

Profile

Brevard Nature Alliance

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

Space Coast Birding & Wildlife Festival

TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year

\$55,659

Organization Name

Brevard Nature Alliance

Mailing Address:

PO Box 1972

City: State: Zip Code:

Cape Canaveral, FL 32920

Federal Employer ID #:

59-3558063

Web Site:

<https://brevardnaturealliance.org>

Organization Telephone:

321-268-5224

Organization Email:

info@brevardnaturealliance.org

Primary Contact Person: First: Last:

Tamie Bulow

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

303-877-1990

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

tamie@brevardnaturealliance.org

Alternate Contact Person: First: Last:

Barbara Eager

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

321-268-5224

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

Barb.eager@brevardnaturealliance.org

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

The 25th Annual Space Coast Birding & Wildlife Festival, one of the premiere birding festivals in the country, consists of offerings of 100+ field trips, 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 track is designed for school children. The Festival is a 5-day affair with attendees from all across the US, plus many international visitors.

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

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

Total number of attendees for FY2018-2019

935

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

767

Total number of attendees for FY2017-2018

966

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

715

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

Grant Category

Festivals

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

Copy of 22-wizehive-proposal-budget-1.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

Elated that we are back to meeting in person, it is clear we need to promote our Festival to compete with other birding festivals around the country. Our advantage: a plethora of birds and native wildlife that abounds in Brevard County and local environs. Some of these specialty critters are only found in this region, therefore the 25th Annual Space Coast Birding & Wildlife Festival is sure to attract many birders whose "life list" (their list of bird sightings in their life) dictates a visit to central Florida. We have 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.

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

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. Our professionally-guided field trips include buses, vans, air boats, pontoon boats, and kayaks to access all the nooks and crannies of the area and its bounty. 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.

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

Maximum 1,000 characters

Using our social media and digital platforms, we connect with 2344 interested birders on our Facebook page, and have connected with another 20,000 by visits to our web page. Posts are made throughout the year on our Facebook page, to keep people's interest peaked on the sightings for our future field trips. Print ads in national birding publications touch thousands of nature-oriented folks who are potential visitors to the Festival. A constant feed of bird sightings onto the Cornell Laboratory of Ornithology's eTracker system is displayed on our website for up-to-date information for individual species. Our attendance at trade shows of other popular (birding) festivals around the country enables personal contact with their attendees to tout the Space Coast Birding & Wildlife Festival, complete with collateral designed to hook their attention: bird check lists, save-the-date magnets, rack cards with details, and photos of our specialty birds. Rack card placement in tourism centers and opportunities to share rack cards at other wildlife venues magnify our exposure to our target audience.

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 birders (birdwatchers) of all ages, genders, ethnicities and birding abilities. Reaching such a specific audience requires us to advertise where birders from across the globe get their bird news: trade magazines, birding organizations, bird festivals and associated websites. Our captive audience, attendees of previous festivals, receive an eBlast from us with details of our upcoming Festival and registration information. Our dedicated Facebook page has 2344 followers that are exposed to sightings and photos throughout the year, including the latest info as we develop each Festival's curriculum. Our Festival website, www.scbwf.org, has over 20,000 visits annually; this website includes not only information on the Festival itself, but also the incorporation of Cornell Laboratory of Ornithology's eTracker system, which updates in real time about the bird sightings of our field trip destinations throughout the year. It is a huge hook for luring avid birders and "listers" (birders that keep a life list of their sightings, and can be quite competitive as well as a badge of honor) to see what birds are being seen, what birds they can expect to add to their list, and what field experiences they will have. We offer live links on our webpage to our sponsors/vendors in order to promote their attendance and support of our Festival, and they in turn expose their customers to the Space Coast Birding & Wildlife Festival. On a personal outreach note, we attend several popular birding festivals across the country in order to participate in their trade shows - speaking one-on-one with birders seeking new and exciting birds to see, sharing check lists from previous festivals, and passing out save-the-date magnets and collateral. We also bring with us gift certificates from Brevard County restaurants, attractions and upcoming SCBWF Festivals to offer on their silent auction tables or raffles. We exchange our collateral with other events/festivals that have a media table at their venue, as well as place rack cards at numerous tourism offices and destinations. More locally, we have a power point presentation that we give to social organizations, Audubon chapters, and nature clubs. We participate in local events that provide us the opportunity to minstrel about the Festival, and especially promote the Space Coast Family Wildlife Adventure Day to school-age students.

Required Documents to Upload

IRS determination letter

IRS Ltr of Determination Pg 1.jpg

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

bna sunbiz.pdf

Detailed Marketing Plan

DETAILED MARKETING PLAN FOR SCBWF.docx

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

Brevard Nature Alliance Board of Directors 2021.docx

Optional support material file

Media interview with Barb & Livingston.jpg

Optional support material file

2022_ SCBWF Rack Card.pdf

Optional support material file

Optional support material file

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

We are preparing for the 25th anniversary of offering the Space Coast Birding & Wildlife Festival to birders and nature enthusiasts across the country, and in fact the globe. The Space Coast offers visitors unique experiences found only in this region of the country, due to the habitat and wildlife native to that habitat. Our Festival is known for offering excellent field trips to the refuges/parks/bays by pontoon boat, air boat, kayak, vans, buses or self-drive, all guided by professional field guides. This cultural experience is one of the limited number of events that caters to naturalists in the state - showcasing the magnificent and unique birds and wildlife of the Space Coast region.

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

Tamie Bulow

Title

Development Coordinator

Text

Applications: File Attachments

Upload Proposal Budget

Copy of 22-wizehive-proposal-budget-1.xlsx

IRS determination letter

IRS Ltr of Determination Pg 1.jpg

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

bnasunbiz.pdf

Detailed Marketing Plan

DETAILED MARKETING PLAN FOR SCBWF.docx

Optional support material file

Brevard Nature Alliance Board of Directors 2021.docx

Optional support material file

Media interview with Barb & Livingston.jpg

Optional support material file

2022_ SCBWF Rack Card.pdf

Organization Name:		
PROPOSAL BUDGET: Next Fiscal Year Projections		
Projected Expenses:		
	Next Year Projected Expenditures	How will Grant Funds be allocated?
Personnel - Administrative	\$ 79,380	\$ -
Personnel - Artistic	\$ 13,400	\$ -
Outside Artistic Services/Fees	\$ 38,250	\$ -
Marketing/Communications (inc. printing & advertising)	\$ 15,750	\$ 2,500
Space Rental/Rent/Mortgage	\$ 5,000	\$ -
Insurance	\$ 1,000	\$ -
Equipment Purchase/Office Supplies	\$ 3,000	\$ -
Travel/Mileage	\$ 6,900	\$ -
Materials/Supplies for productions/exhibits/events	\$ 18,300	\$ -
Contract Services/Fees	\$ 1,500	\$ -
Collections/Acquisitions	\$ 5,000	\$ -
Other Operating Expenses	\$ 10,000	\$ -
Subtotal Grant Funds		\$ 2,500
Total Projected Expenses	\$ 197,480	
Projected Income:		
Admissions	\$ 96,930	
Memberships/Tuition		
Contracted Services Revenue	\$ 22,800	
Contributions from Individuals	\$ 5,000	
Corporate Contributions	\$ 43,000	
Government Support - Federal	\$ -	
Government Support - State	\$ 2,500	
Government Support - Local	\$ 7,500	
Foundation Support	\$ -	

Sheet1

Other Income	\$	20,000	
Applicant Cash	\$	-	
Total Projected Income	\$	197,730	

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 25 1999

BREVARD NATURE ALLIANCE INC
C/O ALBERT M KOLLER JR
PO BOX 423
TITUSVILLE, FL 32781

Employer Identification Number:
59-3558063
DLN:
17053075024029
Contact Person:
MS. MEDINA ID# 52444
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Foundation Status Classification:
509(a)(1)
Advance Ruling Period Begins:
December 4, 1998
Advance Ruling Period Ends:
June 30, 2003
Addendum Applies:
YES

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we

Letter 1045 (DO/CG)



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

Detail by Entity Name

Florida Not For Profit Corporation
BREVARD NATURE ALLIANCE, INC.

Filing Information

Document Number	N98000006862
FEI/EIN Number	59-3558063
Date Filed	12/04/1998
State	FL
Status	ACTIVE
Last Event	AMENDMENT
Event Date Filed	06/21/1999
Event Effective Date	NONE

Principal Address

350 Fillmore Avenue
Apt F18
Cape Canaveral, FL 32920

Changed: 04/19/2017

Mailing Address

PO Box 1972
Cape Canaveral, FL 32920

Changed: 04/19/2017

Registered Agent Name & Address

Eager, Barbara S
350 Fillmore Avenue
Apt F18
Cape Canaveral, FL 32920

Name Changed: 04/19/2017

Address Changed: 04/19/2017

Officer/Director Detail

Name & Address

Title VC

DAY, ROBERT

114 CHIPOLA ROAD.
COCOA BEACH, FL 32931

Title VC

BARKER, VIRGINIA
2738 SCHOOL DRIVE, NE
PALM BAY, FL 32905

Title Director

BIRCH, ANNE
2205 SEA AVENUE
INDIALANTIC, FL 32903

Title Director

Carlson, Sue
3422 Kent Avenue
Melbourne, FL 32935

Title Treasurer

Thompson, Laurilee
PO Box 307
Mims, FL 32754

Title Director

Melinda, Donnelly
3855 Pennsylvania Avenue
Mims, FL 32754

Title Chairman

Gaetjens, Bart
917 Tropic Street
Titusville, FL 32796

Title Director

Baker, Michelle
612 Waterside Circle
Titusville, FL 32780

Title Other

Eager, Barbara S
350 Fillmore Avenue
Apt F18
Cape Canaveral, FL 32920

Title Director

Musser, Bob
407 Indian River Drive
Cocoa, FL 32922

Title Director

Abeels, Holly
4515 Sheridan Avenue
Cocoa, FL 32926

Title Director

Eggert, Pete
2440 Palm Lake Drive
Merritt Island, FL 32952

Title Director

Frampton, Tracy
2001 Juniper Drive
Cocoa, FL 32926

Title Director

Palmer, Jody
8225 North Wickham Road
Melbourne, FL 32940

Title Director

Spratt, Robbyn
202 Rainbow Street
Merritt Island, FL 32952

Annual Reports

Report Year	Filed Date
2019	02/12/2019
2020	03/12/2020
2021	02/24/2021

Document Images

02/24/2021 – ANNUAL REPORT	View image in PDF format
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06/21/1999 -- Amendment	View image in PDF format
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12/04/1998 -- Domestic Non-Profit	View image in PDF format

DETAILED MARKETING PLAN FOR the 25th Annual SCBWF

- Print ads and banner digital ads in *Bird Watcher's Digest*, *Birding*, and *Birdwatching* magazines/websites.
- *eBlast* to previous attendees once the schedule is set for the upcoming Festival, announcing registration opening and details of event (October/November).
- Make regular posts with photos on our Facebook page to build excitement for the following Festival.
- Enter bird sightings from areas where field trips will go into the Cornell Laboratory of Ornithology's *eTracker* system to generate desire to attend the Festival – done in real time, accessible to birders around the globe. Visible on our webpage as well.
- Attend *The Birdiest Festival in America* in Corpus Christi, Texas in May, 2022 to promote the Space Coast Birding & Wildlife Festival to their attendees at their trade show. Personal contact, with collateral and save-the-date magnets.
- Respond to invitations to contribute Festival promotion content to national podcasts.
- Distribute rack cards to tourism-related venues within Florida.
- Save-the-date magnets distributed through organizations nationwide (in membership renewals, events, other like-minded marketing collateral, etc.)
- Outreach to social organizations, nature clubs and various audiences through presentations regarding the upcoming Festival with power point presentations.
- Field trips to natural resource areas/parks/refuges in 6 surrounding counties, with continued scouting efforts to enhance and expand locations.
- Utilize gift certificates from local Brevard County restaurants, attractions and upcoming Festival registrations at other festivals/events/trade shows to promote and encourage attendance through silent auction donations/raffles/etc.
- Attend *Cape May Fall Birding Festival* in Cape May, NJ in October, 2021, to promote the Space Coast Birding & Wildlife Festival to their attendees at their trade show. Personal contact, with collateral and save-the-date magnets.
- Exchange collateral with venues/festivals that we cannot attend, but that share media tables at their event (nationwide).
- Attend Rio Grande Valley Birding Festival in November, 2021 in Harlingen, TX to promote the Space Coast Birding & Wildlife Festival to their attendees at their trade show. Personal contact, with collateral and branded swag.
- Promote the Space Coast Fourth Annual Family Wildlife Adventure Day to students and their families of the Central Florida area with advertising in digital magazines (such as *Macaroni Kids*) targeted to school-age children.
- Participate in the Palm Bay Multicultural Festival in September, 2021.

- Participate in other festivals such as the Native Rhythms Festival, to show support and promote.
- Offer a “3-D Festival” this year – in-person, virtual and live-streaming of the Festival in order to reach those birders still not ready to travel, or unable to travel at this point.
- Offer live links to sponsors/vendors (national and international) including all major optics and camera companies on our website so that they can include our Festival in their marketing plans to their customers.
- Offer field trips that are handicap-accessible, led by well-known birder who is wheel-chair bound, to expand our attendee market, as well as increase awareness of diversity within the birding community by including leaders/presenters of many cultural backgrounds, ethnicities and boosting the number of female guides/speakers.
- Per our *Economic Impact Report* for Festival 2020, Festival visitors spent an aggregate 1318 nights at hotel/motels, with another 60+ nights at RV parks/campgrounds. The total economic impact on the community was \$902,799.
- Per our *Summary and Statistical Report* for Festival 2020, 76% of attendees were from outside Brevard County; over half the attendees were from 38 other states and 15 other countries. We had an overall registered attendance of 950, plus 650 walk-ins from the Central Florida area to the Expo.

Brevard Nature Alliance 2021 Board of Directors

Holly Abeels - *University of Florida IFAS Extension
Brevard County Florida Sea Grant Extension Agent*

Michelle Baker - *Brevard County Judge*

Virginia Barker, Vice Chair - *Brevard County Director, Natural Resources
Management Dept.*

Anne Birch, Vice Chair - *The Nature Conservancy Florida Marine Program
Manager*

Sue Carlson, Secretary - *Community Advocate*

Bob Day, Vice Chair - *Community Advocate*

Melinda Donnelly - *University of Central Florida Post-Doctoral Researcher*

Pete Eggert - *Environmental Health & Safety Manager Space Florida*

Tracy Frampton - *Executive Director, Florida Wildlife Hospital*

Bart Gaetjens, Chair - *Area External Affairs Manager, Florida Power & Light*

Bob Musser - *Canaveral Port Authority Director, Port Environmental*

Jody Palmer - *Director of Conservation Brevard Zoo*

Robbyn Spratt - *Brevard County Lead Engineer, Stormwater Program*

Laurilee Thompson, Treasurer - *Co-Owner, Dixie Crossroads Restaurant*

Charlie Venuto - *Delaware North Parks & Resorts at KSC, Inc.
Director Environmental, Health and Safety*

Barbara Eager – *Executive Director*

Attachment: Media-interview-with-Barb-&-Livingston.jpg



25th Annual Space Coast Birding and Wildlife Festival

February 2nd-6th 2022

On-Site Radisson Resort at the Port
Cape Canaveral, Florida

Easy access to the Merritt Island National Wildlife
Refuge, Canaveral National Seashore &
Kennedy Space Center

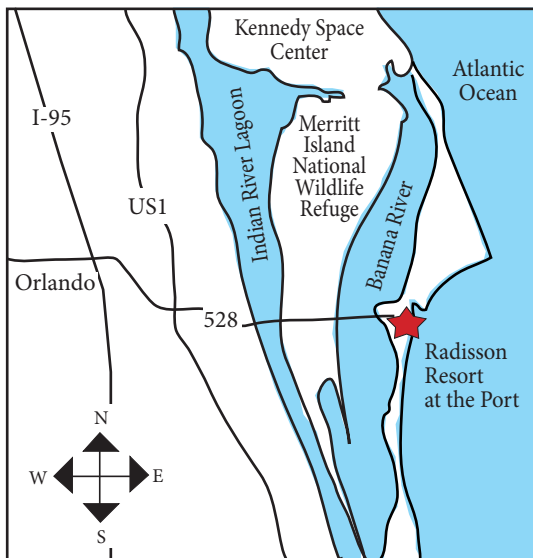
SCBWF.org





2022 Festival Theme is Pelicans

- On-Site & Virtual Festival
- Speakers • Field Trips
- Workshops • Presentations
- Boat Trips
- Free Exhibit Center



SCBWF.org

Profiles: Brevard Nature Alliance

Organization Name

Brevard Nature Alliance

Name

Tamie Bulow

Email

tamie@brevardnaturealliance.org

Phone

3038771990

Address Line 1

822 E Taylor Street

Address Line 2**City**

Harlingen

State

Texas

Zip Code

78550

User Login

tamie@brevardnaturealliance.org