

## Profile

Greater Allen Development Corp

## 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**

Melbourne Founders Festival

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

\$77,000.00

**Organization Name**

Greater Allen Development Corporation

**Mailing Address:**

2416 Lipscomb Street

**City: State: Zip Code:**

Melbourne, Florida 32901

**Federal Employer ID #:**

81-4293565

**Web Site:**

<http://www.greaterallenchapelame.org/crane-creek>

**Organization Telephone:**

321-724-1557

**Organization Email:**

shacklef-james@att.net

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

James Shackelford

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

321-727-3913

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

shacklef-james@att.net

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

Melbourne Founders Festival is a one day festival that works to celebrate the history of the city of Melbourne through increasing awareness of the role African Americans culture and history played in the city of Melbourne's development. Through dance, live music, arts, craft, kids activities information booths and vendor displays, Melbourne Founders Festival celebrates the founding of Crane Creek by Wright Brothers, Peter Wright, and Balaam Allen after the Civil War which later became Melbourne

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

Materials/Supplies, Marketing, other General Operating costs

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

1,500

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

200

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

1,100

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

112

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 MFF 2021.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**

The intent of the Melbourne Founders Festival is to celebrate, educate and honor the founding of the city of Melbourne by three black freedmen Wright Brothers, Peter Wright, and Balaam Allen shortly after the Civil War(1868-1874).

This festival seeks to increase the awareness of the City of Melbourne and highlight the role these men played in the development of our community.

This event will have more than ten different musical entertainment acts, more than forty vendors, kid zones, interactive activities as well as information on the City's founding.

**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**

The Melbourne Founders Festival seeks to create an awareness about the rich cultural history and fabric that makes up our community. It provides an outlet for a diverse set of artists to express their work through various mediums, and provides a means for people to connect and gain a deeper understanding of Brevard County.

In addition, the Festival will feature the home of one of the Founders that is being renovated. This home when completed, will serve as a destination for patrons, and provide an additional means for community members and visitors to connect with the history of the area.

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

**Maximum 1,000 characters**

The methodology to capture out of County attendees will be as follows:

As people enter the event we will provide arm bands and in executing this process we will collect zip code data which will provide the out- of- county data.

**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**

The primary means of promoting and marketing the Melbourne Founders Festival is through paid- advertising on social media. In addition to that. we place radio ads in the greater Central Florida area, distribute posters, and banners throughout the community and develop partnerships for cross-promotional advertising such as ads in newsletters. Our general advertising range is within two and one half hours of Brevard County.

## Required Documents to Upload

**IRS determination letter**

IRS Letter Of Determination.pdf

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

Greater Allen Development Detail by Entity Name.pdf

**Detailed Marketing Plan**

Greater Allen Development Marketing 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**

2021 Melbourne Founders Festival sponsor Information\_update 001.docx

**Optional support material file**

**Optional support material file**

**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**

The Festival serves as an integral piece of the fabric of Brevard County. It brings awareness to the historical significance of the area, as well as provides a means for people of diverse backgrounds, cultures, and socioeconomic status to connect over food, music, and arts. While the Festival provides free entertainment and brings people from outside the area to our community, it also serves as a means to elevate and shine a light on an area of Melbourne's history that may otherwise be overlooked.

**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**

James Shackelford

**Title**

President

**Text**

## **Applications: File Attachments**

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**Upload Proposal Budget**

22 wizehive proposal budget 2 MFF 2021.xlsx

**IRS determination letter**

IRS Letter Of Determination.pdf

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

Greater Allen Development Detail by Entity Name.pdf

**Detailed Marketing Plan**

Greater Allen Development Marketing Plan.docx

**Optional support material file**

2021 Melbourne Founders Festival sponsor Information\_update 001.docx



<b>Organization Name:</b>		
<b>PROPOSAL BUDGET: Next Fiscal Year 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	\$ -	\$ -
Marketing/Communications (inc. printing & advertising)	\$ 9,500	\$ 9,500
Space Rental/Rent/Mortgage	\$ 800	\$ -
Insurance	\$ 2,314	\$ -
Equipment Purchase/Office Supplies	\$ -	\$ -
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 16,365	\$ 10,500
Contract Services/Fees	\$ 2,790	\$ -
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ 1,000	\$ -
Subtotal Grant Funds		\$ 20,000
<b>Total Projected Expenses</b>	\$ 32,769	
<b>Projected Income:</b>		
Admissions	\$ -	
Memberships/Tuition	\$ -	
Contracted Services Revenue	\$ -	
Contributions from Individuals	\$ 19,500	
Corporate Contributions	\$ 27,000	
Government Support - Federal	\$ -	
Government Support - State	\$ -	
Government Support - Local	\$ -	

Sheet1

Foundation Support	\$	20,000	
Other Income	\$	17,000	
Applicant Cash	\$	-	
<b>Total Projected Income</b>	\$	83,500	

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

DEPARTMENT OF THE TREASURY

Date:

JAN 10 2017

GREATER ALLEN DEVELOPMENT  
CORPORATION  
C/O JAMES D SHACKLEFORD  
2416 LIPSCOMB STREET  
MELBOURNE, FL 32901

Employer Identification Number:  
81-4293565

DLN:  
17053211329026

Contact Person:

ERIC KAYE

ID# 31612

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:  
November 16, 2016

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.

Letter 947

GREATER ALLEN DEVELOPMENT

Sincerely,

A handwritten signature in dark ink, appearing to read "Jeffrey I. Cooper", is written over a faint, circular embossed seal. The signature is slanted and somewhat stylized.

Jeffrey I. Cooper  
Director, Exempt Organizations  
Rulings and Agreements



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

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[Events](#)   No Name History

Detail by Entity Name

Florida Not For Profit Corporation  
GREATER ALLEN DEVELOPMENT CORPORATION

Filing Information

Document Number	N16000011147
FEI/EIN Number	81-4293565
Date Filed	11/16/2016
Effective Date	11/15/2016
State	FL
Status	ACTIVE
Last Event	AMENDMENT
Event Date Filed	02/06/2017
Event Effective Date	NONE

Principal Address

2416 LIPSCOMB STREET  
MELBOURNE, FL 32901

Mailing Address

2416 LIPSCOMB STREET  
MELBOURNE, FL 32901

Registered Agent Name & Address

JACKSON, CHARLES W, SR  
808 EAST LINE STREET  
MELBOURNE, FL 32901

Officer/Director Detail

Name & Address

Title P

SHACKLEFORD, JAMES D  
3680 MEADOWLARK WAY  
MELBOURNE, FL 32904

Title VP

JORDON, ELSENNA  
883 WEST PORT DRIVE  
ROCKLEDGE, FL 32955

Title S

HICKMAN, LORI  
480 FIRESTONE STREET NE  
PALM BAY, FL 32907

Title S

JOHNSON, MARY  
802 HAMM STREET NW  
PALM BAY, FL 32907

Annual Reports

Report Year	Filed Date
2019	02/19/2019
2020	03/03/2020
2021	02/24/2021

Document Images

<a href="#">02/24/2021 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">03/03/2020 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">02/19/2019 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">02/02/2018 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">02/06/2017 -- Amendment</a>	View image in PDF format
<a href="#">01/22/2017 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">11/16/2016 -- Domestic Non-Profit</a>	View image in PDF format

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Florida Department of State, Division of Corporations
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## **Greater Allen Development**

### **Marketing Plan**

#### **1.0 Executive Summary**

Greater Allen Development presentation the Melbourne Founders Festival is an attempt to educate, and honor the founders of the great city Of Melbourne Florida(formally known as Crane Creek) by three freedmen(Peter Wright ,Balaam Allen and Wright Brothers).

This festival seeks to increase awareness of the history of Melbourne by highlighting the roles these men played in the development of our community. This will be accomplished through informational booths vendor displays, music, arts and crafts. Also, the original home of one of the founders can be viewed.

#### **1.1 Vision**

Our vision is to provide people with a brief escape of fun, free entertainment and education over the course of the day.

#### **1.2 Objectives**

To promote growth of the event, increase tourism, increase Sponsorship, Vendor participation thereby increasing income.

#### **1.3 Target Markets**

Our ideal customer is between the ages of 8 and 75 who have not visited Melbourne and are interested in a positive interaction over food, music, history, and a deeper understanding of Melbourne and Brevard County.

#### **1.4 Keys to Success**

We will leverage social media such as face book, snapchat, Instagram, and word of mouth for the vast majority of our marketing platform, make regular announcements via radio, and posted signs.

Each of our posting to a social media site will include a trackable link which will provide us an idea of the number followers.





Greater Allen Development Corporation  
2416 Lipscomb Street  
Melbourne, FL 32901  
321.724.1557

## *Sponsorship Opportunity*

**2021 marks the 154th year since the founding of Crane Creek by former slaves, which was later renamed Melbourne, Florida.**

The Greater Allen Development Corporation (non-profit 501(c)3 Public Charity EIN# 81-4293565) is pleased to announce the Melbourne Founders Festival near the banks of Crane Creek in Melbourne, Florida Saturday September 4<sup>th</sup>, 2021. The 2021 Melbourne Founders Festival (previously known as the Crane Creek Founders Heritage Festival) is your opportunity to connect with individuals interested and excited about the Culture, History and Artistry of Melbourne.

This year's festivities will be within walking distance of the Melbourne's Founders tiny house near Crane Creek built in 1884. There the focus will be on the three Black freedmen: Wright Brothers, Peter Wright and Balaam Allen the first to settle here shortly after the civil war. There will be live musical entertainment, local food favorites, merchandise vendors, artist displays, inflatable bounce houses, face painting, and the popular Historical Wall.

Each year the Greater Allen Development Corporation and local volunteers from the Melbourne community, present our annual festival as an opportunity to not only entertain visitors of all ages, races and genders but also to spread education about African American heritage that led to the foundation of Melbourne, FL. Our sponsorship packages go towards not only festival expenses, but also to help with our mission to create a stable, vibrant and healthy community.

Come and join us at the Melbourne Founders Festival September 4<sup>th</sup> and showcase your business or brand to our guests at our FREE event that's open to the public. Our last festival exceeded 500 attendees thanks to our great Volunteers, Entertainment, Vendors and Sponsors. We look forward to your support as we prepare to exceed our last attendance.

Feel free to contact us anytime by phone or email if you have any questions.

Thank you for your support,

James Shackelford, President  
Greater Allen Development Corporation

James Shackelford 321.727.3913 or shacklef-james@att.net  
Elsenna Jordan: 321.632.8844 or elsennaj1@bellsouth.net  
Marquis Campbell: 321.288.3384 or marq.campbell@gmail.com



Original by Highwaymen, R.L. Lewis ©2017



### **Diamond Community Partner - \$10,000**

Large Engraved Appreciation Plaque  
**Most Prominent** Name and Logo on Festival materials  
Opportunity to address the audience at all MFF events  
Prominent Vendor Space Opportunity  
10 Festival Tee shirts

### **Platinum Sponsor - \$5,000**

Prominent Name and Logo on Festival materials  
Recognition from the stage  
Vendor Space Opportunity  
6 Festival Tee shirts

### **Gold Sponsor - \$2,500**

Name and Logo on Festival materials  
Recognition from the stage  
4 Festival Tee shirt

### **Silver Sponsor - \$1,000**

Logo on Festival material  
2 Festival Tee shirts

### **Bronze Sponsor - \$500**

Logo on Festival materials

### **Media or In-Kind Sponsor**

(Customized based on proposal)



# 2021 Sponsor

**Please Complete and return the following prior to June 7<sup>th</sup> 2021.**

Sponsor Name: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_ Sponsorship Amount: \_\_\_\_\_

Tee shirt Sizes and Quantities (available sizes S-M-L-XL- 2X-3X): \_\_\_\_\_

Sponsorship In-Kind Service or Auction Item: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Email: \_\_\_\_\_

*Thank you for your Support. See you at the Festival.*

**Check should be made payable to:**

Greater Allen Development Corporation

**Please mail check, including this form to:**

Greater Allen Development Corporation  
c/o Melbourne Founders Festival  
2416 Lipscomb Street  
Melbourne, FL 32901

**Donations to the Festival are tax-deductible:**

We are a non-profit 501(c)3 Public Charity EIN#: 81-4293565



Original by Highwaymen, R.L. Lewis ©2017

**Logo Information:**

For logo art, JPEG, PDF, TIFF or EPS formats are acceptable. Logos and Art should be (high resolution) 300 ppi with a height/width or width/height document size of no less than 2" x .4" (600 x 120 pixels).

*Please email your Logo to [Marq.Campbell@gmail.com](mailto:Marq.Campbell@gmail.com) prior to April 1, 2109 and include your sponsorship level. If you have any questions, please do not hesitate to contact Marquis Campbell at (321)288-3384.*



Greater Allen Development Corporation  
2416 Lipscomb Street  
Melbourne, FL 32901

**Greater Allen Development Corporation**

501(c)3 Public Charity EIN# 81-4293565

**Mission Statement**

To create stable, vibrant and healthy communities by developing, furnishing and operating affordable, program-enriched housing for families, seniors, and people with special needs, who lack economic resources to access quality, safe housing opportunities.

**Vision**

Greater Allen Development Corporation is working to create a more humane world where poverty is alleviated, communities are healthy and all people can develop their full potential. We believe that affordable housing and supportive programs improve the economic status of residence, transform neighborhoods and stabilize lives.

**Guiding Principles**

In accordance with our mission and vision, Greater Allen Development Corporation has identified the following organizational outcomes that guide the whole of our work.

- Increase the availability of affordable rental housing for low and moderate-income households in our area.
- Ensure that quality and affordable housing stock exist in our area for the long term.
- Reduce the devastating consequences of homelessness experienced by those directly impacted, as well as the community as a whole.

## Profiles: Greater Allen Development Corp

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**Organization Name**

Greater Allen Development Corp

**Name**

James Shackelford

**Email**

shacklef-james@att.net

**Phone**

13217273913

**Address Line 1**

3680 Meadowlark Way

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

Melbourne

**State**

Florida

**Zip Code**

32904

**User Login**

shacklef-james@att.net