

# Applications: American Police Hall of Fame & Museum

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## 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](mailto: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](mailto: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

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**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

<b>Organization Name:</b>	Amer. Police H o F	
<b>PROPOSAL BUDGET: Next Fiscal Year Projections</b>		
<b>Projected Expenses:</b>	<b>278,316</b>	
	<b>Next Year Projected Expenditures</b>	<b>How will Grant Funds be allocated?</b>
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
<b>Total Projected Expenses</b>	<b>\$ 278,316</b>	
<b>Projected Income:</b>		
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	
<b>Total Projected Income</b>	\$	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](http://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  
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

<b>Document Number</b>	N20000006121
<b>FEI/EIN Number</b>	85-1403697
<b>Date Filed</b>	06/09/2020
<b>Effective Date</b>	06/05/2020
<b>State</b>	FL
<b>Status</b>	ACTIVE

### 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  
TITUSVILLE, FL 32780

Title SEC

MAYNARD, JAMIE  
2850 CORY COURT  
MIMS, FL 32754

Title DIR

CANTRELL, CHRIS  
1260 CHENEY HIGHWAY UNIT C  
TITUSVILLE, FL 32780

Title DIR

HUTCHERSON, RICHARD  
576 L.M. DAVEY LANE  
TITUSVILLE, FL 32780

#### **Annual Reports**

<b>Report Year</b>	<b>Filed Date</b>
2021	03/04/2021

#### **Document Images**

<a href="#">03/04/2021 – ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
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<a href="#">06/09/2020 – Domestic Non-Profit</a>	<a href="#">View image in PDF format</a>
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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 21<sup>st</sup> 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
<b>TOTAL .....</b>	<b>\$15,650</b>



# 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](mailto:Jaymed@aphf.org)

**American Police Hall of Fame • 6350 Horizon Dr. Titusville, FL 32780 • [www.APHF.org](http://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](http://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](mailto: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](http://www.APHF.org) • [Policeinfo@aphf.org](mailto: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](mailto: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.



*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...*



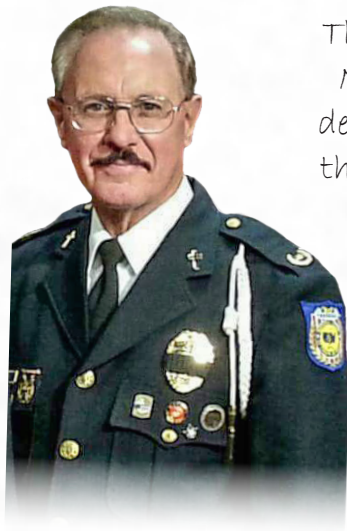
## A Message From Our President & Vice President

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.*





## Profiles: American Police Hall of Fame & Museum

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**Organization Name**

American Police Hall of Fame & Museum

**Name**

Tara Dixon Engel

**Email**

Tarae@aphf.org

**Phone**

321-264-0911

**Address Line 1**

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**Address Line 2****City**

Titusville

**State**

Florida

**Zip Code**

32780

**User Login**

Tarae@aphf.org