



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Community Services Group

J.6.

9/14/2021

Subject:

Approval, Re: Tourist Development Council FY 2021-2022 Cultural Support Grant Program recommendations.

Fiscal Impact:

FY 2021-2022: \$150,000 for listed grants is budgeted in the Cultural Fund 1446/293020.

Dept/Office:

Tourism Development Office

Requested Action:

It is requested the Board of County Commissioners approve the Tourist Development Council's recommendation to approve funding for the following FY 2021-2022 Cultural Support Grant Program applications listed in Attachment (A), as well as make the necessary legislative findings. In approving the following cultural grants, the Board is making the legislative finding for each grant that tourist development tax funds are authorized to finance each grant because pursuant to section 125.0104(5)(a)3, Florida Statutes, each project is an activity, service, venue, or event that has as one of its main purposes, the attraction of tourists as evidenced by the promotion of that project to tourists. Further, in accordance with section 102-119 (3)d of the Brevard County Code, each project is a tourist-oriented cultural or special event such as visual and performing arts including theater, concerts, recitals, opera, dance, art exhibitions, festivals, or other tourist-related activities. Additionally, request authority for the Director, Tourism Development Office to negotiate and sign all necessary grant agreements, budget change requests, and related documents to support the grants upon County Attorney and Risk Management Approval.

Summary Explanation and Background:

The Cultural Support Grant Program is designed to promote cultural tourism in Brevard County by funding tourist-oriented cultural and special events such as visual and performing arts including theater, concerts, recitals, opera, dance, art exhibitions and other tourist-related activities. The grants are administered by the Cultural Committee of the Tourist Development Council in coordination with Brevard Cultural Alliance. The grant program assists applicants in attracting tourists to attend high quality cultural events in order to generate significant economic impact through participant spending.

The Cultural Committee at their August 24, 2021 meeting and the Tourist Development Council at their August 25, 2021 meeting unanimously recommended the Board approve funding the following FY 2021-2022 Cultural Support Grant Program applications as well as make the necessary legislative findings for each grant listed at Attachment (A).

During the prior grant cycle, the Board asked for more detailed information on Return on Investment (ROI), or a calculation of the visitor spending that reflects the season/event impact of out-of-county visitor's on Brevard County tourism. This request has resulted in significant changes to the Cultural Support Grant Program Guidelines. These include:

- Events/Activities must be held in-person with in-person attendees
- Main purpose to attract out-of-county visitors to Brevard County
- Virtual or Media events will not qualify
- Out-of-county visitors must account for 20% of total visitation or 1,000 guests

The Cultural Support Grant Program Guidelines also require applicants to establish and track ROI by measuring visitor attendance and spending.

This updated information is found in Attachment (B), this document includes Total Score, Average Score (Total Score divided by the number of Committee who scored that application), Trimmed Mean, Cultural Committee Funding Awards (8.24.2021), Adjusted Award Funding (8.24.2021), and Airsage Reported Attendance Outside Brevard County (out-of-county attendees to the event or program) for each application. Additionally, listed is the Spending and ROI per application. This number was calculated by taking the number out-of-county attendees multiplied by an average spend number (\$53.62) which came from a 2019 Economic Contribution study produced for the Brevard Cultural Alliance.

The FY 2020-2021 Cultural Support Grant Program had 40 applicants who were all funded. This year, after the requested adjustments to the guidelines, there were 23 applications submitted, 17 were awarded funding. There were four groups that were disqualified and not get scored by the Cultural Committee because they did not reach the minimum requirement of 20% of total visitation or 1,000 guests. Additionally, there were two applications that were scored by the Cultural Committee who did not meet the minimum score of 80 and thus were deemed ineligible for funding consideration.

All of the 17 applications have been approved by both the Cultural Committee and TDC, and funding will be on a reimbursement basis. The awards were based on the approved funding tiers listed in the Guidelines. The tiers are determined by the number of out-of-county visitors that attend the event/season. As per the tier

system, an applicant's event/season that draws 1,000-2,500 out-of-county attendees will be eligible for \$2,500, an applicant's event/season that draws 2,501-5,000 out-of-county attendees will be eligible for \$5,000, an applicant's event/season that draws +5,001 out-of-county attendees will be eligible for \$10,000. After allocating the appropriate funds per their out-of-county attendees to each application the Total Funding request of all approved applications totaled \$112,500. The budget amount for the FY 2021-2022 Cultural Support Grant Program is \$150,000. The Cultural Committee, at their August 24, 2021 meeting, voted to an equal, proportionate adjustment to all approved applicants resulting in the full spending of the \$150,000 budget. Revised award funding is listed on Attachment (B), column labeled "Adjusted Award Funding 8.24.2021".

Clerk to the Board Instructions:

Please return a memo of the Board's action to the Director, Tourism Development Office and County Attorney's Office.

FY 2021 – 2022 Cultural Support Grant Program Project Recommendations

Project #1 – American Police Hall of Fame & Museum

\$13,333.33

Description of the Project.

Our monthly events related to the SAIL (Safety Always Involves Law) program are designed to attract people who are seeking a fun and informational activity. Our multi-faceted goal is to: a). educate visitors about the Space Coast and the state of Florida; b). educate visitors about safety awareness, both here and at home; c). help visitors understand the role of law enforcement in their communities; and d). build bridges of understanding between citizens and the law enforcement officers who serve them. Not only do our visitors get the chance to take part in hands-on activities, such as interacting with a police dog, analyzing their own fingerprints, learning about boating safety, learning how to interact (safely) with Florida wildlife, learning how to (safely) enjoy Florida outdoor activities, or learning how to be safe on their computers, game systems and phones, but we offer a variety of theme-specific speakers and displays to entertain and inform them.

In addition to the micro-events, we prepare multiple new display tables each month that spotlight the theme. Funding will be used for Staff/Personnel, Artistic Services, Materials/Supplies, Marketing, and other General Operating costs.

Project #2 – Brevard Nature Alliance

\$3,333.33

Description of Project.

The 25th Annual Space Coast Birding & Wildlife Festival, one of the premiere birding festivals in the country, consists of expert keynote speakers, spotlight presentations, an enormous trade-focused Expo, a photographer's track, an exciting Silent Auction and many socials. The Space Coast Family Wildlife Adventure Day is designed for school children. The Festival is a 5-day affair with attendees from all across the US, plus many international visitors. The Festival will move beachside this year positioned perfectly for the 100+ field trips throughout Brevard County.

SCBWF advantage: a plethora of birds and native wildlife that abounds in Brevard County and local environments. Some of these specialty critters are only found in this region, therefore the festival has a reputation of superior field trips and professional guides. Aside from marketing the entire Festival, a secondary splash will be the Space Coast Family Wildlife Adventure Day, which consists of students' exposure to the wildlife of the area through field experience, presentations, nature journaling, craft activities, live animals, and a juried art contest. The newly-expanded Expo is composed of over 100 vendors in the birding/wildlife industry, from binocular companies to camera companies, from soft goods to art work, from local destinations and attractions to international tour companies, and everything in between. Many attendees come early and stay late in order to take in additional activities in the Space Coast region.

In the field of nature tourism, birding festivals bring folks from across the country and even the globe to a resourceful location to see the local specialty and resident birds/wildlife, where birders can add these sightings to their life lists, a birding community competitive game. To further underscore the experience, keynote speakers and spotlight presentations are featured to expound upon local species, conservation issues, social issues within the birding community (such as inclusivity, diversity, youth impact, industry growth) and many workshop topics. Introducing hundreds of visitors to the Florida dimension of wildlife in a single week creates a unique setting for networking, sharing, social conversations and talking about birds. The Expo continues the excitement of learning, sharing and discourse and has been a prime source of media coverage in the past. Funding will be used for Artistic Services, Materials/Supplies, Marketing, and other General Operating costs.

Project #3 – Brevard Regional Arts Group, Inc. / Henegar Center
\$13,333.33

Description of Project.

This grant request is to fund marketing outside of Brevard County to solicit visitors to attend The Henegar Center's 2021-2022 MainStage Season performances. The Henegar Center produces quality Broadway style musicals at an affordable price for families and couples. Ticket prices range from \$25 - \$36 each. As a destination event, our productions attract visitors to Brevard County to see a live performance show, eat dinner locally, enjoy the downtown while combining our event with other area attractions to make an extended stay in Brevard County including staying in local hotel rooms. We offer performances 26 weekends out of the year including holidays. We are excited to be offering four shows that are being performed for the 1st time in Brevard County. "Side Show", "The Wedding Singer", "We Will Rock You" and an all new musical version of "A Christmas Carol". Funding will be used for Marketing.

Project #4 – Brevard Renaissance Fair
\$6,666.67

Description of Project.

Our event is the largest outdoor theatrical production in the county, which uses local and regional entertainers to form the Brevard Renaissance Acting Troupe, which is support by the Brevard Renaissance Fair Charitable Foundation to depict a period in history and to entire the entire event through a series of plays, interactions throughout the day with the culmination coming at the final joust and closing ceremonies. We bring in national and international acts, which brings people from all over the nation to come to the shows. The Brevard Renaissance Fair mixes historical facts and some fiction to entertain and teach people about the history of the Renaissance Age.

We are recognized as one of the top Renaissance tent shows in the nation. This recognition has allowed us to become the first show to start the Renaissance Festival circuit every year. We are now well established as the start of the season for most of the major acts in the country and Renaissance Fair lovers travel far and wide to come to the first show of the new season. We

have a waiting list of entertainers wanting to be a part of the Brevard Renaissance Fair. We bring in international acts every year to bring something new to the area - this year we are bringing in Celtica Pipes, and also Albannac we have also brought in Stary Olsa from Belarus in the past. The opportunity for the Space Coast is to advertise in areas outside of Florida to bring the snowbirds and Renaissance fair lovers to Brevard from states with major followings like Texas, North Carolina, Georgia, Maryland, New York, Wisconsin, Michigan, and Minnesota. Funding will be used for out-of-county Marketing.

Project #5 – Brevard Symphony Orchestra

\$3,333.33

Description of Project.

For 67 years, the Brevard Symphony Orchestra (BSO) has served as a county-wide organization, showcasing the finest musicians and guest artists from Florida and around the world. The BSO presents a classical series, pops programs, free outdoor concerts, family concerts, children's concerts and numerous educational programs during the season. As a fully professional orchestra, the BSO and its musicians have earned a reputation throughout Florida for quality programming and offering musicians a satisfying artistic experience. The BSO performs an annual free July 4 concert at Cocoa Riverfront Park for over 15,000 residents and visitors. The BSO also performs an annual free family concert at the King Center for the Performing Arts.

The BSO's main subscription offering is our Signature Six Series, with six evening concerts and three matinees. Opening Night is October 16, with a theme of "Around the World in 80 Days." "The Mozart Effect" follows in November featuring the work of Mozart, and in January "Letters from Home" will feature a newly commissioned work, 'The Rose of Sonora', performed by violinist Holly Mulcahy. "The Wondrous World of John Williams", a 90th birthday celebration, will honor the greatest movie composer of all time. This program will be followed by "Clash of the Titans" featuring internationally acclaimed violinist Paul Huang performing the Tchaikovsky Violin Concerto. Closing out the season is "Roman Holiday" an Italian program featuring Respighi's 'Pines of Rome' and 'The Fountains of Rome'. Funding will be used for Artistic Services and Marketing.

Project #6 – Florida Surf Museum

\$6,666.67

Description of Project.

Surfing Santas of Cocoa Beach is one of the most popular events on the Space Coast. Each year on Christmas Eve visitors from around the world come to the Space Coast to participate in a morning of festivities that include hundreds of surfing Santas riding the waves in front of thousands of participants who join in on the fun dressed in every type of holiday costume. Activities include Christmas themed music, hula dancers, and the wildly popular costume contest.

Surfing Santos of Cocoa Beach is a local, grassroots event that has exploded into a global phenomenon! Surfing Santos has been featured on Good Morning America, Huffington Post, the Hallmark Channel and countless others - many out of the US. The global coverage of this event has become a holiday destination event for many travelers. Funding will be used for Staff/Personnel, Artistic Services, Materials/Supplies, Marketing, and other General Operating costs.

Project #7 – IndiaFest

\$3,333.33

Description of Project.

Twenty-four years since its inception, Indiafest has grown into an incredible two-day festival in Brevard County which exemplifies the diversity in our community through entertainment, arts & crafts, traditional food, and cultural vendors. In 2019 Indiafest was enjoyed by over 9000 visitors and the festival has become an eagerly awaited annual celebration by the community at large. It is our mission to enhance intercultural harmony by promoting awareness of the other culture in the local community. It also is an avenue that strengthens and emphasizes the arts and cultural in Brevard county by providing an all-inclusive event that attract people of all ages, ethnicity, and backgrounds - locally, neighboring counties, and from out of state. The festival is a result of the cohesive effort of Brevard's community that showcases the Space Coast cultural diversity & local arts.

Indiafest promotes integration of the world and local culture by vigilantly encouraging volunteer work and sharing among children and young adults by creating a platform for children of all cultures to participate and show off their talents thus, generating a sense of pride in their cultural roots and local community. The festival provides information in a fun, simple, and knowledgeable manner that motivates interest and answer questions. Funding will be used for Marketing, other General Operating costs.

Project #8 – Melbourne Art Festival, Inc.

\$6,666.67

Description of Project.

The Melbourne Art Festival will hold the 37th Annual event April 23 & 24, 2022 at Wickham Park in Melbourne, FL. Over 400 fine artists from all over the country will apply to be juried into the festival, there will be over 200 chosen and invited to attend. The Artists set up around the paved road of the back lake and exhibit their fine and unique art for the public to view and purchase. Student activities are designed to fulfill our Mission to encourage artistic endeavors by hosting free hands on activities in the KidsWorld area, Student Art Workshops and Student Art Competition. Live Musical acts, local and regional, are scheduled for both days of the festival to further enhance our mission for arts education and endeavors within our community and beyond. Direct advertising and marketing techniques are used through printed and digital media as well as

social media to target areas around the state and country to bring in visitors and artists to attend our event and participate in our activities. Promotional posters and directories are distributed throughout the area to increase attendance. Admission and parking are free for all attendees. Funds will be used for out-of-county Marketing.

Project #9 – Melbourne Main Street

\$13,333.33

Description of Project.

Melbourne Main Street is committed to creating a lively center of cultural experiences for visitors and residents. Our goal is to provide access to a vibrant downtown with a thriving local economy rich in character, and features inviting public spaces that make residents and visitors feel that they belong. We are seeking funding for Staff/Personnel, Artistic Services, Materials/Supplies, Marketing to accelerate our efforts in further shaping Downtown Melbourne as a destination for arts, culture, history & entertainment by target marketing key demographics.

Melbourne Main Street focuses on hosting a variety of festivals to attract visitors to our historic district. For the FY 2021-2022 grant period, we will be primarily focused on three events: Downtown Melbourne Food and Wine Festival, four Saturdays of Candlelight Shopping, and our Botanical Fest. Each of these unique events attracts a different demographic and are proven to entice visitors to attend. In 2019, the Food and Wine Festival attracted over 10,900 people into Downtown Melbourne, with 25% from outside the county. Attendees ranged from music lovers, to wine connoisseurs, to food aficionados. Food & Wine brings together over 40 different restaurants from throughout Brevard into Downtown Melbourne to give people a taste of cuisines from all around the world and our community.

Candlelight Shopping attracts families, young professionals and senior citizens from all throughout the region. The streets are lit with Christmas lights and Santa is available for photos and discussions about presents. Candlelight Shopping brings back a warm holiday spirit into Downtown Melbourne for all people to enjoy.

The annual Botanical Fest showcases all sorts of plants, shrubs, trees, orchids, plumerias, garden sculptures and more.

In March of 2020, we hosted the botanical festival. The demographic for Botanical Fest is different than our other festivals and attracts plant lovers, farmers, and those with a love for the environment. Each of these events draws in a different crowd to the streets of Downtown Melbourne, they help not only spread the names and news within the city but also boost the local economy and market the Space Coast as a destination.

Project #10 – Museum of Dinosaurs and Ancient Cultures

\$13,333.33

Description of Project.

The Museum will host an exhibit called Sharks: Ancient Rulers of the Sea will exhibit huge shark jaws, both modern and prehistoric. Come to face with the 8 ft. jaws of one of the most revered sea creatures to have ever lived, the mighty Megalodon, which grew to over 70 feet in length. Side-by-side comparisons of other ancient sharks and modern sharks will show how little they have changed throughout the course of 400 million years. Many of the sharks on display still live in the waters of Florida today. Guests will be able to touch shark fossils and see a comparison of the 7" Megalodon shark tooth with the 2" modern Great White Shark tooth. Visitors will also learn about the actual habits of sharks while we debunk some of the common myths that actually endanger our sharks of today.

The Museum brings a tremendous asset to Brevard County in the way of a cultural experience for the entire family. Potential visitors planning their visits to Brevard County are much more likely to visit because of the added cultural benefit and the ease of scheduling a visit to the Museum into their itinerary. The Museum also gives an added option for visitors and residents for a rainy-day activity and is a destination for school groups as well. Funds will be used for out of county Marketing.

Project #11 – Native Heritage Gathering, Inc.

\$3,333.33

Description of Project. The 13th Annual Native Rhythms Festival is a three-day family friendly, free admission event celebrating and honoring Native American Heritage Month through the presentation of Music, Arts, Dance, and Living History on the second weekend in November at the Wickham Park Amphitheater. The Native Heritage Gathering, Inc. organization has provided Brevard County with annual events including Powwows and the Native Rhythms Festival for nearly two decades. Focusing on the National recognition of November as Native American Heritage Month, we have provided three-day events during that month of November that have been the singular Native American event provided within the County designed for all peoples to attend and experience the diverse Native American Cultures of this Continent. Funding will be used for Artistic Services and Materials/Supplies for the event.

The Artists, Musicians, Dancers and Educators that perform at Native Rhythms Festival come from many different Native Nations, Tribal Entities, and Native backgrounds. The musicians are award winning, and we have had the Artist of the Year for Native American Music Awards appear for the past three years. Shelly Morningsong is also the Best Blues artist and has many awards and accolades to her many years of performance and travel. She and her husband, Fabian Fontenelle (Men's Traditional Dance Champion for many years at the Gathering of Nations Powwow, Albuquerque New Mexico, and many other Powwows) have performed. Together they have traveled the world performing for a vast array of events and honoring ceremonies. The list of accomplished musicians and artists continues and provides a vast draw of followers from across the world to attend Native Rhythms Festival annually. Our vendor village boasts the finest artisans and craftspeople from across the Continent. Providing

educational programming for our community and attendees is priority for the festival and we are honored to have Jim Sawgrass Native American Village as well as the Ed WindDancer Cultural experience for all to attend. Workshops are held for a variety of music and culture related topics throughout the three-day weekend.

Our mission to provide the Native Rhythms Festival as a family friendly and free of charge event opens the door for families to attend unfettered by high cost of admission and in doing this we break down all socio-economic barriers for all attendees. Funding will be used for Artistic Services and Materials/Supplies for the event.

Project #12 – Space Coast Symphony Orchestra

\$13,333.33

Description of Project. The Space Coast Symphony Orchestra performs more programs than any other orchestra in Central Florida, including the summer season, providing entertainment options for those visiting or living in the area. In addition, a rich cultural landscape brings economic wealth to a community, attracting businesses, new jobs, increased property values and pride of ownership. By offering high quality, family-oriented and affordable concert programming, the SCSO provides a unique artistic resource that serves our community and also attracts visitors from nearby markets. We introduce families to classical music while presenting a compelling role model to young students, both performing and attending. As we enrich the educational and cultural experiences for students, we provide a valuable resource for the community overall, by developing the young musicians and leaders of the future. Culture and tourism are linked because of their obvious synergies and their growth potential. Our aim is to create authenticity and distinctiveness in the tourism market. In this regard, unique concert experiences highlighting our community and it's artists that can connect our attendees, both local and visiting, to our special community.

Most recently, the SCSO launched a drive-in concert series in response to venues being shuttered due to Covid-19. The drive-in concerts last Summer celebrated the strength and resilience of our community. All of the concerts in this special Space Coast Strong series were held at The Avenue Viera, to provide for healthful air flow and adequate room for social distancing. The SCSO helped boost civic morale and reminded everyone of what makes our Space Coast great. The SCSO was the first performing ensemble in the United States to perform for an audience since the start of the epidemic and government shutdown. The funding will be used for Staff/Personnel, Artistic Services, and Marketing.

Project #13 – Surfside Playhouse, Inc.

\$3,333.33

Description of Project.

Surfside Playhouse is unique, differing from other theaters in Brevard County, by offering a variety of programs that most other theaters do not. We put local actors on the stage, drawing the hometown crowd as well as out of county and out of state visitors. Surfside does not do all one-kind presentations such as performing only musicals. We add to the cultural offerings in Brevard County with our six mainstage plays by offering comedies and musicals—one in the fall and one in the spring that is focused on the snowbird audience, as well as a serious natured drama, promoting thought-provoking contemplation of present issues as well as events in history such as Diary of Anne Frank. An event known only to Surfside is our season finale, written by our Artistic Director, who takes a well-known play like Dracula and fractures it with comedy and a musical score that he composes. Fractured increases in popularity yearly. It is strategically held after snowbirds exit, casts lots of hometown folks, draws an appreciative audience and a large number of auditions. Additionally, dance lessons, Impro and summer camps draw both visitors and residents to Surfside. Funding would be dedicated to marketing of the Playhouse with printing costs for rack cards and such and paid social media costs. Surfside Playhouse will use the funding for the following; Artistic Services, Materials/Supplies and Marketing.

Project #14 – The Historic Cocoa Village Playhouse

\$13,333.33

Description of Project.

HCVP's mainstage productions known as "Broadway on Brevard", are large-scale high-quality musicals that attract a wide audience from throughout the State of Florida and the East Coast. A few examples of popular mainstage productions are BEAUTY AND THE BEAST, A CHRISTMAS CAROL, 42ND STREET, THE SECRET GARDEN, SPAMALOT, and HEDWIG AND THE ANGRY INCH. These productions contribute to the cultural landscape of the Space Coast as there is no "dark time" for HCVP and productions are ongoing for any visitors in the area.

Additionally, our STARS of Tomorrow Youth Program is accessible to all children ages 7 through high school graduation and includes 5 productions annually averaging 3 performances each. Since its genesis in 1990, the program has grown from 8 children to enrolling over 250 children. The STARS of Tomorrow also offers acapella youth singing group called Fermata STARS that perform throughout the year at private events, corporate events, promotional outreach, and throughout the community at churches and restaurants, as ambassadors to the community.

SPOTLIGHT SERIES: HCVP engages over 50 local artists and arts organization representing over 100 different local and international artists for performances that provide culturally enriching entertainment. The most recent season included 3 weekend long residencies of HOT PINK presenting The Music of The Doors, The Music of the Rolling Stones, and The Music of Elton John; Michael Law's HOME FOR THE HOLIDAYS, J. Thomas Black Jr. live in concert accompanying and underscoring to the silent film Safety Last, Galmont Ballet's THE NUTCRACKER, and international touring artist Hayley VerValin and professional artist John Dudley in JOHN AND JEN. Funding will be used for Artistic Services and Marketing.

Project #15 – Titusville Playhouse, Inc.

\$13,333.33

Description of Project.

Funding will be targeted to the marketing and production of theater shows and special TPI-produced events in the newly available TPI Shuler Stage, along with the offerings at TPI's Mainstage. TPI's Shuler Stage shows and events will run concurrently with TPI's Broadway show lineup performed on its mainstage at the historic 274-seat Emma Parrish Theatre. The Shuler stage outdoor venue will offer a minimum of 200 seats under-canopy in an existing space previously used for large-attendance public auctions. A historic building on the property will be converted into a retro-styled speakeasy for after show events with the performing cast and patrons. Another existing building on the site will become a "black box" theatre venue and rehearsal space.

TPI has identified and initiated its season marketing for the following shows and events programmed during the grant period: Special Event – CULTober™ Series - Hedwig and the Angry Inch, MTI's All Together Now! A Global Event Celebrating Theatre. An opportunity for theatres around the world to produce the same show over the same weekend as an exclusive musical revue featuring songs from MTI's beloved shows.

TPI's Shuler Stage expansion is the anchor to a designated downtown entertainment district. This broadened, demographic targeted programming available on any given weekend will increase TPI's reach into the five-county Central Florida region it serves, particularly to attract metropolitan Orlando residents and tourists. The requested funding will assist in drawing Orlando area talent and will support targeted marketing to raise market awareness of TPI's expanded appeal as a cultural destination in Central Florida.

Project #16 – U.S. Walk of Fame Foundation

\$6,666.67

Description of Project.

The American Space Museum / U.S. Walk of Fame Foundation is a venue driven destination that is in sync with the local space trend. We celebrate the history of space, the adventures and what it took to get us to this point, but we also enthusiastically share and work to inspire the continuation of these efforts.

Programs to be supported and promoted include our monthly "Celebration Series" which highlights various aspects of America's space history, such as diversity, astronomy, STEM education, and teachers who have flown in space, the various space flight programs, use of animals in space, an exploration of climate change and the search for life beyond our planet. Using our collaborations with other local groups including artists, camera clubs, astronomy groups, space enthusiasts and workers, NASA, many nearby corporations involved in space industry, other non-profits and museums, we are able to draw on a wealth of knowledge and networking resources to create more dynamic offerings that have a longer reaching benefit for

the cultural interests of our area. These partnerships also enable us to put forth educational offerings. Many school groups from, not only the Central Florida area but all over the world, plan field trips to this area because of these offerings.

All of this indeed promotes Brevard County as a favored cultural destination. We propose using the grant funds to expand our paid Advertising efforts, Artistic Services, Materials/Supplies, and Marketing for the Museum.

Project #17 – Valiant Air Command

\$13,333.33

Description of Project.

The Valiant Air Command is proud of its standing among aviation museums of its size and impact, and equally so of its place in our community. The Warbird Museum collection ranks high among our peer aviation museums, and certainly exceeds that of peer aviation museums in similar sized communities. Our recent acquisition of artifacts from the National Museum of the US Air Force, the Naval Aviation Museum and the Smithsonian National Air and Space Museum, are testament to the high regard in which we are held by these demanding organizations, and place us in an enviable position among our peers. Additionally, in recent year Valiant Air Command has become a venue for large scale events such as holiday parties, corporate events and weddings to be held. Many events are already booked for the FY 2021 – 2022 cycle. Funding will be used for Staff/Personnel, Materials/Supplies, Marketing, other General Operating costs for the Museum.

FY 2021 - 2022
Cultural Support Grant Program
Attachment (B)

	Aaron Collins	Andrea Young	Anne Conroy- Baiter	Bonnie King	Jim Platman	Jim Ridenour	Juliet Misconi	Paige Sanchez	Steven Heron	TOTAL	Average	Trimmed Mean	Cultural Committee Awards	Adjusted Award funding	Airsage Reported Attendance Outside BC
American Police Hall of Fame & Museum	85	96	87	98	66	87	63	85	81	748	83.11	83.86	\$10,000	\$13,333.33	29,740
Brevard Ballet Youth Company		53	81	41	61	87	56	70	83	532	66.50	67.33			210
Brevard Nature Alliance	77	58	90	92	90	94	69	86	89	745	82.78	84.71	\$2,500	\$3,333.33	1,340
Brevard Regional Arts Group, Inc / Henegar	70	95	95	94	74	88	85	67		668	83.50	83.83	\$10,000	\$13,333.33	9,826
Brevard Renaissance Fair	70	96	90	92	80	88	82	83	87	768	85.33	86.00	\$5,000	\$6,666.67	4,200
Brevard Symphony Orchestra	84	89	90	80	81	93	92	93	88	790	87.78	88.14	\$2,500	\$3,333.33	570
Florida Surf Museum	77	87	100	81	86	93	83	91	88	786	87.33	87.00	\$5,000	\$6,666.67	4,250
Greater Allen Development Corp	68	41	81	52	59	87	28	57	81	554	61.56	62.71			170
Indiafest	83	81	91	84	83	94	63	88	91	758	84.22	85.86	\$2,500	\$3,333.33	1,751
Melbourne Art Festival, Inc	86	94	91	92	87	90	74	85	90	789	87.67	88.71	\$5,000	\$6,666.67	3,955
Melbourne Main Street	84	93	100	95	89	90	62	81	85	779	86.56	88.14	\$10,000	\$13,333.33	10,800
Museum of Dinosaurs and Ancient Cultures	80	94	100	96	87	87	90	81	90	805	89.44	89.29	\$10,000	\$13,333.33	14,040
Native Heritage Gathering, Inc.	84	95	91	93	83	93	40	81	88	748	83.11	87.57	\$2,500	\$3,333.33	1,680
Space Coast Symphony Orchestra		91	100	94	89	89	63	91	92	709	88.63	91.00	\$10,000	\$13,333.33	18,885
Surfside Playhouse, INC	83	80	91	90	80	87	52	84	83	730	81.11	83.86	\$2,500	\$3,333.33	1,040
The Historic Cocoa Village Playhouse	94	100	95	96	95	94	95	100	90	859	95.44	95.57	\$10,000	\$13,333.33	10,139
Titusville Playhouse, Inc	93	82	100	96	83	94	78	89		715	89.38	89.50	\$10,000	\$13,333.33	5,247
US Space Walk of Fame Foundation	86	81	91	90	85	93	63	71	85	745	82.78	84.14	\$5,000	\$6,666.67	4,390
Valiant Air Command, Inc.	91	96	91	99	83	94	72	88	91	805	89.44	90.57	\$10,000	\$13,333.33	16,130

|TOTAL

\$112,500

\$149,999.96

Visitor Spending	ROI (Visitor Spending/ Grant Award)
\$1,594,659	\$120
\$11,260	
\$71,851	\$22
\$526,870	\$40
\$225,204	\$34
\$30,563	\$9
\$227,885	\$34
\$9,115	
\$93,889	\$28
\$212,067	\$32
\$579,096	\$43
\$752,825	\$56
\$90,082	\$27
\$1,012,614	\$76
\$55,765	\$17
\$543,653	\$41
\$281,344	\$21
\$235,392	\$35
\$864,891	\$65

Profile

American Police Hall of Fame & Museum

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2021 - 2022

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

June 2, 2021: Application Opens

June 2, 2021: Information meetings

June 25, 2021: Application Deadline, NLT 5pm

Aug 24, 2021: Cultural Committee meeting, Ranking & Recommendations

Aug 25, 2021: Tourist Development Council meeting, funding recommendations & approval

Sept 14, 2021: Brevard County Board of County Commissioners Approval

Sept 15, 2021: Notification of funding awarded & execute contracts.

Oct 1, 2021: FY 2021-2022 Grant period begins

Sept 30, 2022: FY 2021-2022 Grant Period ends (see section 11 of guidelines)

A final report is due within 30 days of the conclusion of the event or in the case of funds supporting

"season" the final report is due by October 30, 2022. Reimbursement requests are due by October 7, 2022. Failure to comply with the final report requests may impact future funding requests.

The above dates are subject to change. Changes will be publicized in advance.

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered, Out-of-County visitors to an event or season must account for 20% of total visitation or 1,000 guests. This measurement shall be submitted by applicants and confirmed by TDO staff.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for minimum of two (2) years. (Date on IRS 501-c3)

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2021-2022 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Max. Funding Amount: \$2,500

Number of Out-of-County attendees: 2,501 - 5,000 Max. Funding Amount: \$5,000

Number of Out-of-County attendees: 5,001+ Max. Funding Amount: \$10,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract. Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded unless a project can be significantly enhanced with additional funds.
- Funds may **not** be used to pay debt obligations.
- Funds may **not* be used for grant applications or routine maintenance.

Allowable and Non-Allowable:

Allowable Costs

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;

- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of June 2, 2021. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 25, 2021 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

Deborah.Webster@VisitSpaceCoast.com
until the application deadline.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2021 – September 30, 2022. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2021-Sept 30, 2022 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.

8.0 EVALUATION CRITERIA

Tourism Development Council FY 2021-2022 Cultural Support Grant Program – Evaluation Rubric Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.

Section 1 – Applicant Information (TDO staff will complete this section)

Project Title:
Project Number:
Project Applicant:
Total Project Cost:
Requested Funding from TDC:

Evaluation Criteria: Points Available

Section 2 – Cultural Event/Activities Proposal clearly describes the proposed event/activities. Clearly demonstrates how the event/activities promote the Space Coast as a cultural destination: up to 20 points

Reviewer: Use the following scoring rubric as a guide
Poorly presented: 0 - 4 points
Adequate: 5 - 8 points
Good: 9 - 12 points
Very Good: 13 - 16 points
Excellent: 17 - 20 points

Proposal clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote Brevard County as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 3 points
Adequate: 4 - 6 points
Good: 7 - 9 points
Very Good: 10 - 12 points
Excellent: 13 - 15 points

Section 3 - Tourism Impact Proposal describes how many estimated out-of-county visitors will attend the event/activities during FY 2021-2022: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points
Adequate: 6 - 10 points
Good: 11 - 15 points
Very Good: 16 - 20 points
Excellent: 21 - 25 points

Proposal clearly describes the methodology used to measure attendance of out-of-county visitors and Brevard County residents for the event/activities: up to 10 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 2 points
Adequate: 3 - 4 points
Good: 5 - 6 points
Very Good: 7 - 8 points
Excellent: 9 - 10 points

Section 4 - Marketing Proposal clearly describes the marketing efforts to attract out-of-county visitors to the event/activities: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points
Adequate: 6 - 10 points
Good: 11 - 15 points
Very Good: 16 - 20 points
Excellent: 21 - 25 points

Section 5 - Overnight Stays/Spending The application includes projected overnight stays and spending by out-of-county visitors: up to 5 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 1 point
Adequate: 2 points
Good: 3 points
Very Good: 4 points
Excellent: 5 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.

2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 30, 2022. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 7, 2022.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format).

12.0 ANTI-LOBBYING STATEMENT

All Tourism grant applicants are restricted from lobbying TDC Committees from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

FY2021-2022

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 25, 2021 by 5:00pm

Proposed Event(s)/Activities Name

SAIL Program (Safety Always Involves Law)

TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year

275,000

Organization Name

American Police Hall of Fame

Mailing Address:

6350 Horizon Drive

City: State: Zip Code:

Titusville

Federal Employer ID #:

85-1403697

Web Site:

www.APHF.org

Organization Telephone:

321-264-0911

Organization Email:

Policeinfo@aphf.org

Primary Contact Person: First: Last:

Tara Dixon Engel

Primary Contact Person Phone (if different from Organization Phone):

321-264-0911 Ext. 133

Primary Contact Person Email (if different from Organization Email):

Tarae@aphf.org

Alternate Contact Person: First: Last:

Tara Engel

Alternate Contact Person Phone (if different from Organization Phone):

321-264-0911

Alternate Contact Person Email (if different from Organization Email):

Tarae@aphf.org

Event(s)/Activities Summary (500 characters or less)

Our SAIL program (Safety Always Involves Law) offers monthly one-day micro-events featuring fun and entertaining public safety topics. The events/materials introduce youth/visitors to STEAM (Science, Technology, Engineering, Art and Math) activities, conflict avoidance, situational awareness and environmental appreciation. We partner with individuals & organizations to offer classes, materials, giveaways and immersive activities geared toward educating families, youngsters & the general public.

****How will grant funds be used? Check all that apply****

Staff/Personnel, Artistic Services, Materials/Supplies, Marketing, other General Operating costs

Total number of attendees for FY2018-2019

36,017

Total number of out-of-county attendees for FY2018-2019

12,000

Total number of attendees for FY2017-2018

34,512

Total number of out-of-county attendees for FY2017-2018

11,500

Please select the one category below for which funding is requested.

Grant Category

Multidisciplinary

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

BCA proposal budget 2021-22.xlsx

Narrative Questions

Please describe your proposed event(s)/activities for which you are seeking funding. Please address the following question: What does your event(s)/activities bring to Brevard County to promote the Space Coast as a cultural destination? Please be concise and brief with 3,000 characters or less.

Maximum 3,000 characters

Our monthly events related to the SAIL program are designed to attract people who are seeking a fun and informational activity. Our multi-faceted goal is to: a). educate visitors about the Space Coast and the state of Florida; b). educate visitors about safety awareness, both here and at home; c). help visitors understand the role of law enforcement in their communities; and d). build bridges of understanding between citizens and the law enforcement officers who serve them. Not only do our visitors get the chance to take part in hands-on activities, such as interacting with a police dog, analyzing their own fingerprints, learning about boating safety, learning how to interact (safely) with Florida wildlife, learning how to (safely) enjoy Florida outdoor activities, or learning how to be safe on their computers, game systems and phones, but we offer a variety of theme-specific speakers and displays to entertain and inform them.

In addition to the micro-events, we prepare multiple new display tables each month that spotlight the theme. For instance, in June, the theme was outdoor summer safety and our new displays included: wildlife safety with manatees, sea turtles, and dolphins; protecting yourself from ticks and mosquitos; weather awareness; boating & swimming safety; and alligator and snake familiarization. Also featured was an informational scavenger hunt for youngsters and families.

The goal with these monthly themes is to broaden the general understanding of "public safety" -- so visitors grasp that THEY are as essential to public safety as our law enforcement and first responders are. Our objective is to build a coalition between citizens and all facets of law enforcement that protects and empowers us all. This is a message that is not only important for Brevard County residents, but for visitors from any region of the United States. Our lessons and messages are universal and give people something tangible to take home...whether it is learning to de-escalate a conflict, avoiding a hazard, engaging with a person of another race or culture, managing a bully, safely operating a vehicle, or safely interacting with the plants and animals around you.

Do the event(s)/activities possess any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. Please describe in detail. Please be concise and brief with 3,000 characters or less.

Maximum 3,000 characters

Our events/activities offer numerous promotional applications, as they focus on topics and concerns shared by visitors from any geographic region. We measure our events against four simple goals: 1). Present public safety and law enforcement topics in a manner that appeals to the age group(s) being addressed; 2). Make the event both educational AND entertaining; 3). Use the event to promote the county, region and state; 4). Leave visitors with a positive impression of law enforcement and a better understanding of the public safety arena.

From a cultural standpoint, we seek to address several societal issues that currently challenge communities across the country. These include: 1). building bridges of understanding between law enforcement and the communities they serve; 2). Teaching citizens to be their own "first responder" and to understand the modern complexity of public safety and crime prevention; and, 3). Harnessing the public fascination with procedural crime dramas on television and teaching young and old alike about ACTUAL forensic practices and procedures -- using this as a way to engage young people in the STEAM disciplines (Science, Technology, Engineering, ART and Math). Located as we are on the Space Coast, we feel it is critical for students to understand that STEM/STEAM is everywhere...not just in space exploration, so that we can make these disciplines more accessible to young people while building their comfort level with science and technology. We are currently forging an exciting new relationship with the National Forensic Science Technology Center at Florida International University (Tampa, Miami) that will assist us in broadening our reach throughout the state and nation as well as enhancing the quality and quantity of lessons, presentations and speakers we provide on topics related to forensics, crime scene investigative procedures and law enforcement career opportunities. The outgrowth events of this partnership will spur numerous publicity opportunities.

We are also now in the design and engineering phase of our multi-year expansion, which starts with the pending construction of the United States Law Enforcement Eternal Flame, followed by a building expansion which will feature a 10,000 sq ft mezzanine, dedicated to our STEAM/STEM training for K-12. As these elements begin to take shape in the months ahead, the opportunities for publicity will be even more significant and will serve as yet another inducement for individuals and families to visit the Space Coast.

Explain in detail, what is your methodology to capture numbers of out-of-county attendees at your event(s)/activities.

Maximum 1,000 characters

Anyone who visits our facility is tracked through one or more of multiple methods. Museum visitors are asked to sign in and provide their name, email, address, and phone. They are also asked to provide a zip code (which is recorded even if they defer on filling out the sign-in sheet). The zip code is currently recorded manually and input into our comprehensive database on a regular basis, but we are in the process of purchasing the add-on software that will allow us to key the zip code directly into our database as the customer comes through.

Students or individuals attending classes at our facility also fill out a roster that includes name, email and zip code (we get a number of out-of-county attendees for our classes, some even come from out-of-state).

Visitors to the museum's shooting center are captured with a waiver they fill out that includes name, address, email, etc OR the visitors become members and we track them by visit.

All visitor information is preserved in our Raiser's Edge database, thus allowing us to determine who is visiting, when they are visiting, and from where.

Please describe your Detailed Marketing Plan uploaded below in Required Documents for FY 2021-2022 that will be used to attract out-of-county visitors to your event(s)/activities. If possible, please include a projected number of out-of-county overnight stays and spending of event attendees.

In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

Maximum 3,000 characters

Our target audience is primarily families with an affinity for law and order/public safety or related topics as well as an appreciation for infotainment and/or history. We also appeal to children ages 8-18, through a variety of tour and learning opportunities via our popular STEAM (Science, Technology, Engineering, Art and Math) sessions, which are designed to be age-specific, in line with academic content standards and enjoyable for the kids. Our audience further includes BOTH out-of-towners and "locals" (not only Brevard but surrounding counties), and we approach each through different means.

Our rack cards are distributed at key points on I-75 and I-95 in order to attract the tourist traffic, while we focus on regional traffic through WMMB-radio and other stations, targeted social media boosts, and restaurant/venue advertising in various commercial establishments such as Buffalo Wild Wings and others. Out-of-towners may be attracted by our informational and fundraising mailers which go out nationwide several times per year, as well as by our broad social media exposure via both Facebook and Instagram. We also distribute PR materials to a variety of organizations, web sites, social media pages and calendars regionally and nationally.

Beyond that, we promote our facility through quarterly direct mail communications and regular digital contact with thousands of nationwide donors as well as 13,000+ police family survivors that we serve in all 50 states. Our various forms of media contact keeps these individuals updated on new attractions, interesting tidbits about our facility, and reasons to visit (and, of course, they share this material with other family members and friends...thus, we have a steady stream of visitors referred by family survivors.) Likewise, we distribute safety materials nationally through multiple mailers each year as a way of promoting the facility, our donation needs, and the importance of public safety/crime prevention. Additionally, we promote our museum programs and events through the quarterly "Chief of Police" magazine which is distributed to command staff at law enforcement agencies across the country.

Required Documents to Upload

IRS determination letter

Museum 501c3 letter of approval.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

american police.pdf

Detailed Marketing Plan

Marketing Plan 2021-22.pdf

Support Materials

Support materials provide panelists with a more complete picture of the applicant organization and are optional but strongly encouraged. Limit of 5 support material files.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

SAIL BUDGET SHEET.pdf

Optional support material file

Book em.pdf

Optional support material file

Summer Safety in the Florida Sun.pdf

Optional support material file

Freedom Fest Community Flyer.pdf

Optional support material file

New APHF Brochure.pdf

Optional support material file

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

I have presented this grant request as coming from The American Police Hall of Fame (APHF), but our programming is supported by both APHF and our sister organization, the National Association of Chiefs of Police. I explain this because the APHF was a long-time program service of NACOP, until getting it's 501(c)(3) approval last June. While it has "only" been a stand-alone 501(c)(3) for a little over a year, it has existed under the auspices of a 501(c)(3) entity for over 60 years. If there are any issues with running the grant through the APHF, we can do so through NACOP, which continues to be a significant supporter of museum programming.

Statement of Responsibility

Certification and Submission

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.

Authorized Representative:

Name

Tara Dixon Engel

Title

President

Text

Applications: File Attachments

Upload Proposal Budget

BCA proposal budget 2021-22.xlsx

IRS determination letter

Museum 501c3 letter of approval.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

american police.pdf

Detailed Marketing Plan

Marketing Plan 2021-22.pdf

Optional support material file

SAIL BUDGET SHEET.pdf

Optional support material file

Book em.pdf

Optional support material file

Summer Safety in the Florida Sun.pdf

Optional support material file

Freedom Fest Community Flyer.pdf

Optional support material file

New APHF Brochure.pdf

Organization Name:	Amer. Police H o F	
PROPOSAL BUDGET: Next Fiscal Year Projections		
Projected Expenses:	278,316	
	Next Year Projected Expenditures	How will Grant Funds be allocated?
Personnel - Administrative	\$ 72,600	\$ 1,500
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees		\$ -
Marketing/Communications (inc. printing & advertising)	\$ 23,500	\$ 1,500
Space Rental/Rent/Mortgage	\$ 12,000	\$ -
Insurance	\$ 12,000	\$ -
Equipment Purchase/Office Supplies	\$ 30,500	\$ 3,500
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 56,500	\$ 3,500
Contract Services/Fees	\$ 16,996	\$ -
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ 54,220	\$ -
Subtotal Grant Funds		\$ 10,000
Total Projected Expenses	\$ 278,316	
Projected Income:		
Admissions	\$ 57,000	
Memberships/Tuition	\$ -	
Contracted Services Revenue	\$ 28,000	
Contributions from Individuals	\$ 4,500	
Corporate Contributions	\$ 20,000	
Government Support - Federal	\$ -	
Government Support - State	\$ -	
Government Support - Local	\$ -	

Sheet1

Foundation Support	\$	45,000	
Other Income	\$	129,500	
Applicant Cash	\$	100,000	
Total Projected Income	\$	384,000	



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

THE AMERICAN POLICE HALL OF FAME &
MUSEUM INC
6350 HORIZON DRIVE
TITUSVILLE, FL 32780

Date:
10/06/2020
Employer ID number:
85-1403697
Person to contact:
Name: Mrs. Garner
ID number: 31731
Telephone: 877-829-8500
Accounting period ending:
September 30
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
June 9, 2020
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053571004360

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

Detail by Entity Name

Florida Not For Profit Corporation

THE AMERICAN POLICE HALL OF FAME & MUSEUM, INC

Filing Information

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Principal Address

6350 HORIZON DRIVE
TITUSVILLE, FL 32780

Mailing Address

6350 HORIZON DRIVE
TITUSVILLE, FL 32780

Registered Agent Name & Address

CONNOLLY, KIM
6350 HORIZON DR
TITUSVILLE, FL 32780

Address Changed: 03/04/2021

Officer/Director Detail

Name & Address

Title PRES

ENGEL, TARA
6256 WHISPERING LANE
TITUSVILLE, FL 32780

Title TREA

CONNOLLY, KIM
3560 BELLE LARGO WAY
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Title DIR

HUTCHERSON, RICHARD
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TITUSVILLE, FL 32780

Annual Reports

Report Year	Filed Date
2021	03/04/2021

Document Images

03/04/2021 – ANNUAL REPORT	View image in PDF format
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06/09/2020 – Domestic Non-Profit	View image in PDF format
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2021-22 Marketing Plan (Oct 1 – Sept. 30)

American Police Hall of Fame & Museum and affiliate organizations

Our Present Business Situation

We are The American Police Hall of Fame & Museum, legally incorporated in the United States of America as a non-profit 501(c)(3) organization. We are additionally supported by both ***The National Association of Chiefs of Police*** (NACOP) and ***The American Federation of Police & Concerned Citizens*** (AFP&CC), which are jointly headquartered at our facility. We have operated full-time at our current Brevard County location since 2003. Prior to that, we were located in Miami, after opening our doors in south Florida in 1960.

Our 50,000 sq. ft. facility houses the two aforementioned 501(c)(3) non-profits, the museum, the memorial, administrative offices, classroom and rental space, and our state-of-the-art shooting range which specializes in law enforcement and civilian personal defense training.

We just purchased land adjacent to our facility (5.1 acres with 467 feet of frontage along SR 405) and are finalizing plans to create a four-phase expansion that will generate exciting new opportunities for tourism, education, training and honoring law enforcement at the national level. Simultaneously, we are growing our programs, digitizing our approach to marketing, fundraising and constituent support, adding new exhibits and interactive displays, and ramping up our compassionate programs for law enforcement family survivors and disabled/paralyzed law enforcement officers (LEOs) and their families.

What We Do

We break our services into five different categories, covered by our four separate-but-connected entities: NACOP, AFP&CC, The Hall of Fame & Museum, and the Shooting Center.

Preserving – Museum & Memorial

Honoring – Memorial & Museum

Educating – Museum and STEM Education Program

Training – The Shooting Center, STEP program and LEEP program

Serving – The American Federation of Police & Concerned Citizens and The National Association of Chiefs of Police.

Under **Preserving**, our museum and memorial serve to preserve the history, tools, techniques and individual stories of American law enforcement officers from the frontier days through to the present.

Under **Honoring**, our Memorial pays tribute to all officers lost in the line of duty since 1960. We are in the process of developing a virtual Memorial that will honor everyone lost in the line of duty throughout our great nation's history. Additionally,

we honor our living officers with a robust awards program that agencies across the United States take advantage of.

Educating includes the programs of the museum, specifically those directed at students and emphasizing STEM (Science, Technology, Engineering & Math), but it also encompasses the overall educational purpose of the museum itself – educating the public on the role and achievements of American law enforcement, from frontier days to the 21st Century. Additionally, both NACOP and AFP&CC promote education with crime prevention mailers and tips, as well as educating through our Chief of Police Magazine (NACOP) and other materials and information distributed to law enforcement nationwide. We are in the process of ramping up our LEO educational offerings at the regional level as well.

Training encompasses all we do at The Shooting Center. This facility offers numerous free and discounted classes to law enforcement and it also provides free and discounted classes to civilians, taught by certified range officers, retired military/law enforcement and NRA certified instructors.

Serving defines all we do through NACOP and AFP&CC; this includes our Family Fund for Paralyzed and Disabled Officers (NACOP) and our Family Survivors Fund (AFP&CC). These two programs provide emergency funds to the families of fallen officers, medical reimbursement to officers disabled in the line of duty, birthday and holiday gifts to the children of fallen and disabled officers, college scholarships, summer camp support, Mother's and Father's Day gifts and more. Additionally, through NACOP, we serve smaller police agencies by helping them secure funds to outfit, train and purchase K9 units. We have supported over 100 agencies in 31 states in securing K9s.

Our Vision Statement

Our Vision is to create a facility and campus that not only honors and celebrates law enforcement but also provides life-saving and life-enhancing support to agencies and law enforcement families, alike.

Our Mission Statement

The mission statement for The American Police Hall of Fame & Museum facility and its supporting organizations is as follows:

- To perpetuate the memory of American law enforcement officers killed in the line of duty;
- To create a compelling, hands-on facility with a nationwide focus that attracts visitors from across the country and promotes and celebrates the role of law enforcement in our society;
- To educate young people about the dangers of criminal activity and the heroism and individual stories of those who protect and defend;
- To build a bridge of understanding between law enforcement and civilians so that lives may be saved and alliances may be forged,

- To educate Florida students about the broad range of career opportunities in the criminal justice field and to utilize the technology of law enforcement to energize young people about STEM educational opportunities and the importance of pro-active public safety.
- To support and train law enforcement and to provide informative and useful events, programming, and services to agencies nationwide.
- To support and serve the families of officers killed or disabled/paralyzed in the line of duty.
- To provide education and training in the areas of personal defense, home & vehicle defense, tactics and equipment, etc. to law enforcement agencies at reduced or waived rates and for the general public as well.

Our Market Goals

Our overall marketing goal is to reach civilians across the country via direct mail, social media, telephone campaigns, and print/electronic media to encourage their support for law enforcement, their participation in public safety, and their travel to our region for a visit to our facility and other attractions in the area. We further seek to connect and interact with law enforcement agencies across America to support their efforts to protect and defend their communities and to engage with law enforcement families in order to provide much-needed support in the wake of life-changing occurrences such as a line of duty injury or death.

We strive to create a facility that attracts and welcomes the general public and engages them in a discussion about the importance of law enforcement and the value of LEOs in a stable and safe society. With our dynamic expansion plans now underway our sprawling campus isn't simply a secondary stop for folks leaving Kennedy Space Center, but a primary destination offering a broad range of activities that are entertaining, inspirational and educational.

In view of that, we are set out to achieve the following market goals:

- To grow our facility so that we can better accommodate more training, regionally significant STEM education and more artifacts and activities that will engage and inspire the general public and tourists to the region.
- To create dynamic, one-of-a-kind displays and exhibits that inspire citizens to better understand the sacrifice of law enforcement.
- To become one of the primary sources of financial and emotional support for law enforcement families across the United States.
- To secure at least three major donors generating over \$1 million annually to help underwrite our compassionate support for law enforcement families, our museum displays and programs, and our law enforcement training program.

- To create an ongoing dialog between law enforcement and civilians that will lead to a greater empathy and respect for the duties performed by our criminal justice system.
- To use modern digital technologies to update and enhance our fundraising processes, our educational programming, our museum displays and our compassionate services.
- To become a facility of major importance to tourists and regional residents alike for its compelling stories and one-of-a-kind experiences.

Our Marketing Budget

The American Police Hall of Fame, as an established non-profit organization that supports law enforcement, and seeks to increase empathy and understanding between the general public and law enforcement, has earmarked approximately \$50,000 for marketing and promotion of a variety of programs. This includes costs for web maintenance and upkeep, promotions for our annual Memorial service, and all print, digital and electronic advertising.

The list below does NOT include direct mail and telephone expenditures by NACOP and AFP&CC. These costs are absorbed by the two aforementioned organizations but are an additional vital national marketing tool as the American Police Hall of Fame is the umbrella entity for the work performed by all three organizations and, as such, is spotlighted in all mailers and promotional materials. Additionally, the Museum is prominently advertised in each edition of the Chief of Police Magazine, which is distributed nationally to command staff at law enforcement agencies across the United States.

The majority of the \$50,000 listed below will be used to promote the facility and our programs outside the Brevard County area. Some of the marketing budget will also be used to handle logistics as they relate to pursuing funds from donor agencies, philanthropists and of course government agencies.

Fiscal year 2021-22 Marketing Budget

\$50,000 – marketing and promotions

\$12,000 – PoliceOne/Digital

\$4800 – Rack Cards

\$4,500 – host conferences and special events that broaden our exposure and allow us to show off our strengths to LE leaders and corporate decision makers.

\$4,000 – tourist venue advertising

\$4000 – memberships, sponsorships, product placement or other initiatives that will get our name and reputation in front of important decision-makers.

\$3500 – web activities and maintenance

\$2,500 – Regional print media/Internal printing expenses

\$4,500 – State wide electronic advertising

\$2,500 – video development

\$2,500 – equipment or software for Development/Marketing purposes

\$2,500 – meeting expenses, travel, or bringing in corporate leaders or dignitaries

\$1,400 – social media advertising

\$430 -- miscellaneous

\$400 – Visit FL

\$350 – Chamber of Commerce

\$120 -- NBBD

\$50,000 – TOTAL for fiscal year 2021-22*

***Does not include promotions and marketing related to national mailers, survival family communications or national LE direct mail, which are**

The People We Want To Reach / Our Target Market

The people we seek to reach as supporters have conservative leanings, although they may represent any political party, but they are supportive of law enforcement, the military and traditional American values. They vary broadly in age but have a strong focus on family and on country. They are likely church-goers or at least believers in a higher power. They value structure and discipline and they hold their heroes to a higher standard than the rest of society. They are successful professionally and understand the importance of sharing that success with others, if it can be used to elevate them (a hand up versus a hand out). They are realistic but have a streak of idealism that prompts them to support projects that emphasize vision, courage and individualism.

These are the people we seek as supporters/donors, museum visitors or participants in our facility's classes or educational programming.

The individuals we serve with our compassionate programs are similar in psychography but clearly have some different elements. We serve families and agencies in need, those who have suffered a loss and now must regroup and build a "new normal." Our emphasis is typically on the children, on giving them structure and consistency in the midst of a jarring new life. But we also reach out to family members and to officers themselves, providing financial support or needed services.

Our museum education program offers a broader reach, even targeting those who seem to be the antithesis of the targets described above. For educational purposes we want to reach across economic and social barriers. Our efforts can and must reach a cross section of youngsters, with a special emphasis on those who have lost hope in their own ability to excel, who do not trust or understand the role of

authority, and who are at-risk for criminal or anti-social behavior. These individuals can and should be given special attention, attention that builds their self-esteem as it reinforces their understanding of the role of law enforcement and public safety in a society. Through our programs we seek to help these students to understand their own capacity to excel in STEM disciplines as they apply to the exciting world of forensics and criminal investigations. Likewise, we seek to build an empathy and understanding between at-risk or under-served groups and members of law enforcement. We believe by reaching out to these groups we not only strengthen our communities but we potentially save lives, as well.

Non-Profit Marketing Plan – SWOT Analysis

In order for us to perform optimally and achieve our aims and objectives as an organization, we routinely subject ourselves and our supporting agencies to a SWOT analysis. Such an effort makes it easier for us to grow as a sound non-profit organization and achieve what we have set out to achieve. This analysis will be performed again in 2021 and will allow us to lay bare our strengths and weaknesses and determine where we can best improve and move forward and where we may have stalled or even moved in reverse, without realizing it. Likewise, this analysis helps us anticipate and overcome the challenges of tomorrow, without endangering today's progress.

Sources of Income for our Organization(s)

At The American Police Hall of Fame & Museum, our major source of revenue is accessing individual donations from pro-law enforcement supporters across the country, through their gifts to our supporting agencies (NACOP and AFP&CC). We invest heavily in skilled and ethical fundraising companies (such as those that built the WW II Memorial in Washington DC) in order to maximize the impact of direct mail.

But the world is changing and yesterday's effective approaches are being eroded by the advent of digital marketing and fundraising. We are working to maintaining our successful traditional approaches while exploring new paths for the future.

This includes:

- Foundation Grants
- Fund Raising Events
- Relational fundraising
- Public Presentations to Civic and other Groups
- Text-to-Donate initiatives
- On-line Giving
- Sponsorship Opportunities
- Corporate Partnerships
- Promotion product sales
- Admissions
- Classes and training

Our Unique Selling Point; What Makes Our Non-Profit Organization Superior to Our Competitors

The fact that we are working to solve a timely and pressing issue in our country – improving the relationship between law enforcement and civilians – is a huge factor in why people support us. But it is equally important that we actively support and assist the families of fallen and disabled officers across the country. There are certainly other organizations who do this, but we are one of the few that stays with the family for the long haul. We serve families over a period of years, even decades, and they are deeply grateful for that. One of the consistent themes we hear in the many thank you notes we receive is “you make us feel like we have not been forgotten,” or “you remember our loved one when everyone else seems to have moved on.”

But beyond the compassionate programs, we are also assisting law enforcement in other ways – personal defense training is a huge element of what we do, both for law enforcement and civilians. We also conduct an annual survey of law enforcement nationwide to help decision-makers in criminal justice decide what the trending concerns are in the industry. Our Chief of Police magazine tackles tough issues of interest to LE leaders nationwide.

And then we have the important elements of a museum and memorial: welcoming visitors and tourists and helping to “sell” the region and its ability to offer unique and life-enhancing experiences; preserving the past, telling individual stories, honoring those who have paid the ultimate price, and offering a variety of educational opportunities based on the content and focus of our exhibits and displays. Likewise, as a museum facility, we are deeply focused on education...STEM for our students and visitors, public safety for all who support and visit our facility, personal defense and situational awareness for our civilian range clientele and professional development for the law enforcement officers across our state and nation. We currently have a partnership with Eastern Florida State College that supports our professional development for officers and we are working on a partnership with Florida International University and the National Forensic Science Technology Center that supports all aspects of our educational programming.

We are truly a multi-faceted facility that touches people as they travel, as they live their everyday lives, as they face unanticipated challenges and tragedy and as they attempt to build a productive and meaningful societal structure, one that benefits citizens in all demographic categories.

BUDGET SHEET

SAIL Program – American Police Hall of Fame

October 2021 – October 2022 – MONTHLY THEMED UPDATES/EVENTS

Two (2) Laptops	\$1,000
InDesign software.....	\$900
Laminator & Film	\$680
Cricut Cutter	\$500
Advertising - \$500/month x 12.....	\$6,000
Educational Handouts for 12 Events	\$1,500
Craft Supplies for 12 Events.....	\$420
Decorations for 12 Events	\$300
Giveaways for 12 Events.....	\$900
Photo Printer	\$200
Utility Cart.....	\$250
Salaries	\$3,000
TOTAL	\$15,650



Book'em!!

Exciting Summer Reading Club for kids
from reading age to 12,
at The American Police Hall of
Fame & Museum

Kick Off: Saturday, May 22 1-2 p.m.

Hawaiian Theme (dress in your best Hawaiian style)

Age: 12 and under • FREE Event

Kids, Earn free giveaways as you find and explore
books about:

First Responders

Patriotic Americans

American Wild West

Florida Animals

Book rewards given at 5 books,
10 books, 15 books and 20 books!

Giveaway options: sunglasses, bookmarks, rubber ducks,
frisbee, toy handcuffs, stuffed animal, police car, etc.

Parents: If you would like a record of your child's
fingerprints -- as recommended by the **National Center
for Missing & Exploited Children** -- Brevard County
Sheriff's Office will be on hand to assist.

6350 Horizon Dr • Titusville, FL • 321-264-0911 X 120





Summer Safety in the Sunshine State

Saturday June 19: 11 a.m. to 2 p.m.

FREE Entry!

Fun Activities • Tasty, Cold Treats • Games • Prizes • And More!

Explore SAFE Summer Fun in sunny Florida through games and activities the entire family can enjoy! Learn how to keep safe while enjoying our oceans, lakes and rivers – even your own backyard pool.

Take a closer look at our incredible Florida wildlife by learning to live safely with alligators and snakes -- AND **meet Frank "Alligator" Robb** and hear about his experiences studying crocodilia world-wide! Explore Florida oceans and waterways and learn how YOU can keep our manatees and dolphins safe. Then cool off with a (FREE) yummy frozen treat and go enjoy the summer...safely!

For more information, call 321-264-0911 Ext 120 or email Jaymed@aphf.org

American Police Hall of Fame • 6350 Horizon Dr. Titusville, FL 32780 • www.APHF.org

FREEDOM FEST

July 17, 2021

Hosted By: The American Police Hall of Fame & Museum,
The Shooting Center & The National Association of Chiefs of Police
6350 Horizon Dr. Titusville, FL 32780 • www.APHF.org

From 10 a.m. to 4 p.m.

**A Celebration of First Responders, the
Military, the Constitution and FREEDOM!**

Featuring: Food Trucks, Outdoor & Indoor Vendors and
Information Booths, Family Activities, Live Music, Gift Items,
Museum Stations, Special Range Activities, Educational Sessions,
Photo Ops, Demonstrations, Face Painting, Crafts for Kids,
Special Guests and More!

**Cost to attend:
FREE to the PUBLIC!**

*Bring the kids or the family. Bring your club or group.
Bring your patriotic spirit*

**Add-ons: small separate charge for food, purchases from vendors,
simulator activities or range participation.**

To discuss sponsorships, contact Sales Director Janey Hicks
at JaneyH@aphf.org or call 321-264-0911 Ext. 119

And Don't Forget Our Yearly Memorial Service

Each year during Police Week in May, our facility hosts a very special service that pays tribute to the officers lost in the line of duty the previous year, and in all years prior. We help cover the cost of attendance for family survivors from across America, as we honor their loved ones and celebrate the special purpose of our law enforcement officers. It is a powerful and inspiring service as we remember that each officer died in service to his or her fellow citizens.



American Police Hall of Fame & Museum
6350 Horizon Drive • Titusville, Florida 32780
www.APHF.org • Policeinfo@aphf.org



No Matter Your Age, You Won't Be Able To Leave!



As with most 501(c)(3) non-profits, monetary donations allow us to continue to serve the community and our constituents. We always welcome any donation, large or small. If you would like to know more about a specific program and how to support it, email Tarae@aphf.org or call 321-264-0911 Ext. 133.

In the meantime however, it is our fondest wish that you always value, support and honor our first responders and all who serve and sacrifice.



AMERICAN POLICE HALL OF FAME & MUSEUM

Promoting & Supporting Law Enforcement Since 1960
Education • Family Services • Professional Support • Preservation • Training



The American Police Hall of Fame & Museum is celebrating 60 years of service to law enforcement officers, agencies and families – and 60 years of adventure and exploration for young and old alike. Our 50,000 sq ft facility spotlights service and sacrifice plus crime and punishment. The museum offers exhibits, interactives, and equipment, while the stunning Memorial rotunda pays tribute to over 9,000 officers lost in the line of duty since 1960. But there's so much more...

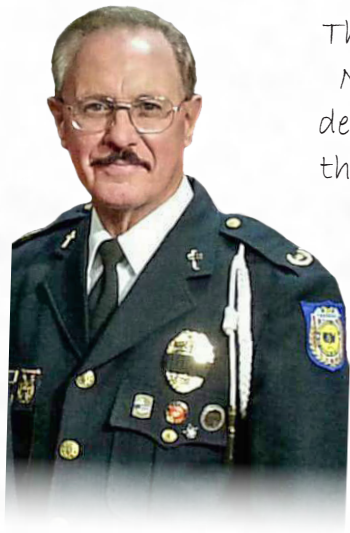
A Message From Our President & Vice President

For 60 years, we have provided programs and services to help law enforcement officers, their agencies and families. We've also celebrated our officers and law enforcement agencies and preserved their individual stories and legacies. The programs housed at

The American Police Hall of Fame & Museum are made possible by two devoted non-profit organizations and thousands of donors across America.

Whether we are meeting the needs of the families of fallen or disabled officers, raising and matching funds for the purchase of much-needed K9 officers, offering 21st century forensic STEM classes to youngsters, or providing free life-saving tactical training to officers, we are making a

difference daily. We are honored to be part of this important work and we thank you for taking the time to find out more!



Jack Rinchich
National President



Brian Smith
National VP

Gifts Galore...

Ever wonder what Santa's Workshop looks like? It likely resembles the room we call "The North Pole," where – year round – we prepare birthday and holiday gifts for the children of fallen or disabled officers. From age 0-18, these youngsters are remembered twice a year by our agencies and by our generous donors. We routinely receive letters of gratitude from the hundreds of parents whose children's lives are enriched by this program.



I wanted to send a note of thanks, not only for your generosity, but for the thoughtfulness and time that was clearly taken in selecting gifts that all three of my children would love...

– Victoria Tarantino

What Other Services Are Housed At The Hall of Fame?

College Scholarships - Awarded to the children of fallen or paralyzed/disabled officers who have completed high school and are pursuing a four-year degree.



Emergency Assistance – When an officer is killed in the line of duty, we send a check for the family to the fallen officer's agency, along with the forms necessary to receive our other benefits.

Summer Camp Scholarships – Children of fallen or paralyzed officers may select any summer camp they wish and we will help offset the cost.



Chief of Police Magazine – Our quarterly publication exploring national trends/challenges in modern law enforcement management.



K-9 Placement program – We've raised and distributed over \$1 million for the purchase, training and outfitting of K9 units for 100+ agencies in 31 states.

LEEP – The Law Enforcement Education Program saves officer lives by offering world-class tactical training to law enforcement at little to NO cost.



Awards Program & Officer of the Year – Since 1988, we have recognized officers who epitomize the professionalism and commitment of all law enforcement.



21st Century Forensic STEM Education – Grades K-12 experience age-appropriate introductions to the exciting world of forensics and the role of STEM disciplines (Science, Technology, Engineering & Math) in law enforcement. Our 21st Century Crime Lab helps prepare them for possible career paths in one of those disciplines and gives them a better understanding of the role of law enforcement in society.

STEP Initiative – Safety and personal defense training for civilians. Whether a "Refuse To Be A Victim" class in avoiding scams, break-ins and robbery, a class in hand-to-hand defense, or a fire-arms safety class, we teach people to be careful, responsible citizens.

Whether we're preserving law enforcement history, providing life-saving training to agencies and officers, teaching students that they, too, can master the STEM disciplines, or providing meaningful support to law enforcement families, we are changing lives, inspiring individuals and educating the next generation.

