



**BREVARD COUNTY
OFFICE OF TOURISM**

**Guidelines
NEW SPORTS EVENT
DEVELOPMENT GRANT PROGRAM**

FISCAL YEAR 2021-2022

NEW SPORTS EVENTS DEVELOPMENT GRANT PROGRAM

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1.0 INTRODUCTION & BACKGROUND

Tourist Development Council ("TDC") 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 Brevard County Tourist Development Council is pleased to offer the New Sports Event Development Grant Program for tourism or sports-related organizations to support and enhance athletic events seeking financial assistance for events held on Florida's Space Coast for their inaugural event or within Brevard County for the first time. The grants are administered by the Sports Committee of the Tourist Development Council. The goal of the grant program is to assist the County in attracting and growing new, high quality sporting events in order to generate significant economic impact through participant spending. Reimbursement grants are available to support events or bids that benefit Florida's Space Coast through room night generation and economic impact.

2.0 ELIGIBILITY

The Sports Committee allocates funds from its annual budget to a grant program for Event Owners, Rights Holders, Tournament Directors, Groups and Organizations that coordinate events with a demonstrated history of visitor impact or the significant potential to draw visitors to the area. The New Sports Event Development Grant Program is administered by the Tourist Development Council with recommendations from the Sports Committee. The event must not have been held in Brevard County for the last five (5) years or is being held for its **first** time in Brevard County to be eligible through this program. The event may be moved to Brevard County from another location outside of Brevard County to be deemed a new event. Event applications must score a 70 or higher to be considered eligible for funding. Any applicant must be in good standing with any prior event funding awards, post-event reporting requirements, room night reports, and/or reimbursement requests in order to qualify for this application. If an applicant has previously been awarded a grant in any cycle and has not fulfilled their

contractual obligations under that grant, they are immediately disqualified for future sports event grant funds. If an applicant forfeits prior funding due to their inability to comply with post-event reporting, the Sports Committee may reinstate their eligibility on a case-by-case basis.

To be eligible for payment, a complete Post-Event Report must be submitted within 60 days after the completion of the event. The report must include **verifiable** tracking statistics. The lodging/room night report attached hereto as “**Attachment A**” shall include the participants name, lodging location name, and the participants home city and state. Grantees must use the provided room report or submit official hotel block room reports in their post-event reports and/or provide participant and spectator attendance numbers to be verified by the grant administrator. Tourism Development Office Staff may assist grantees in capturing attendee data through the use of cellular device tracking, but this does not replace the event organizer’s post-event reporting requirements nor excuse them from providing event attendance data. If the grantee uses a registration or ticketing system to capture and export event attendance data, all data fields contained in “**Attachment A**” are required in the grantees reporting. All grant funds awarded may be subject to audit.

To qualify for reimbursement, **proof of insurance is required no less than 30 days prior to event start date**, which lists the Brevard County as an additional insured, “Florida Sports Foundation” (if a foundation grant is also awarded), and/or any Brevard Municipality affected as additionally insured with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the event if awarded this grant.

The applicant must comply with all Center for Disease Control (CDC) and/or federal guidelines regarding hosting events.

3.0 AVAILABLE FUNDING

Events will be evaluated on a case-by-case basis and awards will be based upon committee scoring and evaluation of each event, as well as available funding. The application period is open to applicants to apply at any time, but applicants should allow for ample time for committee review and award to occur **prior to** the event date. No awards shall be made retroactively for past events. Annual funding of this program is subject to the full funding of the TDC Sports Budget line item. In the event that applicant funding requests exceed the total budget of the sports grant program, funding awards may be reduced proportionately in order to stay within the total budget amount allocated to the program.

Up to \$50,000.00 may be available for the fiscal year 2021-2022, for a competitive grant program to fund new sports projects/events that demonstrate a positive impact to Brevard County tourism, as described more fully in Section 1.0 of these guidelines.

The Tourism Development Office (“TDO”) 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 Sports Committee Advisory Council, TDC, and/or Brevard County Board of County Commission recommendations, not meeting at least 100% of room night projections, funding availability, or number and quality of event applications submitted.

4.0 ELIGIBLE USE OF FUNDS

Funding is not intended to support administrative costs or non-public events. Funding is intended to support marketing, promotional efforts, and/or venue or event site rentals. No less than 40% of funding must be spent on marketing the awarded event outside of Brevard County.

Funding may also be used for the following:

- Sports Facilities (i.e. fields, gyms, etc.)
- Required Sports Personnel (i.e. referees)
- Marketing and programming expenses for the event
- Paid advertising, and media buys outside of Brevard County for the event
- Site fees/costs, rentals
- Rights and sanction fees for the governing body of the sport
- Non-monetary awards (medals, ribbons, plaques, etc.)

Funding may not be used for the following:

- General and administrative expenses
- Contests or giveaways
- Marketing within Brevard County
- Building, renovating and/or remodeling expenses
- Permanent equipment purchases
- Debts incurred prior to after grant request
- Programs which solicit advertising or sponsorships
- Non-sports personnel wages or salaries

- Event Insurance

- The sports event must be held at a facility or venue located in Brevard County.
- The sports event may have **never** been held within Brevard County to be deemed a new event.
- Funds are to be used for the event as proposed in the applicant's grant application.
- The sports event must produce a minimum of 1000 room nights in Brevard County accommodations with a Tourism Tax Account and/or have equivalent economic impact through attendance of athletes and/or spectators from outside of Brevard County.
- The TDC provides sports event support in a "Stay-To-Play" model, meaning the event organizer must, to the best of their ability, ensure all participants book their rooms in Brevard County accommodations. **The event organizer has the responsibility to document each room night related to its event using the attached Lodging/Room Night Report. Alternatively, if the organizer is using specified hotels, a room block report from each hotel will suffice to document room nights. Regardless of the booking method all room nights and/or attendance numbers must be verifiable by the Tourism Development Office staff.**
- The Event Organizer/Grantee must submit an Event Budget detailing event expenses and revenue as well as any Marketing Plan used to promote the event to participants.
- The Tourism Development Office strongly recommends all event organizers purchase "event insurance" in the event of bad weather, catastrophic event or other contingency.

5.0 GRANT IMPACT, SUPPORT & BIDDING

Any bid fees or event support associated with securing an event and using Tourist Development Tax revenue will be considered on a case-by-case basis.

All events will be scored based on application quality, event quality, and hotel room revenue brought in by the event as well as the marketing and/or media reach of the event which benefits Brevard County Tourism.

Hotel room nights will be determined by completed Room Night Report submitted by the Event Organizer, or Room Block Reports from host hotels submitted to the Tourism Development Office by the Event Organizer/Grantee. All room reservations tied to the sports event are required to be documented. Lodging booked outside of Brevard County shall not count toward the qualifying event's total room night count.

If an event already has a hotel housing bureau/system under contract, that company must give the Event Organizer proof of room night stays to submit to the Tourism Development Office.

6.0 APPLICATION SUBMITTAL PROCEDURES

The event organizer/grantee must complete the on-line application and attachments. If you have questions about the online application or are unable to upload the required supporting documentation within the online application please contact the Grant Administrator listed below. All applications and post-event reports must be completed online. Questions regarding the Sports and Events Grant program should be made via email or in writing and may be directed to:

Visit Space Coast Office of Tourism
Attn: Erinn M. Stranko, Operations Manager & Sports Commissioner
430 Brevard Ave Suite 150
Cocoa, FL 32922
Ph: 321-349-2992
Email: erinn.stranko@visitspacecoast.com

7.0 EVALUATION PROCEDURES

Tourist Development Office staff will receive and review all grant applications to ensure:

- Applications are submitted by the deadline.
- Applications are complete and contain all required information.
- Applications are for eligible projects.
- Tourism Development Office staff will forward complete applications for eligible events to the Sports Committee of the Tourist Development Council for review and evaluation.
- Individual members of the Sports Committee will evaluate, rank and validate applications using the currently approved evaluation criteria while attending the ranking meeting based upon the attached Sports Grant Score Sheet labeled as “**Attachment B**”. Applications are then reviewed by the Tourism Development Council, and dependent on the level of funding awarded, may go to the Brevard County Board of County Commissioners for final approval.

8.0 FLORIDA’S SPACE COAST BRAND INCLUSION

Grantees/event organizers must agree to prominently recognize Florida’s Space Coast Office

of Tourism as an event sponsor in all marketing materials, advertising, website and other marketing related communications promoting the event both in and out of the local market. The Visit Space Coast logo must be included in all display advertising, printed collateral, email marketing, etc...The logo must be easily legible and should be displayed in a manner which does not distort or warp the original logo file. Logo usage standards will be provided to grantees/event organizers as well as high resolution and/or vector logo files to be included in event materials.

9.0 REPORTING REQUIREMENTS

Within sixty (60) days after the completion of the event, the Grantee must submit the online Post-Event Report as provided by the grant administrator. **If the event occurs near the end of the fiscal year, post-event reports must be received by no later than the second Friday of October following the fiscal year in which the grant was awarded.** The report must include **verifiable** tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy.

Failure to submit all post-event reports, room/lodging reports, attendance data, ticket sales or registration information, or other requirements set forth by this grant program shall bar the applicant/event organizer from applying for future funding. Failure to comply with the reporting requirements will also result in forfeiture of any funding award.

If a Tourism Development Council grant is awarded, the Grantee must reach 100% of projected total room nights and/or economic impact estimates as stated in its initial application in order to receive the **full** award amount. **If total room nights and/or estimated economic impact are less than 100% of the projections contained in the event organizer's application, the final grant amount will be proportional to the total number of room nights and/or economic impact equivalent.** Natural disasters and other incidents that may affect the impact generated by the event will be considered on a case-by-case basis. If the event is cancelled for any reason, there shall be no grant payment made to the Grantee regardless of any expenditure the Grantee has made. Force Majeure may apply.

10.0 REIMBURSEMENT & PAYMENT REQUIREMENTS

When funding is awarded, you will be contacted by the grant administrator with the funding

award amount and a review of the grant requirements and payment procedures. Event Organizers are required to submit a completed W-9 Form to the grant administrator as soon as they are notified of their grant award. Full reimbursement and payment instructions and procedures will be provided to each of the grantees.

Failure to submit both a post-event report and proper reimbursement request(s) in accordance with the attached Grant Reimbursement Procedures (“**Attachment C**”), will disqualify the grantee/event organizer from receiving funding. Failure to comply with the reporting requirements will result in forfeiture of the funding award.

11.0 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.

ATTACHMENT A

ROOM/LODGING REPORT

Full, editable version available through grant application portal or from Space Coast Office of Tourism Staff.

[illegible]

ATTACHMENT B
FY 21-22 New Sports Event Development Grant Program
Score Sheet

Event Name: _____ Committee Member Name: _____

*Using the **Event Application** please score the following criteria:*

Event Maturity, Growth Potential & Overnight Visitation

(50 points total)

As of the date of this application has the event ever been held in Brevard County?/5

If no, award maximum points of 5.

Has this event been held elsewhere in the past and/or does the event organizer have event history for other events which have been held and produced significant room nights?...../20

Rate the event's ability to achieve significant overnight lodging stays through its participants and/or event spectators...../25

(Use the application projected visitation & overnights to score)

Soundness of Proposed Event (15 points total)

Has an event date been secured?...../5

Has an event location been secured?...../5

Did the event organizer include a detailed budget including revenue & expenses?...../5

*Using the **Event Description Narrative** please score the following criteria:*

Quality of Proposed Event (10 points total)

Does the event fit the Visit Space Coast family friendly vacation destination story with a focus on promoting beaches, space, fitness and/or active lifestyles, ecological or environmental experiences and other experiences that fit the Visit Space Coast brand?/5

Does the event possess any unique qualities that will create publicity opportunities on a regional or national level or create a compelling reason for people to visit the Space Coast?5

*Using the event's **Event Plan** please score the following criteria:*

Soundness of Event Plan (25 points total)

Does the event reach potential visitors outside of Brevard County that are likely to attend the event as spectators?/15

Does the event plan target an audience consistent with Visit Space Coast target demographics (families that tend to travel with a household income of \$75K+)?...../10

Total _____/100

Application Checklist: Completed Application ____ Detailed Event Description ____ Event Budget ____
Event Timeline/Schedule ____ Event Map ____ Event History and/or References ____

ATTACHMENT C

Tourist Development Office Grant Reimbursement Procedures

General Introduction – Grantee Please Read

As a government entity, these grants are under strict State and County guidelines and requirements related to disbursement of Tourist Development Tax (TDT) revenue dollars.

Before you prepare your reimbursement, please ensure that the items you are requesting reimbursement are consistent with your grant application and grant agreement. Also, please note all Tourism Development Office Grants are reimbursement based. They ARE NOT direct payments or pre-payments.

All documents and invoices provided will become subject to Public Records laws.

Please submit your grant reimbursement request form in Excel and the backup in Adobe PDF format.

Please begin submitting grant reimbursement submitting package as soon as your event or season is complete. **Deadline for ALL grant reimbursement requests for FY 20-21 is October 8, 2021.**

Your Grant Reimbursement Submission Package Must Contain the Following Four (4) Items (in this order):

Before you prepare your reimbursement, please ensure that the items you are requesting reimbursement are consistent with your grant application and grant agreement. Also, please note all Tourism Development Office Grants are reimbursement based. They ARE NOT direct payments or pre-payments.

- 1. The Grant Reimbursement Request Form** (cover sheet, an Excel document provided to you). **A)** Vendor invoices must be listed line by line. **B)** Please include the vendor name, vendor invoice #, description of grant related service and amount of reimbursement being requested. **C)** Invoice numbers on Grant Reimbursement Request Form for reimbursement are not the 1, 2, 3...they are the actual vendor invoice number.
- 2. Vendor Invoices and Receipts for Allowable Expenses.** **A)** Invoices and receipts must have the line # on the top of each page of backup that corresponds with line # on the Grant Reimbursement Request Form in #1. **B)** This includes invoice or receipt from web and software-based services like Zoom, Adobe or other website.
- 3. Proof of Goods and Services purchased with grant funding** in the form of cancelled checks (front and back copy), credit card receipts and statements. ALL account numbers, bank routing number, social security numbers, authorizing signatures and other credit card transactions **MUST** be redacted (blacked out).
- 4. Proof of Completed Grant Related Goods and Services which focus on promoting Brevard County tourism to Include:**

- Copies of any advertising whose purpose is to drive tourism to Brevard County
- Photos of rental tents or equipment
- Screenshots of website and social media
- Copies of the printed material
- Copies or photos of the signs to ensure they were not used for some other purpose
- If payroll is being requested for reimbursement, the line on reimbursement cover sheet requires an abbreviated personnel description that is grant related along with the pay period dates. Leave the invoice field blank for payroll items.
- Missing receipts require a form memo

5. Allowable expenses shall include the following:

- Sports Facilities (i.e. fields, gyms, etc.)
- Required Sports personnel (i.e. referees)
- Marketing and programming expenses for the event
- Paid advertising, and media buys outside of Brevard County for the event
- Site fees/costs (contract help, rentals, insurance)
- Rights and sanction fees for the governing body of the sport.
- Non-monetary awards (medals, ribbons, plaques, etc.)

6. Unallowable expenses:

- General and administrative expenses
- Contests or Giveaways
- Marketing within Brevard County
- Building, renovating, and/or remodeling expenses
- Permanent equipment purchases
- Debts incurred prior to grant request
- Programs which solicit advertising or sponsorships
- Non-sports personnel wages or salaries
- Event Insurance

If you have any questions or need additional information, please contact the grant administrator via email or in writing to:

Brevard County Office of Tourism
 Attn: Erinn Stranko, Operations Manager & Sports Commissioner
 Address: 430 Brevard Avenue, Suite #150 Cocoa, FL 32922
 321-349-2992
 Email: Erinn.Stranko@VisitSpaceCoast.com