO staff will complete this section)		
Project Title: Cape Canaveral Lighthouse Foundation Two (2) Additional Cottages		
Total Project Cost: \$978,708		
Requested Funding from TDC: \$775,000		
Applicant Match Amount: \$203,708		
Evaluation Criteria	Points Available	Points Earned
Promotes Tourism		
Proposal clearly demonstrates the need to implement the project and its positive impact on Brevard County Tourism. Proposal specifically cites the methodology used to quantify the project’s benefit to tourism.	30	
Weak: 0 - 6 points		
Adequate: 7 - 12 points		
Good: 13 –18 points		
Very Good: 19 – 24 points		
Excellent: 25 – 30 points		25
Project Viability		

Proposal clearly demonstrates the viability of the project including supporting documents such as: qualification, description, and projected cost.	15	
Weak: 0 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		13
Increases Economic/Fiscal Activity		
Proposal clearly demonstrates the increase of economic/fiscal activity including impact of anticipated room nights, projected employees and impacts to the community.	15	
Weak: 0 – 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		14
Project Readiness		
Proposal clearly addresses the following components, for example but not limited to:		
<ul style="list-style-type: none"> • Status of required permits/approvals • Readiness to seek contract bids and start work • Schematic designs/renderings 	10	
Weak: 0 - 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 – 8 points		
Excellent: 9 - 10 points		10
Matching and/or Other Funding		
Proposal clearly demonstrates in detail all secured funding sources. Projects with matching funds will receive greater	30	

consideration.		
Weak: 0 – 6 points		
Adequate: 7 - 12 points		
Good: 13 - 18 points		
Very Good: 19 – 24 points		
Excellent: 25 - 30 points		26
PROPOSAL SCORE (Maximum 100 points)	100	88

**Tourism Development Office
 FY 2024-2025 TDC Capital Facilities Grant Program
 Applicant Checklist**

Applicant Organization Name: Cape Canaveral Lighthouse Foundation

Applicant Project Name: Cape Canaveral Light Station Reconstruction – Phase 2

Name of Applicant Completing this Form: Becky Zingarelli, Museum Director

Applicant- Use this checklist to confirm that you have completed all elements of the application prior to submitting. Then, initial next to each item. Items (2-9) must be uploaded with the on-line application.

		Applicant Initial	TDO Staff Initial	TDO Staff Comments
1.	Application – (all questions must be fully answered with attention to grammar and typos)	Bz	JB	
2.	Detailed budget worksheet – (Projected facility operational revenue & expenses)	Bz	JB	
3.	Third 3rd Party Economic and Fiscal Analysis – (must include all the required elements per the guidelines and be directly generated for the project in the application)	Bz	JB	
4.	Project Drawings and Renderings	Bz	JB	
5.	Copy of IRS Articles of Incorporation – (if applicable, submit if for-profit corporation)	Bz	JB	
6.	Copy of 501c3 IRS Determination Letter – (if applicable)	Bz	JB	
7.	Copy of SunBiz.com - (if applicable)	Bz	JB	
8.	PowerPoint Slides for Committee Presentation	Bz	JB	
9.	Copy of this Checklist – (completed, initialed, and signed by applicant)	Bz	JB	

I, consent that all above documents have been submitted completely by uploading within the on-line application packet.

Becky Zingarelli 7/12/24
 Applicant Signature & Date

**Tourism Development Office
 FY 2024-2025 Capital Facilities Grant Program
 Checklist**

Applicant Organization Name: Cape Canaveral Lighthouse Foundation

Applicant Project Name: Two (2) Additional Cottages

	Yes	No	Comment
<p>Does Capital Facilities grant application meet eligibility requirements per 125.0104(5), Florida Statutes and 102-119 Brevard County Code (3)(C)?</p> <p>A. If the venue is a convention center, sports stadium, sports arena, or coliseum, it must be publicly owned and operated.</p> <p>B. If the venue is a museum, zoological park, aquarium, fishing pier, or nature center, it must be either publicly owned and publicly operated, or owned and operated by a not-for-profit organization and open to the public.</p> <p>C. If the venue is an auditorium, it must be either publicly owned and publicly operated, or publicly owned and operated by a not-for-profit organization and open to the public.</p>	X		
Completed Application	X		
Revenue and expense budget worksheet	X		
Third party economic and fiscal analysis for project	X		
Project drawings and renderings	X		
Letters of Support	X		
Copy of Articles of Incorporation – (if applicable)	X		

	Yes	No	Comments
e-Verify MOU or Proof of Registration	X		
Copy of IRS Determination letter – (if applicable)	X		
Copy of SunBiz.org	X		
PowerPoint Slides for Committee Presentation	X		
Copy of this Checklist	X		

All documents have been submitted, reviewed and/or addressed in the comments.

 7/22/2024

Peter Cranis, Executive Director