

Applications: Museum of Dinosaurs and Ancient Cultures

Profile

Museum of Dinosaurs and Ancient Cultures

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2021 - 2022

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

June 2, 2021: Application Opens

June 2, 2021: Information meetings

June 25, 2021: Application Deadline, NLT 5pm

Aug 24, 2021: Cultural Committee meeting, Ranking & Recommendations

Aug 25, 2021: Tourist Development Council meeting, funding recommendations & approval

Sept 14, 2021: Brevard County Board of County Commissioners Approval

Sept 15, 2021: Notification of funding awarded & execute contracts.

Oct 1, 2021: FY 2021-2022 Grant period begins

Sept 30, 2022: FY 2021-2022 Grant Period ends (see section 11 of guidelines)

A final report is due within 30 days of the conclusion of the event or in the case of funds supporting

"season" the final report is due by October 30, 2022. Reimbursement requests are due by October 7, 2022. Failure to comply with the final report requests may impact future funding requests.

The above dates are subject to change. Changes will be publicized in advance.

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered, Out-of-County visitors to an event or season must account for 20% of total visitation or 1,000 guests. This measurement shall be submitted by applicants and confirmed by TDO staff.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for minimum of two (2) years. (Date on IRS 501-c3)

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2021-2022 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Max. Funding Amount: \$2,500

Number of Out-of-County attendees: 2,501 - 5,000 Max. Funding Amount: \$5,000

Number of Out-of-County attendees: 5,001+ Max. Funding Amount: \$10,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract. Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded unless a project can be significantly enhanced with additional funds.
- Funds may **not** be used to pay debt obligations.
- Funds may **not* be used for grant applications or routine maintenance.

Allowable and Non-Allowable:

Allowable Costs

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;

- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of June 2, 2021. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 25, 2021 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at Deborah.Webster@VisitSpaceCoast.com until the application deadline.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2021 – September 30, 2022. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2021-Sept 30, 2022 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.

8.0 EVALUATION CRITERIA

Tourism Development Council FY 2021-2022 Cultural Support Grant Program – Evaluation Rubric Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.

Section 1 – Applicant Information (TDO staff will complete this section)

Project Title:

Project Number:

Project Applicant:

Total Project Cost:

Requested Funding from TDC:

Evaluation Criteria: Points Available

Section 2 – Cultural Event/Activities Proposal clearly describes the proposed event/activities. Clearly demonstrates how the event/activities promote the Space Coast as a cultural destination: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 4 points

Adequate: 5 - 8 points

Good: 9 - 12 points

Very Good: 13 - 16 points

Excellent: 17 - 20 points

Proposal clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote Brevard County as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 3 points
Adequate: 4 - 6 points
Good: 7 - 9 points
Very Good: 10 - 12 points
Excellent: 13 - 15 points

Section 3 - Tourism Impact Proposal describes how many estimated out-of-county visitors will attend the event/activities during FY 2021-2022: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points
Adequate: 6 - 10 points
Good: 11 - 15 points
Very Good: 16 - 20 points
Excellent: 21 - 25 points

Proposal clearly describes the methodology used to measure attendance of out-of-county visitors and Brevard County residents for the event/activities: up to 10 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 2 points
Adequate: 3 - 4 points
Good: 5 - 6 points
Very Good: 7 - 8 points
Excellent: 9 - 10 points

Section 4 - Marketing Proposal clearly describes the marketing efforts to attract out-of-county visitors to the event/activities: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points
Adequate: 6 - 10 points
Good: 11 - 15 points
Very Good: 16 - 20 points
Excellent: 21 - 25 points

Section 5 - Overnight Stays/Spending The application includes projected overnight stays and spending by out-of-county visitors: up to 5 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 1 point
Adequate: 2 points
Good: 3 points
Very Good: 4 points
Excellent: 5 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.

2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 30, 2022. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 7, 2022.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format).

12.0 ANTI-LOBBYING STATEMENT

All Tourism grant applicants are restricted from lobbying TDC Committees from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

FY2021-2022

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 25, 2021 by 5:00pm

Proposed Event(s)/Activities Name

Sharks: Ancient Rulers of the Sea

TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year

\$204,933

Organization Name

Museum of Dinosaurs and Ancient Cultures

Mailing Address:

250 W COCOA BEACH CSWY

City: State: Zip Code:

COCOA BEACH

Federal Employer ID #:

27-3564062

Web Site:

www.MuseumofDinosaurs.org

Organization Telephone:

321-783-7300

Organization Email:

DinosaurStoreandMuseum@gmail.com

Primary Contact Person: First: Last:

Donna Cayer

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

321-960-1092

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

Steve Cayer

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

321-543-9018

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

steve@museumofdinosaurs.org

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

Sharks: Ancient Rulers of the Sea

Guests will come face to face with the 8 ft. jaws of one of the most revered sea creatures to have ever lived, the mighty Megalodon, which grew to over 70 feet in length. Side-by-side comparisons of other ancient sharks and modern sharks will show how little they have changed throughout the course of 400 million years. Many of the sharks on display still live in the waters of Florida today.

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

Marketing

Total number of attendees for FY2018-2019

17,290

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

12,970

Total number of attendees for FY2017-2018

18,636

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

11,182

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

Grant Category

Visual Arts

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.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

Who isn't captivated by the thought of sharks in our oceans?

Sharks: Ancient Rulers of the Sea will exhibit huge shark jaws, both modern and prehistoric. Guests will be able to touch shark fossils and see a comparison of the 7" Megalodon shark tooth with the 2" modern Great White Shark tooth. Visitors will also learn about the actual habits of sharks while we debunk some of the common myths that actually endanger our sharks of today.

Both the Museum of Dinosaurs and Ancient Cultures and specifically, this SHARK display, boast very high quality exhibitions. Although not directly comparable in size, the quality of the content of our Museum is of the same as other large museums throughout the United States.

Seventy six percent of all U.S. leisure travelers participate in cultural or heritage activities such as visiting museums. These travelers spend 60% more on average than other leisure travelers. [Cultural an Heritage Traveler Report, Mandala Research, 2013].

Our Museum brings a tremendous asset to Brevard County in the way of a cultural experience for the entire family. Potential visitors planning their visits to Brevard County are much more likely to visit because of the added cultural benefit and the ease of scheduling a visit to the Museum into their itinerary. Our Museum may also be the impetus to stay an extra night in a local hotel (so we have found through personal guest surveys).

Florida Facts

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 Space Coast has dozens of miles of pristine beaches. The state of Florida has a total of 1,350 miles of coastline! In fact, no matter where you are in Florida, you are never more than 60 miles from the ocean. So many people live and visit our beaches of Florida, it is no wonder that sharks captivate the thoughts and minds of most beach goers. Every July, the Discovery Channel hosts Shark Week where adults and children alike are jazzed up about sharks! Publicity opportunities are at their highest potential during this time.

Florida residents, including Brevard County residents and school groups, will benefit from this unique display which is so pertinent to the average Floridian. Audiences of all ages and backgrounds can learn from and enjoy this SHARK exhibit and our Museum. Summer 2022 will be the SUMMER OF SHARKS!

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

Maximum 1,000 characters

At time of admission purchase, a zip code of permanent residence is logged for the number of people in the group. Each day, these numbers are entered into a spreadsheet showing number of Brevard County attendees, other counties in Florida (outside of Brevard) attendees, and then all other zip codes. So we can capture Florida Staycation attendees as well. We have officially been using this system since November 2020. All Spreadsheets will be retained for inspection if required.

Prior to November 2020, and after opening in April 2017, we informally tracked the number of out of town visitors by personal surveys. This information was very useful, but not very scientific in nature.

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 plans will target out of county residents and tourists in the Orlando, Tampa, and South Florida areas with a maximum 3 to 4 hour drive to Brevard County. Locals from these areas make up a significant amount of “staycation tourism.”

Digital marketing has been found to be the most efficient means of reaching our target audience. Deployment of digital marketing, such as content marketing and social media marketing, will be employed. Geofencing will be set up using search engine advertising, display advertising and remarketing.

This will be a 3 month campaign, running from June 1, 2022 through August 31, 2022. Social media marketing, including Facebook and Instagram platforms, will also be deployed for this 3 month period.

Measurement of the effectiveness of this campaign will employ:

1) Attendance numbers compared to last year:

Minimum 10% increase from previous year's attendance.

2) Guest surveys will gauge how many visitors attended from outside Brevard County through use of zip code collection at customer service areas.

It is expected that approximately 75% of visitors will reside out of county (data from current Zip Code tracker). It is forecasted that about 300 bednights per month will be generated for a total of 3600 bednights per year. This data also lends support for a significant amount of other economic output, such as spending in restaurants and shopping.

3) Digital metrics indicators using Google Analytics:

Minimum landing page conversion rate for content marketing is 2.0%.

Required Documents to Upload

IRS determination letter

501c3-MDAC IRS.pdf

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

Museum of Dinosaurs Detail by Entity Name.pdf

Detailed Marketing Plan

MarketingPlan-2022-MuseumofDinosaurs.pdf

Support Materials

Support materials provide panelists with a more complete picture of the applicant organization and are optional but strongly encouraged. Limit of 5 support material files.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

MuseumofDinosaursBrochure-sm.pdf

Optional support material file

SHARK JAWS - AUTHENTIC TEETH.jpg

Optional support material file

MegalodonvsGreatWhiteTooth.jpg

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

Since the Museum opened April 2017, the attendance data provided for the years requested (2017-2018 and 2018-2019) does not clearly represent the current number of out of county guests. I have provided the most current, accurate attendance data using our Zip Code tracker below.

Attendance numbers using the Zip Code tracker for December 1, 2020 through May 31, 2021:

MONTH	TOTAL	BREVARD	OUT OF BREVARD	% TOURISTS
TOTAL DECEMBER 2020	1249 482	667	53%	
TOTAL JANUARY 2021	1389 556	833	60%	
TOTAL FEBRUARY 2021	1479 346	1131	76%	
TOTAL MARCH 2021	3278 804	2474	75%	
TOTAL APRIL 2021	3525 745	2780	79%	
TOTAL MAY 2021	1701 364	1337	79%	
SIX MONTHS TOTAL	12,621	3,297	9,324	74%
JUNE 2021 FORECAST	4,868	974	3,894	80%

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

Donna Cayer

Title

Director

Text

321-960-1092

Applications: File Attachments

Upload Proposal Budget

22-wizehive-proposal-budget-2.xlsx

IRS determination letter

501c3-MDAC IRS.pdf

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

Museum of Dinosaurs Detail by Entity Name.pdf

Detailed Marketing Plan

MarketingPlan-2022-MuseumofDinosaurs.pdf

Optional support material file

MuseumofDinosaursBrochure-sm.pdf

Optional support material file

SHARK JAWS - AUTHENTIC TEETH.jpg

Optional support material file

Organization Name:	Museum of Dinosaurs and Ancient Cultures	
PROPOSAL BUDGET: Next Fiscal Year Projections		
Projected Expenses:		
	Next Year Projected Expenditures	How will Grant Funds be allocated?
Personnel - Administrative	\$ 33,500	\$ -
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ 11,000	\$ -
Marketing/Communications (inc. printing & advertising)	\$ 16,500	\$ 10,000
Space Rental/Rent/Mortgage	\$ 187,000	\$ -
Insurance	\$ 2,650	\$ -
Equipment Purchase/Office Supplies	\$ 2,500	\$ -
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 9,500	\$ -
Contract Services/Fees	\$ -	\$ -
Collections/Acquisitions	\$ 6,000	\$ -
Other Operating Expenses	\$ 18,700	\$ -
Subtotal Grant Funds		\$ 10,000
Total Projected Expenses	\$ 287,350	
Projected Income:		
Admissions	\$ 310,000	
Memberships/Tuition	\$ -	
Contracted Services Revenue	\$ -	
Contributions from Individuals	\$ 2,000	
Corporate Contributions	\$ -	
Government Support - Federal	\$ -	
Government Support - State	\$ -	
Government Support - Local	\$ 8,000	

Sheet1

Foundation Support	\$	-	
Other Income	\$	-	
Applicant Cash	\$	-	
Total Projected Income	\$	320,000	

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

DEPARTMENT OF THE TREASURY

Date: **MAY 18 2011**

MUSEUM OF DINOSAURS AND ANCIENT
CULTURES INC
C/O PERRY DOUGLAS WEST ESQ
PO BOX 427
COCOA, FL 32923

Employer Identification Number:
27-3564062
DLN:
200341144
Contact Person:
KAREN A BATEY ID# 31641
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
September 22, 2010
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

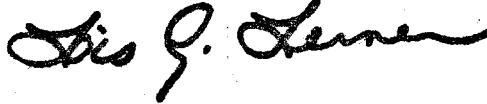
Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

MUSEUM OF DINOSAURS AND ANCIENT

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in cursive script, reading "Lois G. Lerner". The signature is written in dark ink and is positioned to the left of the typed name.

Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC



[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
MUSEUM OF DINOSAURS AND ANCIENT CULTURES, INC.

Filing Information

Document Number	N10000009050
FEI/EIN Number	27-3564062
Date Filed	09/22/2010
State	FL
Status	ACTIVE

Principal Address

250 W. COCOA BEACH CSWY
COCOA BEACH, FL 32931

Mailing Address

250 W. COCOA BEACH CSWY
COCOA BEACH, FL 32931

Registered Agent Name & Address

CAYER, DONNA L
250 W. COCOA BEACH CSWY
COCOA BEACH, FL 32931

Officer/Director Detail

Name & Address

Title Chairman, Director

CAYER, STEVEN L
250 W. COCOA BEACH CSWY.

COCOA BEACH, FL 32931

Title Secretary, Director

CAYER, DONNA L
250 W. COCOA BEACH CSWY.
COCOA BEACH, FL 32931

Title DIR

TURCOTTE, CAROL
250 W. COCOA BEACH CSWY.
COCOA BEACH, FL 32931

Title Director

Pruett, Kevin
250 W. COCOA BEACH CSWY
COCOA BEACH, FL 32931

Title DIR

HERNANDEZ, TONY, III
503 N ORLANDO AVE
STE 106
COCOA BEACH, FL 32931

Annual Reports

Report Year	Filed Date
2019	04/13/2019
2020	05/23/2020
2021	04/21/2021

Document Images

04/21/2021 -- ANNUAL REPORT	View image in PDF format
05/23/2020 -- ANNUAL REPORT	View image in PDF format
04/13/2019 -- ANNUAL REPORT	View image in PDF format
04/12/2018 -- ANNUAL REPORT	View image in PDF format
04/28/2017 -- ANNUAL REPORT	View image in PDF format
04/28/2016 -- ANNUAL REPORT	View image in PDF format
04/28/2015 -- ANNUAL REPORT	View image in PDF format
04/30/2014 -- ANNUAL REPORT	View image in PDF format
04/27/2013 -- ANNUAL REPORT	View image in PDF format
04/27/2012 -- ANNUAL REPORT	View image in PDF format

[04/28/2011 -- ANNUAL REPORT](#)

[View image in PDF format](#)

[09/22/2010 -- Domestic Non-Profit](#)

[View image in PDF format](#)

[Previous On List](#)

[Next On List](#)

[Return to List](#)

No Events

No Name History

MUSEUM OF DINOSAURS AND ANCIENT CULTURES
MARKETING PLAN 2021-2022

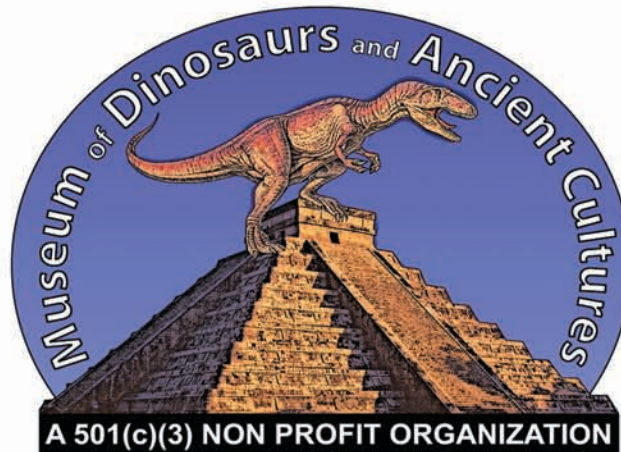
Marketing plans will target out of county residents and tourists in the Orlando, Tampa, and South Florida areas with a maximum 3 to 4 hour drive to Brevard County. Locals from these areas make up a significant amount of “staycation tourism.”

Digital marketing has been found to be the most efficient means of reaching our target audience. Deployment of digital marketing, such as content marketing and social media marketing, will be employed. Geofencing will be set up using search engine advertising, display advertising and remarketing.

This will be a 3 month campaign, running from June 1, 2022 through August 31, 2022. Social media marketing, including Facebook and Instagram platforms, will also be deployed for this 3 month period.

Detailed marketing expenditures for 3 months 2022 (Summer)

Month	Type marketing	Month	Target Area
June	Spectrum digital	\$1,500.	Tampa
June	Spectrum digital	\$1,500.	Orlando
June	Social Media	\$ 500	South Florida
July	Spectrum digital	\$1,500.	Tampa
July	Spectrum digital	\$1,500.	Orlando
July	Social Media	\$ 500	South Florida
August	Spectrum digital	\$1,500.	Tampa
August	Spectrum digital	\$1,500.	Orlando
August	Social Media	\$ 500	South Florida
TOTAL		\$10,500.	



OUR MISSION

The Museum of Dinosaurs and Ancient Cultures is a community-based, non-profit organization that will expand the awareness and appreciation of prehistoric life and the magnificent accomplishments of the ancient peoples. Through the integration of exhibits, educational programs and collections, the Museum of Dinosaurs and Ancient Cultures will open windows into the lives of prehistoric creatures and past civilizations.

**OPEN 7 DAYS A WEEK
EXCEPT FOR HOLIDAYS**

HOURS

Monday - Saturday 10-6

Sunday 12 - 5

(last tickets of the day sold
one hour before closing)

**250 W. SR 520
Cocoa Beach, FL 32931
321-783-7300
MuseumofDinosaurs.org**

MUSEUM of DINOSAURS and ANCIENT CULTURES

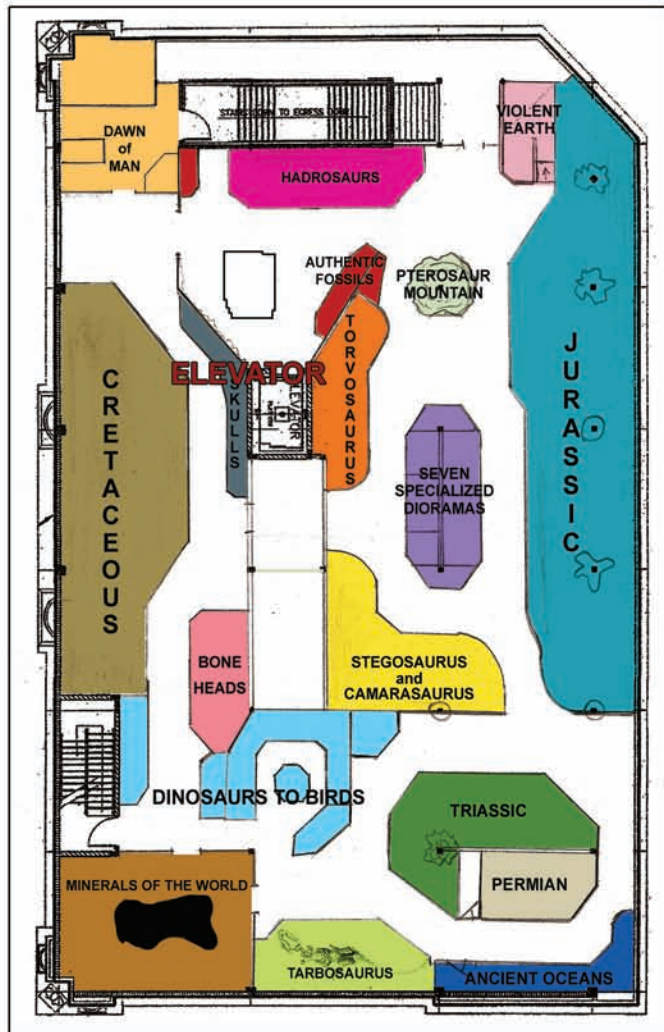


ANCIENT EGYPTIAN EXHIBIT



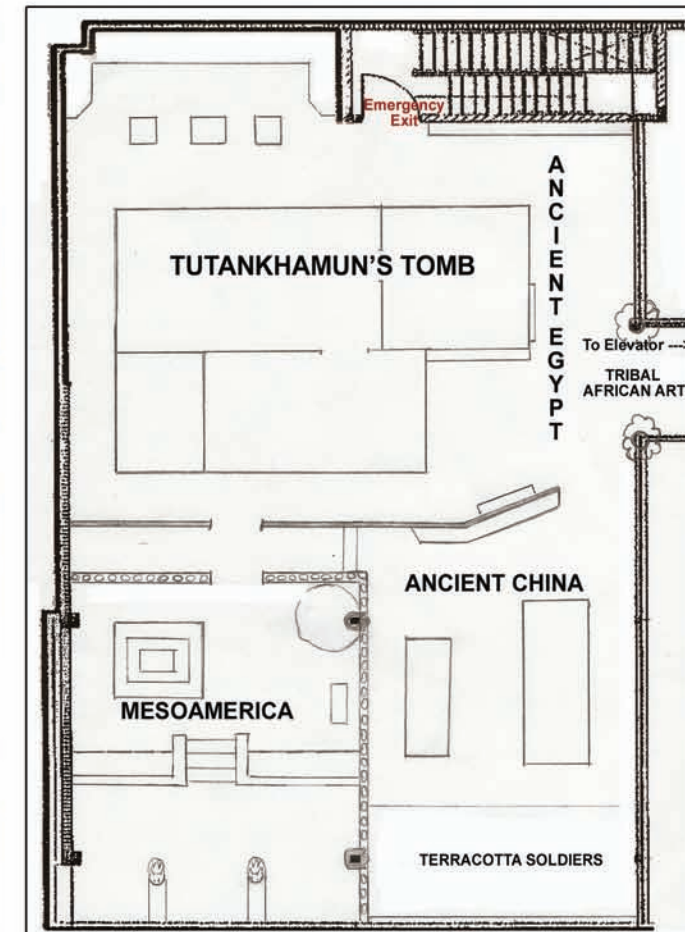
DINOSAUR HALL

Second Floor



ANCIENT CULTURES

Third Floor Mezzanine





COMPARISON BETWEEN ANCIENT SHARK TOOTH AND MODERN SHARK TOOTH

**Ancient Megalodon Tooth
70' Shark**

**Modern Great White
Tooth, 15' Shark**



Profiles: Museum of Dinosaurs and Ancient Cultures

Organization Name

Museum of Dinosaurs and Ancient Cultures

Name

Donna Cayer

Email

donna@dinosaurstore.com

Phone

3217837300

Address Line 1

250 W COCOA BEACH CSWY

Address Line 2**City**

COCOA BEACH

State

Florida

Zip Code

32931

User Login

donna@dinosaurstore.com