

# Applications: Melbourne Main Street

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## Profile

Melbourne Main Street

## 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**

Downtown Melbourne Food & Wine Festival, Botanical Fest and Candlelight Shopping

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

217,697

#### **Organization Name**

Melbourne Main Street, Inc.

#### **Mailing Address:**

2004 Vernon Place

#### **City: State: Zip Code:**

Melbourne

#### **Federal Employer ID #:**

34-1977660

#### **Web Site:**

www.DowntownMelbourne.com

#### **Organization Telephone:**

321-724-1741

**Organization Email:**

info@DowntownMelbourne.com

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

Kimberly Agee

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

321-806-9144

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

kim@DowntownMelbourne.com

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

Nikki Reed

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

info@downtownmelbourne.com

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

Melbourne Main Street is committed to creating a lively center of cultural experiences for visitors and residents. Our goal is to provide access to a vibrant downtown with a thriving local economy rich in character, and features inviting public spaces that make residents and visitors feel that they belong. We are seeking funding support to accelerate our efforts in further shaping Downtown Melbourne as a destination for arts, culture, history & entertainment by target marketing key demographics.

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

Staff/Personnel, Artistic Services, Materials/Supplies, Marketing

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

43,200

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

10,800

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

44,000

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

13,540

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**

Melbourne Mainstreet 2021-2022 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**

Melbourne Main Street focuses on hosting a variety of festivals to attract visitors to our historic district. For the 21-22 grant period, we will be primarily focused on three events: Downtown Melbourne Food and Wine Festival, four Saturdays of Candlelight Shopping, and our Botanical Fest. Each of these unique events attracts a different demographic and are proven to entice visitors to attend. In 2019, the Food and Wine Festival attracted over 10,900 people into Downtown Melbourne, with 25% from outside the county. Attendees ranged from music lovers, to wine connoisseurs, to food aficionados. Food & Wine brings together over 40 different restaurants from throughout Brevard into Downtown Melbourne to give people a taste of cuisines from all around the world and our community.

Candlelight Shopping attracts families, young professionals and senior citizens from all throughout the region. In 2019, we attracted over 54,000 people over four nights, attracting more than 10,000 out of town visitors during that period. The streets are lit with Christmas lights and Santa is available for photos and discussions about presents. Candlelight Shopping brings back a warm holiday spirit into Downtown Melbourne for all people to enjoy.

The annual Botanical Fest showcases all sorts of plants, shrubs, trees, orchids, plumerias, garden sculptures and more. In March of 2020, we attracted over 5,500 people, with 23% of them from outside the county. Attendees typically flood our Downtown area, visiting our shops and dining in our restaurants. The demographic for Botanical Fest is different that our other festivals and attracts plant lovers, farmers, and those with a love for the environment. Each of these events draws in a different crowd to the streets of Downtown Melbourne, they help not only spread the names and news within the city but also boost the local economy and market the Space Coast as a destination.

**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**

Plans for the 2021 Food and Wine Festival in November will have at least three distinct cultural activities. Although the details have not yet been finalized, we can share that one will be directly related to art and a very influential artist, one will be musically focused and one will be an interactive artistic endeavor.

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

**Maximum 1,000 characters**

Google Analytics from our website [www.DowntownMelbourne.com](http://www.DowntownMelbourne.com); Facebook Insights; AirSage Destination - cellular devices observed; Event Registration data; Post-Event Surveys; Press Coverage.

**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**

High frequency visitation is contributed to the variety of offerings in Downtown Melbourne and satisfaction of the visitors. With all three events combined, we project 3% of all attendees will have overnight stays and the average person will spend \$112 per day.

## Required Documents to Upload

**IRS determination letter**

IRS Determination Ltrs.pdf

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

Melbourne Main Street Detail by Entity Name.pdf

**Detailed Marketing Plan**

MMS events 2021 BCA grant.xlsx

## 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 Bot Fest---Horizontal-Ad--WEB.png

**Optional support material file**

20-CLS-Billboard---Santa.jpg

**Optional support material file**

CLS 2020 ad.png

**Optional support material file**

Food and Wine 2021 everything brevard.png

**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**

Over the past year and a half, Melbourne Main Street has gone through an organizational transformation to ensure our efforts are targeted, tracked and recorded to a higher degree. We now have an extremely vibrant and engaged Board of Directors who are committed to working with our professional staff to effectively marketing Downtown Melbourne as a destination for visitors of all ages. We will soon be unveiling our new, comprehensive website which will be more user-friendly, robust, and interactive. The site will be extremely focused on attracting visitors to Downtown Melbourne and the Space Coast and will have backend capabilities to track visitors to the site and further target markets which pay dividends to our community.

**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**

Kim Agee

**Title**

Executive Director

**Text**

## **Applications: File Attachments**

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**Upload Proposal Budget**

Melbourne Mainstreet 2021-2022 proposal-budget.xlsx

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IRS Determination Ltrs.pdf

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**Optional support material file**

CLS 2020 ad.png

**Optional support material file**

Food and Wine 2021 everything brevard.png

<b>Organization Name: Melbourne Main Street, Inc</b>		
<b>PROPOSAL BUDGET: Next Fiscal Year Projections (10/1/2021 - 9/30/2022)</b>		
<b>Projected Expenses:</b>		
	<b>Next Year Projected Expenditures</b>	<b>How will Grant Funds be allocated?</b>
Personnel - Administrative	\$ 187,000	\$ 2,000
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ 3,000	\$ 3,000
Marketing/Communications (inc. printing & advertising)	\$ 41,000	\$ 9,000
Space Rental/Rent/Mortgage	\$ 10,700	\$ -
Insurance	\$ 4,500	\$ -
Equipment Purchase/Office Supplies	\$ 9,500	\$ -
Travel/Mileage	\$ 500	\$ -
Materials/Supplies for productions/exhibits/events	\$ 12,000	\$ -
Contract Services/Fees	\$ 140,000	\$ 1,000
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ 279,000	\$ -
Subtotal Grant Funds		\$ 15,000
<b>Total Projected Expenses</b>	<b>\$ 687,200</b>	
<b>Projected Income:</b>		
Admissions	\$ 238,700	
Memberships/Tuition	\$ 15,000	
Contracted Services Revenue	\$ -	
Contributions from Individuals	\$ -	
Corporate Contributions	\$ 134,350	
Government Support - Federal	\$ -	
Government Support - State	\$ -	
Government Support - Local	\$ 87,500	

Sheet1

Foundation Support	\$	-	
Other Income	\$	14,000	
Applicant Cash	\$	-	
<b>Total Projected Income</b>	\$	489,550	

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

DEPARTMENT OF THE TREASURY

Date:

MAY 21 2004

MELBOURNE MAIN STREET INC  
1908 MUNICIPAL LN  
MELBOURNE, FL 32902-0754

Employer Identification Number:  
34-1977660  
DLN:  
17053118051044  
Contact Person:  
ZENIA LUK ID# 31522  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Foundation Status Classification:  
509(a)(1)  
Advance Ruling Period Begins:  
October 31, 2003  
Advance Ruling Period Ends:  
December 31, 2007  
Addendum Applies:  
No

Dear Applicant:

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

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

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

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

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

Letter 1045 (DO/CG)

MELBOURNE MAIN STREET INC

a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we will no longer treat you as a publicly supported organization, grantors and contributors may not rely on this determination after the date we publish the notice. In addition, if you lose your status as a publicly supported organization, and a grantor or contributor was responsible for, or was aware of, the act or failure to act, that resulted in your loss of such status, that person may not rely on this determination from the date of the act or failure to act. Also, if a grantor or contributor learned that we had given notice that you would be removed from classification as a publicly supported organization, then that person may not rely on this determination as of the date he or she acquired such knowledge.

If you change your sources of support, your purposes, character, or method of operation, please let us know so we can consider the effect of the change on your exempt status and foundation status. If you amend your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, let us know all changes in your name or address.

As of January 1, 1984, you are liable for social security taxes under the Federal Insurance Contributions Act on amounts of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the private foundation excise taxes under Chapter 42 of the Internal Revenue Code. However, you are not automatically exempt from other federal excise taxes. If you have any questions about excise, employment, or other federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Internal Revenue 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.

Donors may deduct contributions to you only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, gives guidelines regarding when taxpayers may deduct payments for admission to, or other participation in, fundraising activities for charity.

You are not required to file Form 990, Return of Organization Exempt From Income Tax, if your gross receipts each year are normally \$25,000 or less. If you receive a Form 990 package in the mail, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return. Because you will be treated as a public charity for return filing purposes during your entire advance ruling period, you should file Form 990 for each year in your advance ruling period.

Letter 1045 (DO/CG)

MELBOURNE MAIN STREET INC

that you exceed the \$25,000 filing threshold even if your sources of support do not satisfy the public support test specified in the heading of this letter.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$20 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$10,000 or 5 percent of your gross receipts for the year, whichever is less. For organizations with gross receipts exceeding \$1,000,000 in any year, the penalty is \$100 per day per return, unless there is reasonable cause for the delay. The maximum penalty for an organization with gross receipts exceeding \$1,000,000 shall not exceed \$50,000. This penalty may also be charged if a return is not complete. So, please be sure your return is complete before you file it.

You are not required to file federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, we will assign a number to you and advise you of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

If we said in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help us resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

Letter 1045 (DO/CG)

MELBOURNE MAIN STREET INC

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,



Lois G. Berner  
Director, Exempt Organizations  
Rulings and Agreements

Enclosure(s):  
Form 872-C

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

DEPARTMENT OF THE TREASURY

Date: JAN 13 2008

MELBOURNE MAIN STREET INC  
PO BOX 754  
MELBOURNE, FL 32902-0754

Employer Identification Number:  
34-1977660

DLN:  
17053335739087

Contact Person:  
TRACY PRATER

ID# 31330

Contact Telephone Number:  
(877) 829-5500

Public Charity Status:  
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated May 2004, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)



**IRS** Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248206044  
Oct. 08, 2014 LTR 4168C 0  
34-1977660 000000 00  
00018470  
BODC: TE

MELBOURNE MAIN STREET INC  
% ROBERT W PINNICK  
1908 MUNICIPAL LN  
MELBOURNE FL 32901



012968

Employer Identification Number: 34-1977660  
Person to Contact: Ms. Smith  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Sep. 29, 2014, 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 May 2004.

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(s) 509(a)(1) and 170(b)(1)(A)(vi).

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](#)   [Next On List](#)   [Return to List](#)

No Events   No Name History

Detail by Entity Name

Florida Not For Profit Corporation  
MELBOURNE MAIN STREET, INC.

Filing Information

Document Number	N03000009650
FEI/EIN Number	34-1977660
Date Filed	10/31/2003
State	FL
Status	ACTIVE

Principal Address

2004 Vernon Place  
Melbourne, FL 32901

Changed: 02/20/2018

Mailing Address

P O BOX 754  
Melbourne, FL 32902

Changed: 01/20/2021

Registered Agent Name & Address

Agee, Kim  
2004 Vernon Place  
Melbourne, FL 32901

Name Changed: 01/20/2021

Address Changed: 04/25/2019

Officer/Director Detail

Name & Address

Title Director

Skurla, Marty  
P O BOX 754  
Melbourne, FL 32902

Title Secretary

Donoghue, Greg  
P O BOX 754  
Melbourne, FL 32902

Title Director

Arocena, Federico  
P O BOX 754  
Melbourne, FL 32902

Title Governance

Pickett, Andrew  
P O BOX 754  
Melbourne, FL 32902

Title Director

McGuire, Alexis  
P O BOX 754  
Melbourne, FL 32902

Title Board Chair

Runte, Corey  
P O BOX 754  
Melbourne, FL 32902

Title Director

Eckert, Alfie  
P O BOX 754  
Melbourne, FL 32902

Title Director

Boyd, Jessie

P O BOX 754  
Melbourne, FL 32902

Title Director

Houston, Sara  
P O BOX 754  
Melbourne, FL 32902

Title Director

Cable, David  
P O BOX 754  
Melbourne, FL 32902

Title Treasurer

Locke, Terry  
P O BOX 754  
Melbourne, FL 32902

Title Chair Elect

Luer, Bert  
P O BOX 754  
Melbourne, FL 32902

Title Director

Watts, Marti  
P O BOX 754  
Melbourne, FL 32902

Annual Reports

Report Year	Filed Date
2019	04/25/2019
2020	06/02/2020
2021	01/20/2021

Document Images

<a href="#">01/20/2021 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">06/02/2020 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/25/2019 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">02/20/2018 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">02/08/2017 -- ANNUAL REPORT</a>	View image in PDF format

<a href="#">03/28/2016 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/09/2015 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/23/2014 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/22/2013 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/05/2012 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">01/13/2011 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/02/2010 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/21/2009 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">07/23/2008 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">08/24/2007 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/28/2006 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">07/25/2005 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/13/2004 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">10/31/2003 -- Domestic Non-Profit</a>	View image in PDF format

[Previous On List](#)[Next On List](#)[Return to List](#)

No Events      No Name History

Melbourne Main Street (MMS) Marketing Plan 2021-22					
	<b>Downtown Melbourne Botanical Fest</b>	<b>Downtown Melbourne Food &amp; Wine Festival</b>	<b>Candlelight Shopping</b>		
Update MMS website with event date	X	X	X		
Create Facebook event on the MMS and the Downtown Melbourne pages	X	X	X		
Facebook Marketing: Location-based targeting, Demographic targeting and Interest-based targeting; Exclude Brevard County. Paid Ads	X	X	X		
Facebook Targeting to individuals who are traveling to Brevard County. Exclude Brevard County. Paid Ads	X	X	X		
Send Press Release to local media outlets	x	X	X		
Distribute Counter Cards to Downtown Melbourne businesses	X	X	X		
Sponsorship Packages created and sent to targeted businesses	X	X	X		
Distribute Posters to Downtown Melbourne businesses and other community sponsors	X	X	X		
Display billboards through Clear Channel media	X	X	X		
Send Constant Contact email to Downtown Merchants (270 recipients) to co-promote event	X	X	X		
Send Constant Contact email to entire database (8,000 recipients) to promote event	X	X	X		
Instagram promotions	Weekly the two months prior to the event, the week of the event daily promotions	Weekly the two months prior to the event, the week of the event daily promotions	Weekly the two months prior to the event, the week of the event daily promotions		
Facebook promotions	Weekly the two months prior to the event, the week of the event daily promotions	Weekly the two months prior to the event, the week of the event daily promotions	Weekly the two months prior to the event, the week of the event daily promotions		
LinkedIn announcement	X	X	X		
Instagram Marketing paid ads	X	X	X		
Magazine advertisement		Space Coast Living, Everything Brevard, Brevard Business News	Space Coast Living		
Targeted area for Advertising	Brevard County, Orlando to Daytona Beach I-4 corridor, Indian River County	Central Florida to include north to St. Augustine, south to Stuart and the Orlando district.	Brevard, Volusia, Indian River County.		
WFIT public radio advertisement	X				

Public Relations	X	X	X		
Melbourne Main Street is committed to showcasing the vibrant and bustling businesses to the communities in our targeted area. Through event promotion, diverse crowds are visiting Downtown Melbourne for a variety of events. Three of the signature events coordinated by Melbourne Main Street are the Botanical Fest, Food and Wine Festival and Candlelight Shopping. Each of these events draw a different demographic further expanding the visitors to Downtown Melbourne.					





MELBOURNE MAIN STREET PRESENTS

# Candlelight Shopping

2020



Get in the holiday spirit by visiting Downtown Melbourne  
for our annual Candlelight Shopping!

Four separate days, lots of fun surprises, entertainment and sights!

**DOWNTOWN MELBOURNE - NEW HAVEN AVENUE**  
**Every Saturday from Thanksgiving to Christmas**

November 28th 5-9pm  
December 5th 5-9pm  
December 12th 5-9pm  
December 19th 10am-5pm

[DowntownMelbourne.com](http://DowntownMelbourne.com)



HOSTED BY MELBOURNE MAINSTREET

SATURDAY

**NOV**  
**13**

**5:30 PM - 9:30 PM**

Stroll through Downtown Melbourne and enjoy delicious samples from Brevard County restaurants, accompanied with sips of wine from national distributors. Look forward to new features at the return of this desirable annual event!

**TICKETS ON SALE THIS SUMMER AT:**  
[DowntownMelbourneFW.com](https://DowntownMelbourneFW.com)

## Profiles: Melbourne Main Street

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**Organization Name**

Melbourne Main Street

**Name**

Kim Agee

**Email**

kim@downtownmelbourne.com

**Phone**

321-724-1741

**Address Line 1**

2004 Vernon Place

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

Melbourne

**State**

Florida

**Zip Code**

32901

**User Login**

kim@downtownmelbourne.com