



**BREVARD COUNTY
OFFICE OF TOURISM**

**Guidelines
SPORTS & EVENTS
GRANT PROGRAM**

FISCAL YEAR 2021-2022

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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 Sports & Event 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. 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 high quality sporting events in order to generate significant economic impact through participant spending. Reimbursement grants up to \$20,000 are available to support events or bids that benefit Florida’s Space Coast.

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 Sports & Events Grant Program is administered by the Tourist Development Council with recommendations from the Sports Committee. 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.

Lodging Room Nights	Funding Levels
200 (minimum)	Up to \$5,000
201 - 500	\$5,001 - \$7,500
501 – 1,000	\$7,501 - \$15,000
1,001+	\$15,001 - \$20,000*

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.

Funding may 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

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. 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 Sports Committee may choose to lend assistance or administer grant funds approved in the form of advertising, public relations and promotions through its respective agency of record on behalf of the applicant.

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

3.0 AVAILABLE FUNDING

Events that will occur between October 1, 2021 – March 31, 2022 shall submit their application by April 2, 2021, and will be evaluated on a case-by-case basis. Those events that will occur between April 1, 2022 – September 30, 2022, shall submit their application by August 27, 2021. 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 \$100,000.00 may be available for the fiscal year 2021-2022, for a competitive grant program to fund sporting 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

- Funds are to be used for the event as proposed in the applicant's grant application.
- The sports event must be held at a facility or venue located in Brevard County.
- The sports event must produce a minimum of 200 room nights in Brevard County accommodations with a Tourism Tax Account.
- 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 must be verifiable by the Tourism Development Office staff.
- The Event Organizer/Grantee must submit an Event Budget detailing costs 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 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
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 if approved go to the Brevard County Board of County Commissioners for final approval and funding.

8.0 FLORIDA’S SPACE COAST BRAND INCLUSION

Grantees/event organizers must agree to 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 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, 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 in order to receive the **full** award amount. **If total room nights are less than 100%, the final grant amount will be proportional to the total number of room nights.** 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.