



Brevard County Board of County Commissioners

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Legislation Text

File #: 3252, **Version:** 1

Subject:

Approval, Re: FY 2021-2022 Tourism Development Council Major Event Grant Program Funding, Guidelines, Application and Committee Score Sheet.

Fiscal Impact:

FY2021-2022: \$146,240 from the Cultural fund #1443-293020

Dept/Office:

Tourism Development Office

Requested Action:

It is requested the Board of County Commissioners (1) approve the Tourist Development Council FY 2021-2022 Major Events Grant Program Guidelines, Application and Committee Score Sheet.

It is also recommended that the Board (2) approve funding for the grant cycles for the FY 2021-2022 Major Events Grant Program applications which shall come before the Board for final funding approval as the grant application cycle commences, as well as make the necessary legislative findings (Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a, (5)a, and (6)a. of the Brevard County Code of Ordinances).

Further it is requested that the Board (3) grant the Tourism Development Office (TDO) Director authority to negotiate and sign all necessary grant agreements and related documents to support the grants for applications that receive approval in the FY21-22 grant cycle upon the approval of the County Attorney's Office and Risk Management.

Summary Explanation and Background:

The Major Events Grant Program was created for organizations that produce and execute large-scale special events that are seeking financial assistance for events held on Florida's Space Coast. Events in this category have previously qualified through the Sports or Cultural grant program, but due to larger scale and larger economic impact, groups have requested financial assistance which surpasses the ceiling of the other programs. The grants are administered by the Cultural Committee of the Tourist Development Council. The goal of the grant program is to assist the County in attracting and growing high quality 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.

The Cultural Committee at their July 13, 2021 meeting and the Tourist Development Council at their July 28, 2021 meeting recommended unanimously that the Board approve the recommended FY 2021-2022 Major Events Grant Program Guidelines, Application and Score Sheet. A quick summary includes:

- Minimum of 25,000 event attendees
- Minimum of 25% of attendees must be visitors from outside Brevard County
- Minimum of 40:1 Return on Investment (ROI)
- Must occur within the same week (7 consecutive days)
- Must have at least 1 year of prior event experience for measurement
- Must spend at least 40% of marketing budget outside of Brevard

Clerk to the Board Instructions:

Please return a memo of the Board's action to Tourism Development Office and CAO.