



**BREVARD COUNTY
OFFICE OF TOURISM**

Guidelines

**MAJOR EVENT
GRANT PROGRAM**

FY 2021-2022

FISCAL YEAR 2021-2022

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

The 2021-2022 Major Event Grant Program is for events occurring between January 1, 2022 and Sept 30, 2022.

Goals of the Tourist Development Council Major Event Grant Program:

1. Promote Brevard County as a destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast through increased event and marketing support for the benefit of visitors and residents.

2.0 APPLICATION PROCESS AND KEY DATES

July 13, 2021	Cultural Committee Meeting, Guidelines/Scoresheet/Application approval
July 28, 2021	TDC Guidelines/Scoresheet Approval
August 24, 2021	BoCC Guidelines/Scoresheet Approval
August 25, 2021	Application Opens
September 24, 2021	Application Deadline, NLT 5pm
Sept 27-Oct 1, 2021	TDO Staff review Applications for completeness
October 4, 2021	Committee begins review and scoring
October 5, 2021	Committee Meeting & Presentations
October 29, 2022	Committee online scoring completed, NLT 5pm
November 4, 2021	Cultural Committee meeting, Ranking & Recommendations
November 17, 2021	Tourist Development Council meeting, funding recommendations & approval
December 7, 2021	Brevard County Board of County Commissioners Approval
December 8, 2021	Notification of funding awarded & contracting begins.

January 1, 2022
Sept. 30, 2022

FY 2021-2022 Grant period begins
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 at latest 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 Major Event Grant Program is to promote Brevard County as a destination by funding groups which present large special events and market the events to out-of-county tourists. To qualify for the Major Event program, the event must meet the following criteria:

- Minimum of 25,000 attendees
- Minimum of 25% of attendees must be visitors from outside Brevard County
- Minimum of 40:1 Return on Investment (ROI)
- Must occur within the same week (7 consecutive days)
- Must have at least 1 year of prior event experience for measurement
- Must spend at least 40% of marketing budget outside of Brevard

To be considered for this grant funding, the 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.

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

- a. Be a corporation registered in Florida,
- b. Headquartered in Brevard County or have sponsoring facility in Brevard County
- c. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Major Event Grant Program.
- d. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- e. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- f. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- g. 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.)
- h. 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.
- i. Organizations should be in business for a minimum of two (2) years. (Date on IRS 501-c3)

- j. Fully cooperate with TDO staff post-event on guest information, surveys, and any other requests for information.

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds are available for the fiscal year 2021-2022 for the Major Event Grant Program which funds events or activities that promote Brevard County. Award funds will be based on overall economic impact to Brevard County. Maximum funding request will not exceed \$100,000 per organization per fiscal year.

Tier System

- Economic Impact (award could shift proportionally):
 - \$4 million + - \$100,000
 - \$3 million - \$75,000
 - \$2 million - \$50,000
 - \$1 million - \$25,000

The Major Event Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon **receipt and verification 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 destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

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:

- 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.
- 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.
- Salaries or event personnel costs excluding support personnel (police, fire, etc).

6.0 APPLICATION SUBMITTAL PROCEDURES

The Major Event Grant Program application may only be submitted electronically. The unique link for the on-line application will be provided to potential applicants for opening day of August 25, 2021. All supporting documentation may be uploaded within the application. The application deadline is no later than 5pm EST on September 24, 2021 to be considered for funding. All applications must be completed online, and submitted applications are final. 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 only submit 1 (one) application for the Major Event Grant Program . Major Event Grant Program applicants may apply to other TDC Grant Programs, however if an applicant is awarded funds from additional TDC Grant programs the funds will first come from the Major Event Grant program if available and other grant funds will be remitted to the original grant program.
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 start 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 January 1, 2022-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. Events must be held at an ADA compliant facility conducted in compliance within current ADA guidelines

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.

Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Major Event Grant Program listing or recognizing funders or sponsors shall include Brevard County 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 and Florida's Space Coast Office of Tourism.**

8.0 EVALUATION CRITERIA

INSERT SCORESHEET HERE

9.0 EVALUATION PROCEDURES

The TDO 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.

TDO staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council for review and scoring. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on November 4, 2021. Tourism Development Office 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.

Major Event 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 that will be emailed to each applicant that has been awarded a grant. 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 future 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 and due no later than October 30, 2022. The

report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a 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. TDO Staff will provide attendance verification (Specifically out of County attendees) if requested or ticketing systems or other methods are not available.

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).
4. Events that fall short of projected economic impact will have grant funding reduced.
5. Grant awards and ranking and recommendations by the Cultural Committee, Tourist Development Council and Board of County Commissioners are final.

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.