

## Profile

Florida Surf 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**

Surfing Santos of Cocoa Beach

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

\$24,123.27

**Organization Name**

Florida Surf Museum

**Mailing Address:**

4275 North Atlantic Ave

**City: State: Zip Code:**

Cocoa Beach

**Federal Employer ID #:**

26-1585923

**Web Site:**

[www.floridasurfmuseum.org](http://www.floridasurfmuseum.org)

**Organization Telephone:**

321-720-8033

**Organization Email:**

flsurfmuseum@gmail.com

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

John Hughes

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

Bill Tweedie

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

941-320-1855

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

debbie.tweedie@gmail.com

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

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

**\*\*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**

8,000

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

3,000

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

8,000

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

2,000

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**

22-wizehive-proposal-budget-2 (2).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**

Surfing Santas of Cocoa Beach is a local, grassroots event that has exploded into a global phenomenon! We have been featured on Good Morning America, Huffington Post, the Hallmark Channel and countless others - many out of the US. To date, Surfing Santas is by far the leading Space Coast event for earned media numbers. The Earned Media Value from the past 3 years is over \$8 Million dollars and the total impressions were 1.8 Billion. Surfing Santas offers a morning of Christmas holiday joy that is unique to Cocoa Beach. Over 600 surfers dressed as Santa enter the water to ride the waves while entertainment is provided by holiday spirited bands performing music, Hula Dancers and other unique live performances. Lastly, always a crowd favorite - the Costume Contest where participants get a chance to win a special edition Surfing Santas surfboard and the crowd gets to help choose the winners.

The objectives of the Surfing Santas event are:

- 1) Spread the joy of the Christmas Season with the Free Pictures with Surfing Santa Events, with Surfing Santa and his helpers, at Central Florida area businesses. These free events occur every week in November & December leading up to Christmas Eve. These events increase brand awareness of Surfing Santas & Cocoa Beach. Locations include Ron Jon, Longdoggers, and Orlando & local area hospitals among others;
- 2) Share the Surfing Santas story far and wide through the news outlets, social channels, email, digital, print & other traditional media with intentions of elevating the event year-over-year by increasing the profile, attendance & entertainment.
- 3) Try to elevate the profile of the event to a larger audience by thinking of fun, innovative ideas. We hope to one day bring in a celebrity guest MC or national recording artist (such as Jimmy Buffet) and also make a Guinness World Record Attempt for the World's Largest Surfing Lesson (321 participants - the current record is 320) in Santa Suits of course! Increasing sales of the Official Surfing Santas T-shirt. Every year, we sell the official Surfing Santas Event T-Shirts showcasing a new design with custom artwork and every year we sell out. Some of the profits from our T-Shirt sales are used to pay for the expenses for our event like the stage, sales tent and entertainment costs, etc. The funds requested help us sustain our event and allocate more of our T-Shirt sales profits to our chosen not-for-profits Grind for Life and Florida Surf Museum.

Our Goals include:

1. Earn 20 million + TV News viewership (Reach) from National and Local TV stations (FOX, ABC, NBC, CBS, CNN, etc.)
2. Enhance our digital marketing efforts and increase social media followers and email sign-ups.

**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**

Surfing Santas is local event that has a global reach through exposure via multiple channels. The 2019 stats are: :

1. more than 150 youtube videos with 145,000 views
2. 585,000 google search inquiries
3. 738,587 Facebook page impressions, with 10,975 Facebook fans
4. Fifty states with news stories; 50 states with TV coverage; +50 Countries with news coverage
5. The 4 year total media impressions is 6.2 Billion, with an earned media value of \$13,951,000

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

**Maximum 1,000 characters**

Surfing Santas works closely with The Space Coast Office of Tourism to utilize their marketing tools and technology, including their app AirSage, to determine the number of attendees who are out-of-county visitors.

**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**

Marketing efforts include a dedicated website and media gallery; Facebook & Instagram pages; and an email campaign all promoting coming to Cocoa Beach to attend the Surfing Santas event. This will be accomplished by serving branded content including blogs, photos & videos promoting the event, Cocoa Beach & Florida’s Space Coast leading up to Christmas Eve morning. Every year, we work with bloggers and social media influencers to promote the event. We also plan on having a small Outdoor campaign with 5 digital billboards located on the major interstates and highways leading in and out of our destination. We will also have a team of videographers & photographers onsite during the event, along with media outlets reporting LIVE from the event. All content will then be sent out Nationally to all media outlets with intentions of being broadcast on Christmas Morning. In the past, the content has been picked up by Good Morning America & FOX and Friends among others.

**Required Documents to Upload**

**IRS determination letter**

IRS501c3.pdf

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

FSM Detail by Entity Name.pdf

**Detailed Marketing Plan**

Media Plan.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**

Surfing Santa by the Numbers.pdf

**Optional support material file**

3 DRONE 2017 copy.png

**Optional support material file**

3 COSTUME BUDDY THE ELF WITH FRIENDS copy.jpeg

**Optional support material file**

Hula.jpg

**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**

**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**

John Hughes

**Title**

Executive Director

**Text**

## Applications: File Attachments

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**Upload Proposal Budget**

22-wizehive-proposal-budget-2 (2).xlsx

**IRS determination letter**

IRS501c3.pdf

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

FSM Detail by Entity Name.pdf

**Detailed Marketing Plan**

Media Plan.docx

**Optional support material file**

Surfing Santa by the Numbers.pdf

**Optional support material file**

3 DRONE 2017 copy.png

**Optional support material file**

3 COSTUME BUDDY THE ELF WITH FRIENDS copy.jpeg

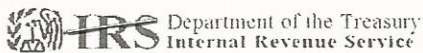
**Optional support material file**

Hula.jpg

<b>Organization Name:</b>	Florida Surf Museum - Surfing	Santas
<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	\$ -	\$ -
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ 2,500.00	\$ 2,500.00
Marketing/Communications (inc. printing & advertising)	\$ 12,700.00	\$ 12,700.00
Space Rental/Rent/Mortgage	\$ -	\$ -
Insurance	\$ 650.00	650.00
Equipment Purchase/Office Supplies	\$ 1,500	\$ 1,500
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 10,000	\$ 10,000
Contract Services/Fees	\$ -	\$ -
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ -	\$ -
Subtotal Grant Funds		\$ 27,350
<b>Total Projected Expenses</b>	\$ 27,350	
<b>Projected Income:</b>		
Admissions	\$ -	
Memberships/Tuition	\$ -	
Contracted Services Revenue	\$ -	
Contributions from Individuals	\$ -	
Corporate Contributions	\$ 12,000	
Government Support - Federal	\$ -	
Government Support - State	\$ -	
Government Support - Local	\$ -	
Foundation Support	\$ -	

Sheet1

Other Income	\$	35,000	
Applicant Cash	\$	-	
<b>Total Projected Income</b>	\$	47,000	



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248367572

Feb. 12, 2013 LTR 4168C EO

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BODC: TE

EAST COAST SURF MUSEUM INC  
COCOA BEACH SURF MUSEUM  
% JOHN HUGHES  
PO BOX 321453  
COCOA BEACH FL 32932-1453

Employer Identification Number: 26-1585923  
Person to Contact: Ms. Mueller  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Feb. 01, 2013, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in June 2008.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.



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

[Previous On List](#)

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[Return to List](#)

[Events](#)

No Name History

Detail by Entity Name

Florida Not For Profit Corporation  
FLORIDA SURF MUSEUM, INC.

Filing Information

Document Number	N14000008768
FEI/EIN Number	26-1585923
Date Filed	09/19/2014
Effective Date	09/19/2014
State	FL
Status	ACTIVE
Last Event	REINSTATEMENT
Event Date Filed	03/23/2016

Principal Address

4275 NORTH ATLANTIC AVE.  
COCOA BEACH, FL 32931

Mailing Address

PO Box 321453  
Cocoa Beach, FL 32932

Changed: 06/26/2018

Registered Agent Name & Address

Hughes, John Irvin  
4275 North Atlantic Ave.  
COCOA BEACH, FL 32931

Name Changed: 06/26/2018

Address Changed: 06/26/2018

Officer/Director Detail

Name & Address

Title Director Emeritus

O'HARE, SEAN  
1250 SOUTH ATLANTIC AVE.  
COCOA BEACH, FL 32931

Title VP

DECARLO, MELODY  
440 Kennebec St.  
Merritt Island, FL 32952

Title Executive Director

HUGHES, JOHN  
1772 ANGEL AVENUE  
MERRITT ISLAND, FL 32952

Title President

TWEEDIE, BILL  
936 GOLDEN BEACH BLVD.  
INDIAN HARBOUR BEACH, FL 32937

Title Treasurer

Hughes , Marie  
1772 Angel Ave  
Merritt Island, FL 32952

Title Director

Trossett, George  
1867 Rockledge Drive  
Rockledge, FL 32955

Title Director

Casey, Ron  
1313 Bayshore Drive  
Cocoa Beach, FL 32931

Annual Reports

Report Year	Filed Date
2019	04/01/2019
2020	03/23/2020
2021	03/05/2021

Document Images

<a href="#">03/05/2021 -- ANNUAL REPORT</a>	View image in PDF format
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<a href="#">04/01/2019 -- ANNUAL REPORT</a>	View image in PDF format
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<a href="#">02/03/2017 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">03/23/2016 -- REINSTATEMENT</a>	View image in PDF format
<a href="#">09/19/2014 -- Domestic Non-Profit</a>	View image in PDF format

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[Events](#)    No Name History

### **Media Plan - 2021**

Success will be measured by key metrics and performance indicators. We have a set of benchmarks based on previous year's numbers. Marketing success will include Earned Media Impressions, Earned Media Value, Media Placements. With news stories and TV coverage in all 50 states and over 50 countries, we have accomplished past goals and now strive to exceed past placements in terms a cachet on more distinguished media outlets and affinity with celebrity influencers.

Social Media metrics will include engagement & impressions. Participants in the Costume Contest will be counted, as well as the surfers that paddle out to Surf with Santa. Attendee counts will be measured by the TDO with new technology provided by Airsage that identifies mobile devices recognized in a set area during specific parameters.



2019



# SURFING SANTAS BY THE NUMBERS

## Videos on YOUTUBE

150+



Total YouTube Video Views: 145,000

## GOOGLE SEARCH

Search

Surfing Santas

GO

585,000  
RESULTS

Paid Facebook: 551,000 impressions  
SS GIF Views: 9 Million

## facebook PAGE

Total organic impressions for Oct - Dec:

738,587

110,000 on Christmas Eve alone!



FB Page fans

10,975

STARTED IN 2009  
2019 is the 10 year anniversary

SPECTATORS 2019:

10,000+

2019 Costume Contest  
PARTICIPANTS: 80+

## Earned Media

### IMPRESSIONS

2019 4.4 B  
IMPRESSIONS

2018 868 M  
IMPRESSIONS

2017 415 M  
IMPRESSIONS

2016 571 M  
IMPRESSIONS

4 YEAR TOTAL IMPRESSIONS

6.2 Billion

EARNED MEDIA VALUE:

\$13,951,000

NUMBER OF STATES  
WITH NEWS STORIES 50  
NUMBER OF STATES  
WITH TV COVERAGE 50  
NUMBER OF COUNTRIES  
WITH NEWS COVERAGE 50+



Money raised  
for charities:

+\$100,000



SURFINGSANTAS.ORG





Attachment: Hula.jpg

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## Profiles: Florida Surf Museum

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**Organization Name**

Florida Surf Museum

**Name**

John Hughes

**Email**

flsurfmuseum@gmail.com

**Phone**

321-720-8033

**Address Line 1**

4275 North atlantic ave

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

cocoa beach

**State**

Florida

**Zip Code**

32931

**User Login**

flsurfmuseum@gmail.com