

## Profile

Brevard Renaissance Fair

## 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**

Brevard Renaissance Fair

**TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year**

725,000

**Organization Name**

Brevard Renaissance Fair Charitable Foundation, Inc

**Mailing Address:**

3900 Loblolly Pl

**City: State: Zip Code:**

Cocoa

**Federal Employer ID #:**

83-3743248

**Web Site:**

Under Construction

**Organization Telephone:**

321-458-3515

**Organization Email:**

pete@brevardrenaissancefair.com

**Primary Contact Person: First: Last:**

Peter Moolhuizen

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

pete@brevardrenaissancefair.com

**Alternate Contact Person: First: Last:**

Kristin@brevardrenaissancefair.com

**Alternate Contact Person Phone (if different from Organization Phone):****Alternate Contact Person Email (if different from Organization Email):****Event(s)/Activities Summary (500 characters or less)**

We produce the largest outdoor theatrical event in Brevard County called the Brevard Renaissance Fair. This event is to support our main charity, the Brevard Renaissance Fair Charitable Foundation which is the home of the acting troupe that entertains those at the fair and several other local charities. The Brevard Renaissance Fair mixes historical facts and some fiction to entertain and teach people about the history of the Renaissance Age.

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

Marketing

**Total number of attendees for FY2018-2019**

23,800

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

4,200

**Total number of attendees for FY2017-2018**

20,835

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

1,667

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**

Brevard Renaissance 22-wizehive-proposal-budget.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 event is the largest outdoor theatrical production in the county, which uses local and regional entertainers to form the Brevard Renaissance Acting Troupe, which is support by the Brevard Renaissance Fair Charitable Foundation to depict a period in history and to entire the entire event through a series of plays, interactions throughout the day with the culmination coming at the final joust and closing ceremonies. We bring in national and international acts, which brings people from all over the nation to come to the shows.

**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**

We are recognized throughout the nation as one of the top renaissance tent shows in the nation. This recognition has allowed us to become the first show to start the Renaissance Festival circuit every year. We are now well established as the start of the season for most of the major acts in the country and Renaissance Fair lovers travel far and wide to come to the first show of the new season. We have a waiting list of entertainers wanting to be a part of the Brevard Renaissance Fair. We bring in international acts every year to bring something new to the area - this year we are bringing in Celtica Pipes, and also Albannac we have also brought in Stary Olsa from Belarus in the past. The opportunity for the Space Coast is to advertise in areas outside of Florida to bring the snowbirds and Renaissance fair lovers to Brevard from states with major followings like Texas, North Carolina, Georgia, Maryland, New York, Wisconsin, Michigan, and Minnesota.

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

**Maximum 1,000 characters**

This has always been a challenge for us as ticketing companies don't provide us with that information. This is much easier for us now as we have developed our own ticking gateway allowing us to capture all of our customer's data when using credit card transactions. This drive to get this information has given us an unprecedented look at who our customers are, where they come from and how we can reach them.

**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**

We have developed a multi-prong approach to marketing, not only through our customer base whom we can easily reach but through our social media sites which now have more than 50,000 followers. We also target a variety of groups, in and around Florida as well as areas in the country that have large Renaissance Fair followings. Our advertising budget and the plan are provided in the spreadsheet attached.

## Required Documents to Upload

**IRS determination letter**

IRS Notification Charity Letter.pdf

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

brevard renaissance.pdf

**Detailed Marketing Plan**

Projected Advertising plan.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**

BRF Front Gate.jpg

**Optional support material file**

The Cast of BRF 2021.jpg

**Optional support material file**

Amazing Women.jpg

**Optional support material file**

Female jousting v2.jpg

**Optional support material file**

Music Video Spot.mp4

**Optional support material file**

FB Video Cosplay.mp4

**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**

This project of developing the Brevard Renaissance Fair over the past seven years is starting to really come to fruition now. We have a solid acting troupe as you will see in the pictures uploaded and many applications coming in to participate not only with the acting troupe but entertainers and vendors. The fair has worked hard over the years to become a yearly staple of the Brevard community, not only developing our own entertainment but bringing in acts from around the world. The weeks they spend together at Wickham park give everyone the opportunity to grow and learn. For the community, it brings a time to forget all of your problems and enjoy yourself with laughter, music, and dance. This event will continue to grow year over year and like some of the well-established sites should go strong for many many years to come. The success of the Brevard Renaissance Fair has allowed us to develop a sister show in Sarasota at the Sarasota Fairgrounds. These two events will complement each other nicely as the years go on.

**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**

Peter L Moolhuizen

**Title**

Presidnet/CEO

**Text**

Peter L Moolhuizen

## Applications: File Attachments

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**Upload Proposal Budget**

Brevard Renaissance 22-wizehive-proposal-budget.xlsx

**IRS determination letter**

IRS Notification Charity Letter.pdf

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

brevard renaissance.pdf

**Detailed Marketing Plan**

Projected Advertising plan.pdf



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Music Video Spot.mp4

**Optional support material file**

FB Video Cosplay.mp4

<b>Organization Name:</b>	Brevard Renaissance Fair/Brevard Renaissance Fair Charitable Foundation	
<b>PROPOSAL BUDGET: Next Fiscal Year</b>	<b>Projections</b>	
<b>Projected Expenses:</b>		
	<b>Next Year Projected Expenditures</b>	<b>How will Grant Funds be allocated?</b>
Personnel - Administrative	\$ 74,600	\$ -
Personnel - Artistic	\$ 167,650	\$ -
Outside Artistic Services/Fees	\$ 200	\$ -
Marketing/Communications (inc. printing & advertising)	\$ 65,000	\$ 15,000
Space Rental/Rent/Mortgage	\$ 44,000	\$ -
Insurance	\$ 7,500	\$ -
Equipment Purchase/Office Supplies	\$ 4,000	\$ -
Travel/Mileage	\$ 1,500	\$ -
Materials/Supplies for productions/ exhibits/events	\$ 15,000	\$ -
Contract Services/Fees	\$ 60,000	\$ -
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ -	\$ -
Subtotal Grant Funds		\$ 15,000
<b>Total Projected Expenses</b>	\$ 439,450	
<b>Projected Income:</b>		
Admissions	\$ 594,201	
Memberships/Tuition	\$ -	
Contracted Services Revenue	\$ 17,500	
Contributions from Individuals	\$ -	
Corporate Contributions	\$ -	

Sheet1

Government Support - Federal	\$	-	
Government Support - State	\$	-	
Government Support - Local	\$	-	
Foundation Support	\$	-	
Other Income	\$	338,581	
Applicant Cash	\$	-	
<b>Total Projected Income</b>	\$	950,282	

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

DEPARTMENT OF THE TREASURY

Date: **DEC 20 2019**

BREVARD RENAISSANCE FAIR CHARITABLE  
FOUNDATION INC  
C/O PETER L MOOLHUIZEN  
3900 LOBLOLLY PLACE  
COCOA, FL 32926-0000

Employer Identification Number:  
82-3742348  
DLN:  
26053731001489  
Contact Person:  
CUSTOMER SERVICE ID# 31954  
Contact Telephone Number:  
(877) 829-5500

Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
December 15, 2017  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

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.

BREVARD RENAISSANCE FAIR CHARITABLE

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

BREVARD RENAISSANCE FAIR CHARITABLE FOUNDATION, INC

### Filing Information

**Document Number** N17000012456  
**FEI/EIN Number** 83-3743248  
**Date Filed** 12/15/2017  
**State** FL  
**Status** ACTIVE

### Principal Address

3900 LOBLOLLY PL.  
COCOA, FL 32926

### Mailing Address

3900 LOBLOLLY PL.  
COCOA, FL 32926

### Registered Agent Name & Address

UNITED STATES CORPORATION AGENTS, INC.  
5575 S. SEMORAN BLVD  
SUITE 36  
ORLANDO, FL 32822

Address Changed: 07/15/2019

### Officer/Director Detail

#### **Name & Address**

Title PD

MOOLHUIZEN, PETER  
3900 LOBLOLLY PL.  
COCOA, FL 32926

Title SD

MOOLHUIZEN, BARBARA  
3900 LOBLOLLY PL.  
COCOA, FL 32926

Title Director

MOOLHUIZEN, LUCAS  
3900 LOBLOLLY PL.  
COCOA, FL 32926

**Annual Reports**

Report Year	Filed Date
2019	09/04/2019
2020	06/07/2020
2021	01/27/2021

**Document Images**

<a href="#">01/27/2021 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">06/07/2020 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">09/04/2019 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/13/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">12/15/2017 -- Domestic Non-Profit</a>	<a href="#">View image in PDF format</a>

Brevard Renaissance Fair				
2022				
Advertising				
		Budget	Actual	
Television	TV6, TV9, Spectrum	\$7,500		
OTT/Digital	TV6 / Spectrum / The Beach	\$20,000		
Radio	The Beach, Several other top station	\$7,500		
Print	Safing Safari / Good Impressions	\$5,200		
Billboards	Lamar	\$6,000		
Social Media	FB, Tik Tok, Twitter, Instagram	\$15,000		
Direct Mail	US Postal Service	\$20,000		
<b>Total</b>		<b>\$81,200</b>		
Percent of Sales		8.62%		
We will be using our standard advertising companies				
Some campaigns will be targeted for outside of the Brevard area and will include many parts of Florida from Miami to Tampa and Orlando. We will also target areas with large renaissance communities outside of Florida, Carolinas, Maryland, New York, Pennsylvania, Georgia, Michigan, Minnesota and Wisconsin.				







Attachment: The-Cast-of-BRF-2021.jpg





Attachment: Amazing-Women.jpg





Attachment: Female-jouster-v2.jpg



Attachment: Invalid File or Empty File Music-Video-Spot.mp4

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The file Music Video Spot is corrupt or in an unsupported format.

Attachment: Invalid File or Empty File FB-Video-Cosplay.mp4

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The file FB Video Cosplay is corrupt or in an unsupported format.

## Profiles: Brevard Renaissance Fair

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**Organization Name**

Brevard Renaissance Fair

**Name**

Peter

**Email**

pete@brevardrenaissancesfair.com

**Phone**

3214583515

**Address Line 1**

3900 Loblolly Pl

**Address Line 2**

None

**City**

Cocoa

**State**

Florida

**Zip Code**

32926

**User Login**

pete@brevardrenaissancesfair.com