

Notice of Award
Tourist Development Tax Grant Program
Fiscal Year 2023-2024

On December 19, 2023 the Brevard County Board of County Commissioners in regular session awarded a grant payable from the Brevard County Tourist Development Tax revenues to The City of Palm Bay, hereinafter "Applicant", in the amount of 250,000 dollars pursuant to the Applicant's grant application which is hereby incorporated by reference.

In accepting this Notice of Award, the Applicant agrees that they are authorized to accept this Grant and are bound by the Grant Guidelines, Applicant's Grant Application, including all attachments and submissions, and any limitations or requirements listed in the Clerk to the Board of County Commissioners Memorandum, attached as Attachment A, which are hereby incorporated into this Notice of Award.

In Witness Whereof, the Parties hereto have set their hands and seals as of the date of last signature below.

Brevard County Board of County Commissioners

By: _____

Date: _____

Peter Cranis, Director

Brevard County Tourism Development Office

Approved for legal form and content:

By: 

Date: 1/3/2024

Assistant County Attorney

Applicant:

By: _____

Date: _____

Suzanne Sherman, City Manager

City of Palm Bay



FLORIDA'S SPACE COAST



Kimberly Powell, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001
Fax: (321) 264-6972
Kimberly.Powell@brevardclerk.us

December 20, 2023

MEMORANDUM

TO: Peter Cranis, Tourist Development Office Director

RE: Item H.3., Funding for Palm Bay Sacrifice Park Improvements

The Board of County Commissioners, in regular session on December 19, 2023, approved grant funding for the City of Palm Bay Sacrifice Park Improvements in the amount of \$250,000; further, based on the facts specified, made the following legislative findings by approving the grant: Tourist Development Tax funds are authorized for this grant pursuant to Section 125.0104(5)a, Florida Statutes, and Section 102-119(3)c, of the Brevard County Code of Ordinances, because the grant supports a venue which has as one of its main purposes the attraction of tourists as evidenced by the promotion of the venue and events held at the venue to tourists from outside of Brevard County; authorized you to negotiate and sign all necessary agreements and related documents, upon approval from the County Attorney's Office, Risk Management, and Central Services; and authorized the County Manager to execute necessary Budget Change Requests.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

A handwritten signature in blue ink that reads "Kimberly Powell".

Kimberly Powell, Clerk to the Board

cc: County Attorney's Office
Risk Management
Finance
Budget



Jason Steele, Chair
Brevard County Board of County Commissioners
Brevard County Government Center
2725 Judge Fran Jamieson Way
Viera, FL 32940

Re: Sacrifice Park grant application

Dear Chair Steele & fellow Commissioners,

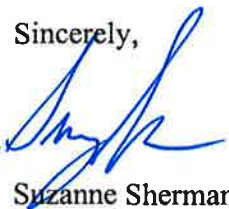
Thank you for the consideration of the City's Sacrifice Park Improvement project at the October 10, 2023 Commission Meeting. As requested by the Board, the City has interviewed two different third-party firms to provide economic and fiscal analysis for Sacrifice Park. Based on those conversations and feedback from the professionals, the City will not be pursuing those studies. Both firms stated that a key component is the ability to survey visitors and guests, preferably electronically through registered email addresses. Because this park is free and open to the public, there is no ticketing system, registration system or way to collect emails to survey patronage. In addition, in-person surveys at this juncture are not an option for a variety of reasons. Many of the events we want to host at the facility have either already happened or will not happen for some time. For example, our Annual Wreath Laying and Patriots Day events happen in April and September, respectively. In addition, the City has a variety of future events, some of which will have firm, registered attendance (5k events, opening and closing ceremonies) and also will provide the opportunity for onsite surveys (art shows, Never Forget mobile display). Lastly, the City hopes that the greatly improved memorial and event space and promotion of the park as a tourism destination will generate significant visitation increase.

The City does believe this is an eligible use for tourist development tax and, moreover, will be an important project for generating tourism to the Space Coast. We believe this venue will promote and advertise tourism in the state of Florida and will be developing the project and the site with the promotion of tourism as one of the main purposes. Law enforcement and first responder organizations and groups are passionate about supporting each other and will travel far to do so. We believe this park will not only serve as a landmark and memorial that visitors will travel to, we also are reconfiguring the site to accommodate events that will draw out of County attendance. Lastly, the City hosts a variety of multi-day training activities at our Regional Emergency Preparedness Training Facility ("The Range") which is 3.9 miles away. For example, we recently hosted a law enforcement competition called Patriot Day, which had 300 spectators and participants from all over the state over multiple days and had opening and closing ceremonies. Those ceremonies could be held just 3.9 miles away from The Range at Sacrifice Park.

Attached please find a marketing and tourism plan to promote Sacrifice Park and in turn promote tourism in our area, including our goals and objectives, target audience, planned events and partners, and media plan. We have also included letters of support and a recap of the project, to include the history, the conceptual designs, and a list of the eight law enforcement agencies in Brevard County who are represented on the current monument and will continue to be represented on the new memorial.

The City respectfully requests the Board's support to bring this project to life with a \$250,000 grant. The City does have over a 100% match comprised of \$150,000 in state appropriations and over \$100,000 in private donations. Conceptual design is complete, engineering is in process, and permit modification for the site will be limited. The City believes we can deliver this project by the end of calendar year 2024, and respectfully requests the Board's support to do so.

Sincerely,



Suzanne Sherman

City Manager



Sacrifice Park

A Public Memorial & Remembrance
Destination Honoring First Responders who
made the Ultimate Sacrifice



Marketing & Tourism Development Plan

Contents

Goals, Objectives, and Target Audience.....	3
Planned Events.....	4
Marketing Strategy.....	5
Appendix 1: Letters of Support.....	9
Appendix 2: Supporter Packet with History of Project	13
Appendix 3: Sample Media Packages.....	34

Goals, Objectives, and Target Audience

Goal 1: Develop Sacrifice Park into a tourism remembrance destination, attracting visitors from around the state.

- Objective 1: By December 2024, complete a memorial reflecting the weight of the sacrifice of all first responders who lost their lives in Brevard County that will generate tourism by featuring unique, photo-worthy, architectural elements (thin blue line light feature, 3-sided obelisk).
- Objective 2: By December 2024, using secured grant funds, reconfigure the site to accommodate a large event pavilion, podium/stage area, and green space for tents, tables, and chairs.

Goal 2: Host events at Sacrifice Park to attract out of County visitors and promote the Space Coast as a destination.

- Objective 3: Host at least two events in the first year following opening, using paid advertising to target out of County visitors.
- Objective 4: Host at least one event in the first year following opening in conjunction with regional training at The Range, which has out of County participation.

Goal 3: Become a notable destination for those seeking to tour law enforcement memorials in Florida.

- Objective 5: Upon completion, have Sacrifice Park Memorial added to the VisitSpaceCoast.com website under “Things to Do.”
- Objective 6: Secure advertising space at a tourism point of entry, such as the Melbourne Orlando International Airport or Port Canaveral.

Target Audience:

- First responders from partner agencies hosting events
- First responders from partner agencies in conjunction with scheduled training at the Palm Bay Regional Emergency Preparedness Training Center (“The Range”)
- First responder supporters such as:
 - professional organizations
 - membership organizations
 - union groups
 - veteran and military organizations
 - fundraising organizations and non-profits hosting fundraising events
- Retirees visiting historical places in Florida
- Families with children visiting Florida seeking memorial destinations & historical places

Planned Events

Existing City Events:

Palm Bay will hold these events at Sacrifice Park

1. Annual Wreath Laying in Honor of Officers Johnson & Grogan
 - a. April 23rd of each year
 - b. Generates considerable press coverage
 - c. Attracts Palm Bay retirees from all over the country
 - d. Estimated 100 annual attendees
 - e. Will do a press release and promotional videos as we do each year
2. Patriot Day (September 11th)
 - a. Over 200 attendees
 - b. Participation from survivors from NYFD and NYPD
 - c. Will advertise out of County to generate more attendance
3. “Road to Hope” Law Enforcement United Memorial Bicycle Tour
 - a. *100 participants and spectators, stopping at Sacrifice Park as part of the event, attracts out of County attendees*
 - b. From Miami to DC for Police Week
 - c. Stops in Palm Bay – Sacrifice Park ideal stopping point

Existing Partner Events:

Palm Bay already has a relationship and has participated in these events and will move our participation to Sacrifice Park.

4. Tour de Force
 - a. *100 participants and spectators, stay one night and day in Palm Bay, attracts out of County attendees*
 - b. From Miami to Jacksonville
 - c. Stops in Palm Bay – Sacrifice Park ideal stopping point
5. Patriot Games
 - a. *300 participants and spectators came from all over the state for the multi-day competition*
 - b. Tactical fitness games for law enforcement, military, and citizens to test their skills through competition to yield an intensity and experience rarely obtained by other means
 - c. Event is held at City of Palm Bay’s “The Range,” 3.9 miles from Sacrifice Park
 - d. Opening and closing ceremonies could be moved to Sacrifice Park
6. Law Enforcement Torch Run for Special Olympics
 - a. *Well recognized, national event that generates press coverage*
 - b. Largest public awareness vehicle and grass-roots fundraiser for Special Olympics
 - c. Starting point in Brevard County varies, but two years ago started at Palm Bay City Hall

Future Partner Events:

Once Sacrifice Park is developed into a remembrance memorial destination, the City will consider these other events.

7. Survive First Events
 - a. National organization dedicated to promoting whole health and mental health initiatives for first responders, headquartered in Cocoa Beach
 - b. Frequently hosts 5k races and an annual gala to benefit their initiatives
 - c. Looking to expand events in our area and already has a relationship with the City
8. 5k Race - City already owns the equipment and hosts an annual 5k event
9. Fire Ladder Climb site for September 11th (IAFF)
10. Events hosted by partner groups such as:
 - a. Law Enforcement Agencies in Brevard, particularly one of the **eight agencies** with plaques on the current memorial
 - b. Fraternal Order of Police
 - c. International Association of Firefighters
 - d. Florida Police Chiefs Association
 - e. Brevard County Chiefs Association
 - f. FBINA Local Chapter
11. Art Show focused on First Responders
12. “Never Forget” Mobile Exhibit from Tunnels to Towers
 - a. Tribute to those who lost their lives on 9/11
 - b. 83-foot trailer which transforms into a 1,100 SF exhibit
 - c. Interactive education including artifacts, transmissions and recordings

Marketing Strategy

The City budgets for paid advertisements for many of our events with third party media partners. The City also utilizes our Staff members and contracted video production services to produce high quality press releases, social media posts, photographs, and professional videos promoting and highlighting our events.

Advertisement from Event Partners

The following event organizers will help promote Sacrifice Park and the Space Coast as a tourist destination by promoting the events that will be hosted there. These organizations have experienced outreach for their large contingency of followers and existing social media and online presence:

- Survive First
- Law Enforcement United
- Tour de Force
- Law Enforcement Torch Run for Special Olympics
- Patriot Games
- Tunnels to Towers

Radio and Digital

The City has a long-standing relationship with many radio and digital media advertising companies, including Cumulus Media. As you can see in the Media Appendix, Cumulus Media helps develop the audience for each event and targets advertisements to those demographics using:

- Mobile Display Banners
- Facebook Newsfeed
- Instagram Advertising
- Radio Commercials

For example, for our Multicultural Festival, we targeted residents in Brevard, **Kissimmee, and St. Cloud and generated 97,500 impressions, not including radio.** Cumulus Media also hosts our Special Event Coordinator on their podcast, the Mark Moses Show, to do further promotion of our events.

Billboards

The City also has a long-standing relationship with Clear Channel Outdoor who advertises our events **out of County in Daytona Beach and Orlando**, as well as Melbourne, as seen in the Media Appendix. They periodically donate in-kind digital billboards to help promote our events.

Print & Web Collateral

The City has several strategies to advertise Sacrifice Park as a memorial and remembrance destination, to include:

- Utilizing VisitFlorida.com and visit Florida Magazine
- Visit Space Coast website
- Advertising at Melbourne International Airport and Port Canaveral
- Utilizing Digital Marketing out of county
- Adding Sacrifice Park on Brevard County Tour brochures
- Utilizing other local, regional, and state travel guides
- Create brochures for hotels around Brevard

Appendix 1: Letters of Support



Florida Police Chiefs Association

Serving Florida's Law Enforcement Since 1952

November 9, 2023

Brevard County Board of County Commissioners
2725 Judge Fran Jamieson Way
Viera, FL 32940

RE: Florida Police Chiefs Association Support for Sacrifice Park Improvement Project

Dear Commissioners:

On behalf of the Florida Police Chiefs Association, I am writing to express my support for the grant request from the City of Palm Bay for the Sacrifice Park Improvement Project. From the materials I've reviewed, it is clear that this project will increase tourism from outside of Brevard County by serving as a remembrance and memorial destination, and most notably honoring first responders who made the ultimate sacrifice. Eight Brevard County law enforcement agencies are represented on the current monument in the park, and most of those agencies are members of the Florida Police Chiefs Association.

While I have no doubt that these Sacrifice Park Improvements will serve Brevard County well, providing a destination for tourism, events, affiliated training, and remembrance of the ultimate sacrifice of our first responders, I am supportive of these improvements because it is an investment in the future of our first responder community. Too often, the selfless commitment to public service, the daily rigors of the job they all face, goes unrecognized. I hope that Sacrifice Park can become a place where current first responders and future recruits to the first responder field can go to be reminded of their purpose; a place for first responder families to go and feel supported by their community; and a place for the public to visit to be reminded that there have been and always will be distinguished heroes willing and ready to sacrifice themselves to protect and serve others. Our first responders struggle with trauma and need public places that provide recognition and support for what they do, of which there are too few. Sacrifice Park is one such place. The purpose of these improvements to Sacrifice Park is clearly a worthy cause that I hope you will support.

Sincerely,

Jennifer "Cookie" Pritt
Executive Director, Florida Police Chiefs Association

cc: Chief Charles Broadway, Clermont Police Department, FPCA President

Todd Benedict
Florida Tour De Force
11/17/2023

Brevard County Board of County Commissioners
2725 Judge Fran Jamieson Way
Viera, FL 32940

Dear Commissioners:

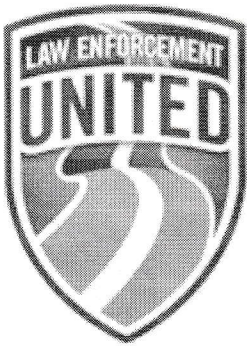
I am writing to express our support for the grant request from the City of Palm Bay for the Sacrifice Park Improvement Project. As the Vice President of Florida Tour De Force, an annual charity bicycle ride from North Miami Beach, FL to Daytona Beach Shores, FL, I have seen firsthand for many years the tremendous support for First Responders in Brevard County. Our 5-day ride is done to honor Florida Law Enforcement Officers lost in the line of duty. During the 25+ year history of our ride, we have spent more time travelling in Brevard County each year than any other county we pass through, ending day 3 and beginning day 4 in Palm Bay, then ending day 4 and beginning day 5 in Titusville. As we travel through Brevard we receive tremendous support from agencies like Palm Bay PD, Titusville PD, and the Brevard County Sheriff's Office, as well as support from many of your local businesses. This project would increase tourism by serving as a remembrance and memorial destination, honoring first responders who made the ultimate sacrifice. With 8 Brevard County law enforcement agencies represented on the current monument in the park, adding all First Responders would only increase awareness and bring in people from outside to honor the fallen. It is important that everybody commits to never forget and always honor the sacrifice of First Responders and this memorial space will provide a destination for friends, family and outside visitors who wish to remember them.

Palm Bay's plan to host events for law enforcement and first responder agencies and partner groups (like Florida Tour De Force), as well as providing green space, pavilions, parking, restrooms, and easy access from multiple corridors, would certainly make for a desirable destination. The proximity of Sacrifice Park to the City's Regional Emergency Response Training Facility, "The Range", also makes it an ideal location for gatherings, award ceremonies, and opening and closing ceremonies for events and trainings at The Range.

Sacrifice Park Improvements will only strengthen the already tremendous support of First Responders in Brevard and would serve the county well, providing a destination for tourism, events, affiliated training, and, most importantly, remembrance of the ultimate sacrifice of First Responders.

Regards,

Todd Benedict
Vice President
Florida Tour De Force



"Honor the Fallen, Remember the Survivors"

LEU Long Ride, P.O. Box 09-0550, Brooklyn, NY 11209 (516) 317-9320

Pedaling 1,200 miles to Honor Fallen Officers

November 10, 2023

Honorable Rita Pritchett, Chair
Board of County Commissioners
2725 Judge Fran Jamieson Way
Viera, FL 32940

Dear Commissioner Pritchett:

On behalf of Law Enforcement United (LEU), it is my honor to express our support for the grant request from the City of Palm Bay for the Sacrifice Park Improvement Project. We respectfully ask for your help in moving the grant process forward.

As an organization of federal, state and local law enforcement we pedal our bicycles to honor fallen officers. This past May one of the divisions of LEU pedaled from South Florida to Washington DC, arriving at the start of National Police Week. We were proud to stop at the memorial at the Palm Bay Police Department to honor their fallen officers, as well as others from the County who gave their lives in the line of duty. We also stopped at the Satellite Beach PD, Cocoa Beach PD and Titusville PD offices before we overnighted in Brevard County. In 2024, we are again planning to cycle thru Brevard County, on May 3rd adding stops at two sites where Deputies from Brevard Sheriff office made the ultimate sacrifice protecting the citizens of the County. Which leads us to again affirm the importance of the Sacrifice Park Improvement Project.

We look forward to re-visiting Brevard County to honor fallen officers next May, and extend an invitation to you, and the other Commissioners, to attend one of the ceremonies. I can be reached at rich.gallo@leunited.org and my cell is 516.317-9320. Looking forward to hearing from you.

Sincerely,

Rich Gallo

Law Enforcement United is founded upon and committed to honoring officers who have died in the line of duty, and ensuring that their surviving family is supported and not forgotten.

Our fundraising efforts support Concerns of Police Survivors and the Officer Down Memorial Page. Together we help ensure these heroes are honored and their survivors have the support programs they need.

FLETC Long Ride Director

Richard J. Gallo, USDA-OIG (Ret),
New York, NY

Roanoke Tough Ride Director

Michael Gary, US Pentagon PD
Pentagon, VA

LEU Long Ride Delegates

Hunt Taylor, VA Beach PD (Ret)
Virginia Beach, VA

John Donaggio, Arlington County PD
Arlington, VA

Ben Price, Florence Cty SO
Florence, SC

Ryan Peterson, Plymouth, PD
Plymouth, MN

Kevin Quinter, Wyomissing PD, PA

Darren Raley, Mt. Pleasant PD,
Mount Pleasant, SC

Peter Geary, Jr., Broward Cty SO
Fort Lauderdale, FL

Kelly Donahue, Madison PD
Madison, WI

Brian Jeska, Minneapolis PD
Minneapolis, MN

Appendix 2: Supporter Packet with History of Project



Sacrifice Park

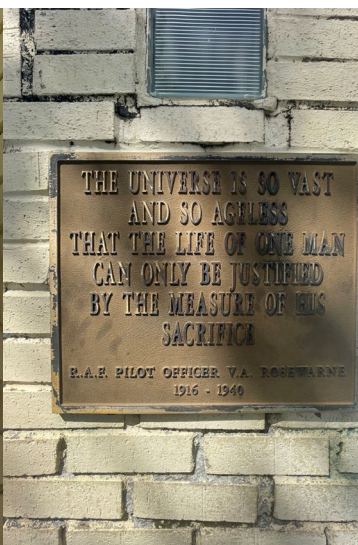
A Public Memorial & Remembrance
Destination Honoring First Responders who
made the Ultimate Sacrifice



Support Packet for \$250,000 grant request from
Brevard County Board of County Commissioners

Sacrifice Park honors **all Brevard County First Responders** who made the Ultimate Sacrifice – representing eight diff. agencies

- Sergeant Edward Hartman, **Satellite Beach PD**
- Officer Philip Flagg, Satellite Beach PD
- Officer Charles Autry, **Cocoa Beach PD**
- Deputy James Adcock, **Brevard County Sheriff's Office**
- Officer Stephen House, **Titusville PD**
- Deputy Robert Nicol, Brevard County Sheriff's Office
- Officer Gerald Johnson, **Palm Bay PD**
- Officer Ronald Grogan, Palm Bay PD
- Officer Joseph Pelicans, **Melbourne PD**
- Deputy Barbara Pill, Brevard County Sheriff's Office
- Officer Steven Pollak, Palm Bay PD
- Officer George Hanchey, **KSC Security**
- Trooper Joseph Sawtell, **Florida Highway Patrol**
- Officer Jack Schnell, Titusville PD
- Lieutenant Amos Cox, Brevard County Sheriff's Office
- Trooper Hal Strickland, Florida Highway Patrol
- Deputy Raymond Warner, Brevard County Sheriff's Office



Project History

A close-up photograph of a gold-colored police badge. The badge is oval-shaped with a textured, possibly embossed, design. The words "POLICE OFFICER" are visible at the top, and "POLICE" is visible at the bottom. A blue and black braided ribbon is tied around the middle of the badge. The date "April 23, 1987" is written in white, outlined text across the center of the image, partially overlapping the ribbon and the badge.

April 23, 1987

Project History

- On April 23, 1987, a lone gunman engaged what may be one of the state's first mass shootings at two Palm Bay plazas.
- Officers Johnson and Grogan were killed while responding to the shooting.
- The shooter also killed four civilians and wounded fourteen others.
- Any long-time resident of Brevard County will never forget that tragic day.

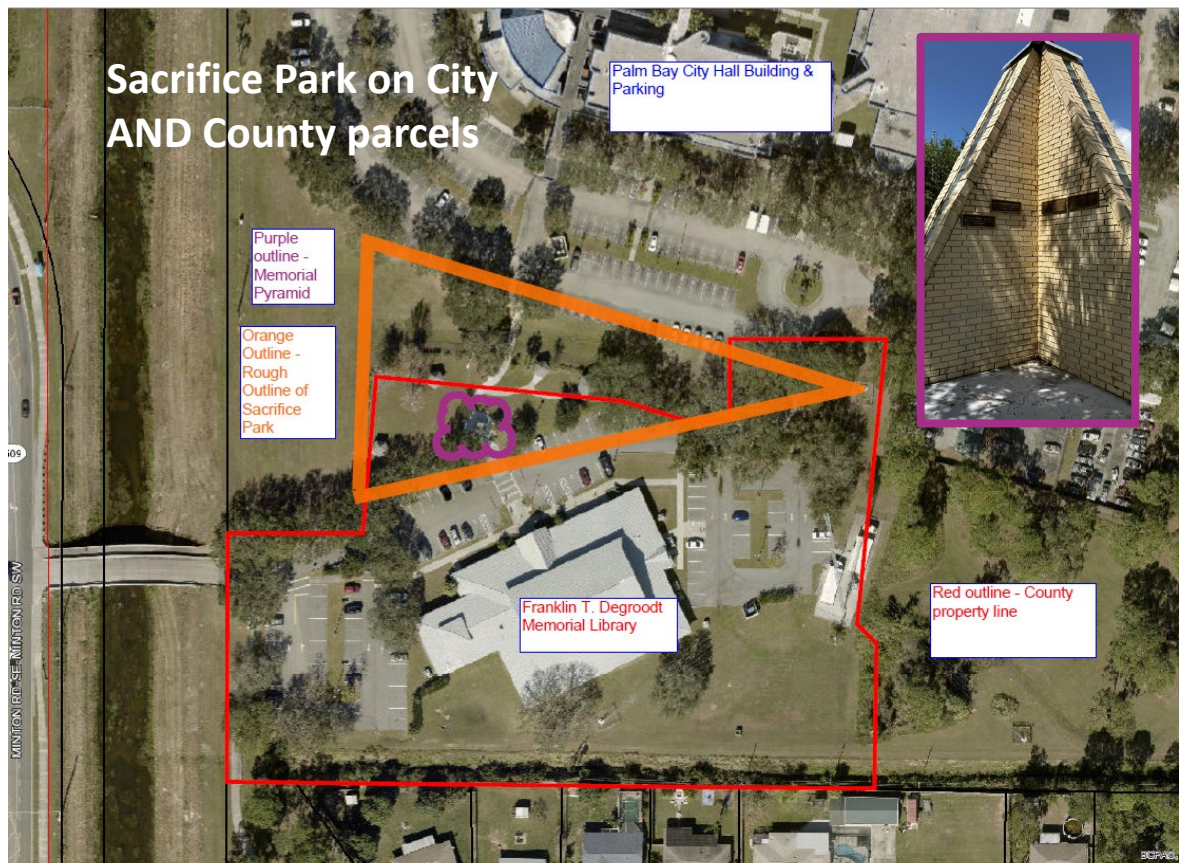


Palm Bay Remembers Fallen Officers On Anniversary of Deaths

Project History

- Fundraising efforts for a planned memorial began in 1995 as a partnership between the Palm Bay Chapter of the Fraternal Order of Police (FOP) and Palm Bay Parks & Recreation.
- The Park was constructed in the late 1990s / early 2000s, and honors first responders who made the ultimate sacrifice.
- The park is constructed on two parcels – the City's and Brevard County's.
- In 2021, in setting the stage for this next phase, the City executed a 99-year lease with Brevard County so that the City could improve and formally take responsibility for maintenance of the park.

Sacrifice Park on City AND County parcels







Sacrifice Park improvements has many supporters for the project. Of note:

- City of Palm Bay Mayor Rob Medina, Deputy Mayor Donny Felix, Councilman Kenny Johnson and Councilman Randy Foster
- State of Florida Palm Bay Legislators, for supporting the 2023 Session Legislative Appropriation of \$150,000
- Sherriff Wayne Ivey who personally auctioned off multiple “ride alongs” with him at the 2023 Mayor’s ball, raising more than \$10,000
- Palm Bay branch of the Fraternal Order of Police
- Over 20 community and business sponsors of the 2022 Mayors Ball, and 28 community and business sponsors for the 2023 Mayor’s Ball, where Sacrifice Park improvements was the beneficiary of the events

Matching Funds

- The 2022 Mayor's Ball held on March 26, 2022 raised \$48,227 to fund the architectural design of improvements to Sacrifice Park.
- The 2023 Mayor's Ball held on March 18, 2023 raised \$62,771 toward the construction of said improvements.
- With outstanding local legislative support, during the 2023 Legislative session we received a Fiscal Year 2024 State Legislative appropriation of \$150,000.
- TOTAL RAISED TO DATE: \$260,998
- **The City has over a 100% match for the project!**



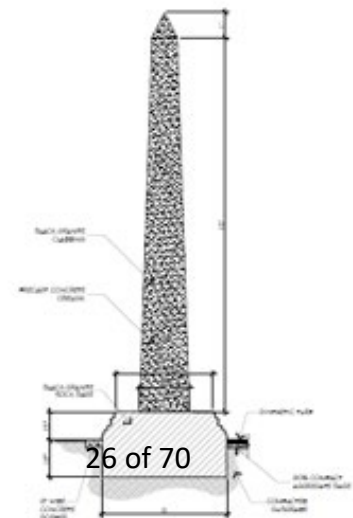
“Their sacrifice is the cornerstone of our foundation...We are who we are today because of them.”

- Mariano Augello, Chief of Police, City of Palm Bay

Sacrifice Park Improvements

A grant from the Brevard County will allow all these planned improvements:

- Demolition of existing monument, preserving the existing plaques
- Cured in place concrete memorial walls with engravable black granite cladding to honor first responders countywide killed in the line of duty
- A 25' flagpole opposite a 16' obelisk, featuring an inlaid LED light to alternate between blue and red lighting
- **Obelisk is three sided to represent:**
 - **Police**
 - **Fire**
 - **Emergency Medical Technicians**
- **Thin Blue Line light feature**
- **Flagpole with Pledge of Allegiance engraved in wall**
- Pedestal for monument to feature existing plaques from the Winn Dixie shooting
- **Engravable donor pavers to fund on-going maintenance**
- Landscaping, up-lighting, benches, and new park signage
- **Amenity space for events** – green space, pavilions
- **Elevated area for a stage**











Sacrifice Park as a Remembrance *Destination*

- The memorial at Sacrifice Park shall recognize and honor ***first responders countywide*** who gave their lives in the line of duty – the ultimate sacrifice.
- Sacrifice Park will be open to all law enforcement and first responder agencies and groups to host events and activities
- Less than 10 minutes from our Regional Emergency Response Training Facility, “**The Range**,” with opportunities to have opening and closing ceremonies @ Sacrifice Park and events at The Range
- The additional \$250,000 will allow us to pursue other improvements to the park to include replaced pavilions and greenspace.

Sacrifice Park as a Remembrance *Destination*

- Because the memorial at Sacrifice Park shall recognize and honor ***first responders countywide*** who gave their lives in the line of duty, there are many other opportunities to create events that encourage tourism and attendance from both in and out of the County. Potential events:
 - Event space for other law enforcement agencies, ***including those with officers memorialized on the obelisk***
 - Event space for groups like Fraternal Order of Police, International Association of Firefighters, American Legion Posts, and more
 - Law Enforcement United Memorial Bicycle Tour stop
 - Tour de Force bicycle tour stop
 - Patriot Day competition event at The Range – opening/closing ceremonies
 - Torch Run starting or ending point
 - Space Coast Law Enforcement Motorcycle Challenge Ceremony site
 - 9/11 “Ladder Climb” site
 - Survive First events
 - City of Palm Bay’s Annual Memorial Wreath Laying
 - City of Palm Bay’s Patriot Day event
- These events are poised to attract out of County attendance and generate “heads in beds” in Brevard County
- Opportunities for additional events to honor our first responders and the sacrifices they make every day are far reaching!



Poised for tourism development

- We have ample parking in the City Hall parking lot to accommodate numerous guests
- Numerous public restrooms, including outside of City Hall (for weekend events)
- Partnership opportunity with Brevard County with the Degroodt Public Library
- Easy access from I-95, and St Johns Heritage Parkway
- Palm Bay is the second largest municipality by population in all of Central Florida – 132,000+ residents and growing, and only 60% built out

Promotion through Palm Bay produced videos

- Sacrifice Park Memorial Video (premiered at 2023 Mayor's Ball)

<https://youtu.be/dz8SAtWalk>

- Promotional Video for 2023 Palm Bay Mayors Ball

<https://youtu.be/74Ali6DZYXE>

Click links for
videos



Sacrifice Park Community Benefits

- Sacrifice Park will serve all of Brevard County
- It will serve as a remembrance destination, generating tourism and overnight stays
- It will be easily accessible, free, open to all, situated adjacent to a Brevard County public library
- It serves a core promise to our first responder community: **that we will never forget their sacrifice**

“I envision a great grandchild walking up to this park with a heartfelt reality of knowing that we here, the Palm Bay citizens, honor and will never forget the ultimate sacrifice their great grandparent made in the service of others.”

- Mayor Rob Medina



Thank you for your consideration of our Sacrifice Park improvement project.

"We have a responsibility to ensure that our...fallen heroes know that we will never forget the blood that was shed on the very fabric of our City and our County. Never will we forget."

-Mayor Rob Medina, City of Palm Bay



Appendix 3: Sample Media Packages



 **CUMULUS**

DNA  **DIGITAL**
NO TWO PEOPLE ARE THE SAME

Presented by: Will Kelly



NOW LET'S TALK YOUR AUDIENCE COUNT



We identified the most relevant target audience for you.

Multicultural Festival

We want to reach...

- Spanish speakers
- Interested in arts, festivals, foodies, etc...

Who live in zip codes:

- Brevard
- Kissimmee
- St. Cloud

There are **43,680** people total that match your ideal customer profile.



HOW DO WE REACH THEM?

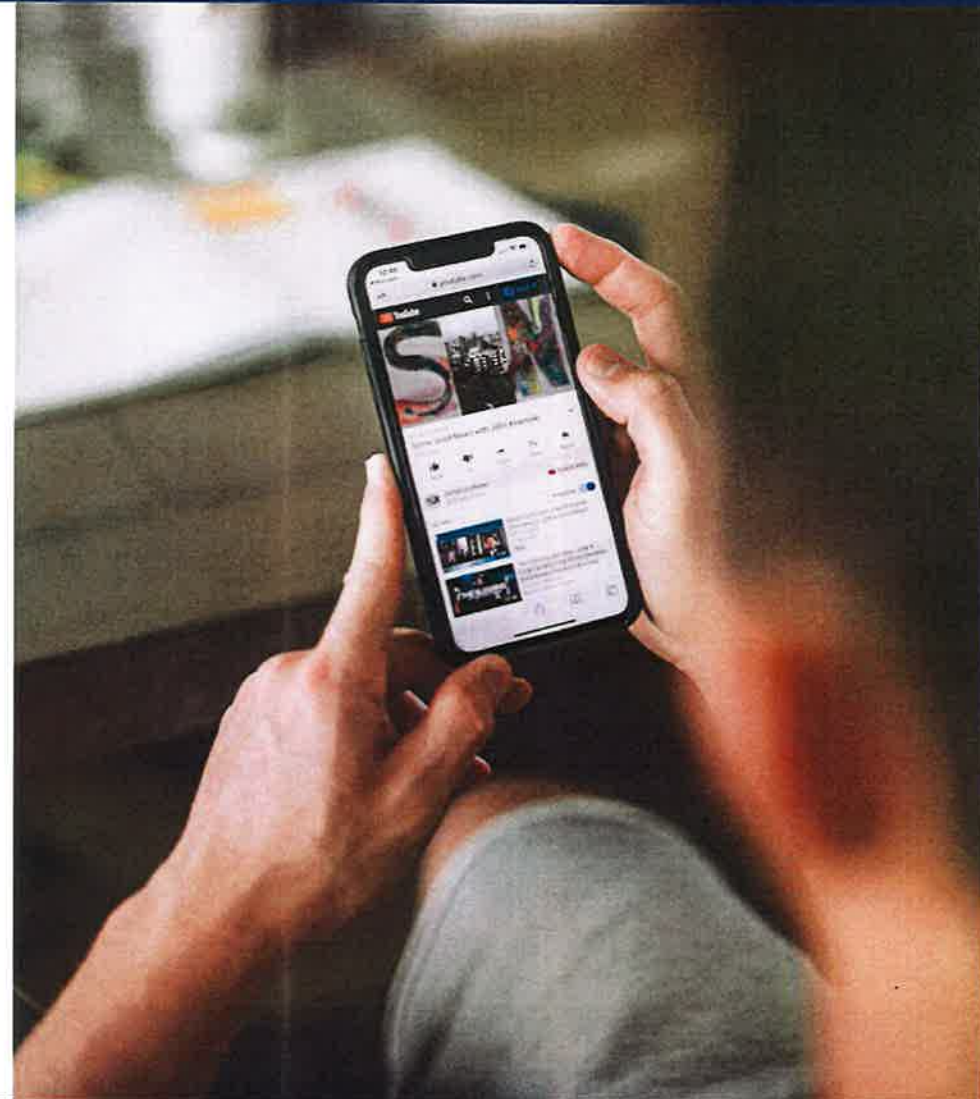


Mobile Blended Display, Social Advertising, Radio

Ads that are served on websites, apps or social media (Facebook & Instagram) through digital displays

Benefits:

- Reach a large quantity of people at once
- Our audiences ensure that only **real people** who you have pre-qualified will see your ad.



Examples of Creative



IT'S THE Y YOUR WAY...
FOR EVERYONE

**TWO FREE HOURS OF CHILDCARE
WHILE YOU WORKOUT**

GET PEACE OF MIND WHILE YOU EXERCISE



**BECOME A MEMBER OF
THE Y FAMILY TODAY**

Sign Up

YMCACF.ORG



**NFL
DRAFT
PARTY**

**Thursday
April 27th
8pm - 10pm**

**Grand Prize:
\$100 Walk-On's
Gift Certificate!**

*For the most correct picks in the top ten

**77 TV's
44 Beers on Draft
Happy Hour Prices**

**8550 Napalo Drive
Melbourne, FL 32940**



IT'S THE Y YOUR WAY...
FOR EVERYONE

**TWO FREE
HOURS OF
CHILDCARE
WHILE YOU
WORKOUT**

Sign Up



JENNIFER KLINE
Branch Manager

**The Space Coast
Lending Expert**

**321-754-1212
4766 Dairy Road, Suite 101
Melbourne, FL**

Learn More

THE MORTGAGE FIRM
WEST MELBOURNE
NMLS 180235



**LIVE LIFE
UNINTERRUPTED**

Storm season is here. Live Life
Uninterrupted with Space Coast
Power, home of the 10-year
Briggs & Stratton warranty.

**CALL TODAY FOR A FREE
IN-HOME ESTIMATE!**



LIVE LIFE UNINTERRUPTED

CALL TODAY FOR A FREE IN-HOME ESTIMATE!



OUR RECOMMENDATION: Multicultural Festival



Mobile Display Banners

150,000 total impressions

Desktop & mobile ads that follow your audience across all the websites and apps that they visit.



Facebook Newsfeed & IG ADS

58,750 monthly impressions

Ads that follow your audience on their Facebook & Instagram pages.



Radio Commercials

300 :30 commercials

Commercials on (4) Cumulus Melbourne Stations to run two weeks prior to the event (with matching stream)

Total Reach: **97,500 Impressions (not including radio)**
TOTAL: \$5,000

43,680 pre-identified families will be followed by
roughly **3 ad impressions**

Client Signature

Date Signed



Campaign Proposal

Proposal Date:	10/26/2023	Target Geo:	St Cloud, Kissimmee, Orlando, Vero Beach, Sebastian, Port St Lucie
Campaign:	City of Palm Bay Holiday Light Parade	Target Audience:	New Parents or parents of children under 12, grandparents or retirees, actively dating individuals, interests in outdoor events
Count ID	455931	Total Audience Size:	59,310
		Total Email Addresses:	22,662

CAMPAIGN GOAL: Promote an Event

DIGITAL RECOMMENDATION:		
Campaign Summary	Impressions	MSRP
PBM DESKTOP & MOBILE BLENDED DISPLAY	100,000	
PBM FACEBOOK NEWSFEED & INSTAGRAM - *BUDGET BASED APPROACH*	70,000	
AUDIENCE POSTAL FILE (FIRST/LAST NAMES & POSTAL ADDRESS OF ENTIRE TARGET AUDIENCE GROUP)		\$0
MATCH-BACK ANALYSIS (PROCESS OF MATCHING ALL CONVERSIONS REPORTED BY ADVERTISER TO OUR LIST OF PEOPLE WHO RECEIVED OUR ADS)		\$0
TOTAL:	170,000	
APPROX. AD FREQUENCY:		3 PER PERSON

Accepted by: _____
 # of Months: _____

Date: _____

Juliet Misconi

From: Daniel Waite
Sent: Wednesday, November 8, 2023 12:13 PM
To: Juliet Misconi
Subject: FW: Veteran's Day Parade



Daniel Waite, CPRP
Special Event Coordinator

Down to Earth And Up To Great Things™



(321) 726-2760 or ext. 2065



(321) 626-2912

2225 Port Malabar Blvd. NE, Palm Bay, FL 32905 ➔ www.PlayPalmBay.org ➔ Facebook.com/pbflparks

From: Mark Moses <Mark.Moses@cumulus.com>
Sent: Tuesday, October 31, 2023 5:49 PM
To: Daniel Waite <Daniel.Waite@palmbayflorida.org>; terryhamric@bellsouth.net
Subject: Re: Veteran's Day Parade

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hey Terry,

Thank you so much for chatting with me today about the event coming up on 11/11. Here is a link to our conversation. You can post this on facebook for people to listen!!

See you at the parade!

<https://markmosesshow.podbean.com/e/terry-struven-palm-bay-veterans-day-parade-picnic-interview-103123/>



Terry Struven-Palm Bay Veterans Day Parade & Picnic Interview (10/31/23) | The Mark Moses Show

The Mark Moses Show is joined by Terry Struven with The American Legion Post 177 in Palm Bay to preview The Palm Bay Veterans Day Parade and Picnic coming up Saturday, November 11th in Palm Bay. Listen to Mark

SALES CONTRACT
ACCOUNT EXECUTIVE

Rose Bobier
rosebobier@clearchannel.com

CLEAR CHANNEL OUTDOOR, LLC

715 North Dr, Suite L
Melbourne, FL 32934

ORDER #1174604-MEL

City of Palm Bay Recreation - Digital 6006 -
01/02/2023

ADVERTISER

City of Palm Bay Recreation (#418821)
2225 Port Malabar Blvd NE
Palm Bay, FL 32905-5623

BILL TO

City of Palm Bay Recreation (#418821)
2225 Port Malabar Blvd NE
Palm Bay, FL 32905-5623

DAYTONA BEACH/MELBOURNE
OOH SERVICES

Product	Display	Start Week	Period Type	Period Rate	Periods	Total Price
Digital Bulletin 1 slots	#005450 - I-95 WS 1.1mi N/O Wickham Rd F/S - 1 - 10'6" x 36'	1/2/2023	4-Week		0.964286	

ORLANDO
OOH SERVICES

Product	Display	Start Week	Period Type	Period Rate	Periods	Total Price
Bulletin	#005324 - US 192 SS 1.5mi E/O SR 535 F/NW - Single - 14' x 48'	1/2/2023	4-Week		0.964286	

PRODUCTION SERVICES

Description	Billable Date	Unit Qty	Unit Rate	Total Price
Orlando: 14x48	1/2/2023	1		

COMMENTS

Production is included in contract. Creative services are provided at no charge. Allow 2-3 weeks for production and installation of vinyl.

Our records indicate that a tax-exempt certificate has been provided on your behalf to one or more Clear Channel markets associated with this contract. Based on that certificate, taxes were omitted from this contract. If the certificate is no longer valid or is not valid with respect to a specific market or for specific services, applicable taxes will be added to your invoice and you will be responsible for payment of such taxes.

SUMMARY

Description	Cost
OOH Services	
Production Services	
TOTAL	



**BREVARD COUNTY
TOURISM DEVELOPMENT OFFICE**

Guidelines

**CAPITAL FACILITIES
GRANT PROGRAM**

Fiscal Year 2023-2024

Fiscal Year 2023-2024

CAPITAL FACILITIES SUPPORT GRANT PROGRAM

1.0 INTRODUCTION & BACKGROUND

This grant is provided by the Brevard County Board of County Commissioners through the use of the Local Option Tourist Development Act, pursuant to Section 125.0104(5)(a)(1), Florida Statutes, and Section 102-119(3)(c) of the Brevard County Code of Ordinances. The BOCC has authorized Tourist Development Tax funds to be used to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote one or more publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the county; and further including museums, zoological parks, aquariums, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public within the county; and to further include auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 United States Code section 501(c)(3) and open to the public within the county.

The Capital Facilities Grant Program is a program administered by the Tourism Development Office.

Goals of the Capital Facilities Grant Program:

1. Promote Brevard County as a tourist destination to both visitors and residents through the construction and modification of attractions and venues.
2. Enhance the Space Coast's infrastructure through these capital projects for the benefit of visitors and residents.

2.0 STATEMENT OF APPLICANT RESPONSIBILITY

Please read this entire document carefully.

The Tourism Development Office (TDO) will review the applications shortly after submission to determine if the application is complete or incomplete (i.e. missing attachments, lack of proper support materials, incomplete or incorrect support documents, etc.) and eligible for the grant. If the grant is awarded, the applicant agrees to be bound by all terms contained in their application, these guidelines, and any supporting documents. Incomplete or incorrect application packages will not be accepted and therefore will not be considered for funding. Applications that arrive after the application due date will not be reviewed or considered. Kindly note the due date, plan accordingly and double check your documents before you

submit your application. If you have any questions, please contact the program liaison Jeffrey Baron email jeffrey.baron@visitspacecoast.com with any questions.

3.0 ANTI-LOBBYING

All Tourism grant applicants are restricted from lobbying TDC members and committee members 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.

4.0 APPLICATION PROCESS AND KEY DATES

The FY 23-24 Capital Facilities grant calendar for projects beginning October 1, 2023 is:

August 8, 2023	BoCC Approval Guidelines, App and Scoresheet	BoCC – 5:00pm
August 9, 2023	Grant Application Period Opens	TDO - 9:00am
August 17, 2023	Applicant Presentations	Cap Fac Mtg #2, 2 pm
August 28, 2023	Grant Application Period Closes	TDO – COB 5pm
September 9, 2023	Completed scoresheets due from Committee	TDO – NLT 5pm
September 13, 2023	Committee Scoring and Recommendations	Capital Facilities Committee Meeting #3 – 2:00pm
September 27, 2023	Approval by TDC of Award Recommendations	<u>September</u> TDC Meeting 2pm
October 10, 2023	BoCC final approval	BoCC Meeting – 5pm
October 11, 2023	Projects begin	TDO
October 11, 2029	Projects end per agreement with grantee	TDO

The above dates are subject to change. Changes will be publicized in advance. The TDC Capital Facilities Committee will monitor the Grant Program, with annual approval by the Tourist Development Council and the Brevard County Board of County Commissioners. The Tourist Development Council will review and recommend approval of the grant program Guidelines, Application, Scoresheets and grant awards. The program will be administered by the Tourism Development Office (TDO) staff.

5.0 ELIGIBILITY

The primary purpose of the Capital Facilities Grant Program is to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the county; and museums, zoological parks, aquariums, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public within the county; and auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 United States Code section 501(c)(3) and open to the public within the county.

- a. To be eligible to apply for participation in the Grant Program an organization must also;
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 or a governmental entity, 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, or a governmental entity, and;
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the 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 (IRS Form Rev. October 2018), Certificate of Insurance (COI), Proof of Registration with E-Verify (17-page MOU) found at [https://www.e-verify.gov/about-e-verify.](https://www.e-verify.gov/about-e-verify), proof of incorporation in the State of Florida, and most recent 990 form.
- g. If the applicant is a governmental entity, the applicant is exempt from supplying the listed documentation but may be required to supply other documentation at the request of the TDO.
- h. Private organizations should be incorporated for a minimum of two (2) years. (Date on IRS 501-c3)
- i. Fully cooperate with TDO staff post-event on guest information, surveys, and any other requests for information.

The Capital Facilities Grant Program application will also include a 3rd party economic and fiscal analysis from a reputable firm that includes:

1. Impact on local activities
2. Project Demographics
3. Six (6) Years of Projected Room Nights
4. Tax Revenue to include Tourist Development Tax, Property Tax and Sales Tax
5. Attendance
6. Wages

7. New or additional paid full-time employees (Note: Two part time jobs equal one full time employee.)
8. Summary of Return on Investment and projected room nights that will be generated by the project.

The Tourism Development Office (TDO) maintains a list of vendors you can consider using to perform the above economic and fiscal analysis.

Applicants with a higher percentage of matching funds will get preferred consideration. The application must include projected sources of funding for the entire project. Appropriate backup to include pledge letters, loan applications, etc. for these funding sources should be supplied with the application if available.

Capital projects must break ground within three (3) years from the date of award. Projects with extenuating circumstances may request an extension from the TDC and the Brevard County Board of County Commissioners. The granting of an extension is in the sole discretion of the Board of County Commissioners. Final completion of the project may not exceed six (6) years from the date of award.

When preparing your application package, TDO staff can assist in measuring attendance and spending upon request. Ticket Sales, area code, and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (law enforcement, volunteers, etc.).

6.0 AVAILABLE FUNDS

Funds may be available for the fiscal year 2023-2024 for the Capital Facilities Grant Program which fund capital projects that promote Brevard County. The project must have a total cost of at least \$250,000 and a useful life of at least 10 years. Reimbursement grants starting at \$250,000 are available to support capital facilities projects that benefit Florida's Space Coast.

The Capital Facilities Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support construction costs including labor, Architectural and design, site work, building materials, furniture, fixtures and equipment, general and administrative expenses and other expenses when specifically authorized and set forth in the capital facilities grant guidelines and as permitted by State and Local law. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

The Tourist Development Office reserves the right to cancel or 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 and the Board of County

Commissioners recommendations, funding availability, or number and quality of requests submitted.

7.0 ELIGIBLE USE OF FUNDS

Funds must be used for the capital facilities project as proposed in the grant application and categorized in the applicant budget worksheet, and in compliance with these Guidelines and the grant award.

Allowable and Non-Allowable Capital Facilities Costs:

Allowable Costs:

- Construction costs including labor
- Architectural and design
- Site work
- Building materials
- Furniture, fixtures and equipment
- General and administrative expenses and other expenses when specifically authorized and set forth in the awarded grant application.

Non-Allowable Costs:

- General and administrative expenses when specifically, not authorized and not set forth in the capital facilities funding agreement
- Prize money, gift cards, items for resale, scholarships, contests, awards, or giveaways
- Travel
- Matching funds from another TDC funding program
- Marketing within Brevard County
- Interest or reductions of deficits or loans, fines, penalties or cost of litigation.
- Permanent equipment purchases not attached to the structure
- Insurance and professional membership fees
- Debts incurred or obligated prior to grant request

All grant funds awarded and subsequent reimbursements may be subject to internal or external audit.

8.0 APPLICATION SUBMITTAL PROCEDURES

The Capital Facilities Grant Program application may only be submitted electronically through an online portal link that will be available to interested organizations on August 9, 2023. All supporting documentation may be uploaded within the application. The application must be submitted by the deadline of 5pm EST on August 28, 2023 to be considered for funding. All applications are final. All other questions should in writing and directed to Program Liaison Jeff

Baron via email at Jeffrey.Baron@VisitSpaceCoast.com until the application deadline.

9.0 EVALUATION CRITERIA AND APPROVAL PROCESS

Project applicants are encouraged to give a presentation to the Capital Facilities Committee and may be asked to present to the Tourist Development Council at a regularly scheduled TDC meeting. Please contact TDO staff for a meeting schedule and arranging a time.

TDO staff is available to applicants for consultation prior to application submittal.

The applicant is required to list other financial support in addition to the requested TDC grant. Facilities and projects that bring higher levels of partnership funding to leverage any TDT funding to better meet the goals for TDT funding and may be more favorably evaluated than projects that do not.

The Grant application window closes on August 28, 2023 at 5:00pm. After this date, TDO staff will review all grant applications to ensure:

1. Applications are submitted by the deadline; no late submissions will be accepted.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.
4. 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.
5. Each member of the Capital Facilities Committee will receive eligible applications and scoresheets (see attached sample scoresheet) for review. Committee members will be instructed to review each proposal using the scoresheet and assign a numeric score to the project and submit a completed scoresheet for each application to TDO staff.
6. TDO staff will assemble the scoresheets for each project. The highest and lowest scores will be discarded for each application to adjust for possible scoring outliers. TDO staff will rank each project in order based on the remaining scores, ranking of project will be by average of the trimmed mean score.
7. Project rankings will be reviewed and discussed in a Capital Facilities Committee Ranking and Recommendation meeting that is open to the public. At this meeting:
 - TDO staff will distribute the application scores. Applications will be presented in order of ranking, with total funding level for each application deemed eligible by reaching the average trimmed mean

- score of 75 or higher.
 - The Committee Chair will open the floor to validate the scores.
 - The Committee Chair will open the floor for discussion and funding recommendations.
 - Upon completion of the recommendations, the Committee Chair will entertain any comments from Committee Members regarding the process or applications.
8. Each recommended project will go to the Tourist Development Council for review and approval of recommended funding levels, if approved, project will be sent to the Brevard County Board of County Commissioners for final approval.

Awards are not final and available for use until final approval is made by the Brevard County Board of County Commissioners and the grant contracts have been fully executed.

10.0 REPORTING REQUIREMENTS

Applicant shall provide at a minimum, an annual status report to the TDO concerning the progress of the awarded capital facilities project. This usually occurs during the first Capital Facilities Committee meeting in March/April of each year. TDO further reserves the right to request a project status report at any time.

Upon project completion, the Grantee must provide a copy of the Certificate of Occupancy (CO) and photos of the completed facility to the TDO.

Grantees must provide annual attendance to the TDO for a period of five (5) after facility opening.

11.0 GRANT REIMBURSEMENT REQUESTS

The funds for these grants are strictly regulated by Florida State Statutes, Brevard County Code of Ordinances, and Brevard County policies/procedures. The aforementioned regulations relate to the use and disbursement of Tourist Development Tax (TDT) revenue funds.

Prior to preparing your reimbursement, ensure that the expenses/costs for which you are requesting reimbursement are consistent with your grant application and grant agreement. Also, note all Tourism Development Office Grants are reimbursement based. They ARE NOT direct vendor payments or pre-payments.

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

Please submit your TDO Grant Reimbursement Request Form in Excel provided to you by your liaison and the reimbursement backup listed below in Adobe PDF format.

Submit grant reimbursement paperwork as soon as a project milestone, event or season is complete. Deadline for ALL grant reimbursement requests for FY 23-24 is close of business Friday, October 4, 2024.

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

1. The TDO Grant Reimbursement Request Form (RRF, a provided Excel document).
 - A. Vendor invoices must be listed line by line.
 - B. Vendor name, vendor invoice #, description of grant related service and amount of reimbursement being requested must be included.
 - C. Invoice numbers on the form are not the 1, 2,3 numbers shown on the right side of the form, they are the actual vendor invoice number.
2. Vendor Invoices and Receipts for Allowable Expenses.
 - A. Invoices and receipts must have the line # (the 1, 2, 3... numbers shown on the right side of the form) on the top of each page of backup that corresponds with line # on the Grant Reimbursement Request Form.
 - B. This includes the invoice and/or receipt for any grant reimbursable product or service.
3. Financial Proof of Goods and Services purchased with grant funding in the form of cancelled checks (front and back copy), ACH direct payment receipts, credit card receipts and statements. ALL account numbers, bank routing numbers, social security numbers, authorizing signatures and other credit card transactions MUST be redacted (blacked out).
4. Backup Proof of Completed Grant Related Goods and Services in direct support of the Capital Facilities Project to include:
 - Detailed vendor invoices showing a clear description of the work completed.
 - Additional backup to the invoices like drawings, labor detail, materials detail, photos of work done, progress reports or studies.
 - Any other allowable, reimbursable expense that was listed in the grant application budget and grant agreement.

Please refer to section 7.0 “Eligible Use of Funds” for descriptions of Allowable and Unallowable expenses that can be reimbursed under this grant program.

Please contact your TDO grant liaison for assistance in preparing your reimbursement request if needed.

12.0 CREDIT & LOGO

Grantees event organizers must agree to prominently recognize the Space Coast Office of Tourism as an event supporter in all marketing materials, advertising, website and other marketing related communications promoting the event/season both in and out of the local market. The Space Coast Office of Tourism logo must be included in all display advertising, printed collateral, email marketing, etc. where appropriate. 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. Use the following language for all materials:

“This capital project is supported by the Brevard County Board of County Commissioners and the Space Coast Office of Tourism.”

Logos available to download here <https://bit.ly/SpaceCoastLogo> or by email request to marketing@visitspacecoast.com.

13.0 TERMS AND CONDITIONS

Should the grant be awarded, the applicant agrees to be bound by the following terms and conditions:

Grantor means the Brevard County Board of County Commissioners acting through the TDO and Grantee means the applicant. The term Parties means both the Grantor and Grantee.

This grant is contingent upon the availability of applicable tourist development tax funds and subject to any limitations provided by Section 125.0104, Florida Statutes, and Section 102-119 of the Brevard County Code, as either may be amended from time to time. Should funds no longer be available, the GRANTOR shall provide written notice to the GRANTEE. This grant is not a lien, either legal or equitable, on any of the GRANTOR’s non-tourist development related revenues.

GRANTEE agrees and understands that all funding authorized through this grant shall be used only for eligible activities in accordance with State and Local law, and this grant.

I. Payment Procedures

For work performed by GRANTEE during the grant term, the GRANTEE must submit adequate documentation according to the payment procedures outlined in the grant on or before October 4, 2024. If documentation is submitted after October 4, 2024, the Parties agree the GRANTOR has no obligation to reimburse those expenses and GRANTOR has no further obligation under the grant to GRANTEE.

If a question arises as to the sufficiency of the GRANTEE's documentation, the Parties agree that the Executive Director the TDO shall make the determination on whether or not the documentation is sufficient to support payment of the grant. Funds are only eligible for reimbursement as proposed in the GRANTEE's application or as modified through the grant award. The Parties agree the GRANTOR will reject submissions for reimbursement for items not proposed in the grant application. Funds may not be used to pay debt obligations. Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to GRANTEE.

II. Legal Responsibilities and Waiver of Trial by Jury

The Parties agree that, in the case of a dispute, the Parties will first work to resolve the dispute informally. In case of legal action, each Party agrees to the following terms: To bear its own attorney's fees and costs; that venue is in a court of competent jurisdiction in Brevard County; **TO WAIVE ANY RIGHT TO A JURY TRIAL**; and that this grant is governed according to the laws of the State of Florida.

GRANTEE agrees to comply with all federal, state and local laws, and is responsible for any and all permits, fees, and licenses necessary to perform the event or activity. Nothing in this grant shall be construed as a waiver by GRANTOR of any requirements for local permits, fees, and licenses.

GRANTEE shall perform the services independently and nothing contained in this Agreement shall be construed to be inconsistent with this relationship or status. Nothing in this grant shall be interpreted or construed to make GRANTEE, or any of its agents, or employees to be the agent, employee or representative of the GRANTOR.

GRANTEE shall not engage the services of any person or persons now employed by Brevard County, on a private basis, to provide services relating to this grant without written consent from Brevard County. This does not prevent GRANTEE from using, reserving, or renting Brevard County facilities. The waiver by GRANTOR of any of GRANTEE's obligations or duties under this grant shall not constitute a waiver of any other obligation or duty of the other Party under this grant, nor shall a waiver of any such obligation or duty constitute a continuing waiver of that obligation of duty.

This grant shall not obligate or make GRANTOR or GRANTEE liable to any Party other than the Parties. Oversight of any GRANTEE staff will be the responsibility of GRANTEE.

If any provision of this grant is held invalid, the remainder of this grant agreement shall not be affected if such remainder continues to conform to the terms and requirements of applicable law.

III. Indemnification and Hold Harmless

GRANTEE shall indemnify, defend, and hold harmless GRANTOR for the negligent acts and omissions of GRANTEE's own employees and agents in the performance of event or activity sponsored by this grant, to the extent permitted by law, and against any and all third-party claims, suits, proceedings, losses, liabilities, damages, fees and expenses (including reasonable attorney's fees and expenses) related to the event or activity. GRANTEE expressly agrees that GRANTOR has no liability to GRANTEE for GRANTEE's event or activity or GRANTEE's operation. GRANTOR's indemnity and liability obligations hereunder shall be subject to GRANTOR's right of sovereign immunity and limited to the extent of the protections of and limitations on damages as set forth in Section 768.28, Florida Statutes. Nothing in this grant is intended to inure to the benefit of any third party for the purpose of allowing any claim which would otherwise be barred under the doctrine of sovereign immunity or by operation of law. Nothing herein shall constitute a waiver of GRANTOR's sovereign immunity. The Parties acknowledge specific consideration has been exchanged for this provision.

IV. Amendment, Assignment of Agreement

Amendments to this grant may be initiated by either Party. Amendments shall be formally ratified and approved by written amendment to the grant by both Parties. GRANTEE shall not assign any portion of this grant without the written permission of GRANTOR. All conditions and assurances required by this grant are binding on the Parties and their authorized successors in interest.

V. Insurance

If you are awarded a grant you will be required to procure and maintain, at your own expense and without cost to the BOCC, a General Commercial Liability Insurance policy with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability covering the project performed pursuant to the grant. Including errors and omissions coverage upon TDO request. Depending on the event sponsored, the TDO may require additional insurance. Award recipients shall provide the TDO with a Certificate of Insurance prior to contract execution. The insurance coverage enumerated above constitutes the minimum requirements and shall in no way lessen or limit the liability of grantee under the terms of the Grant. The following items are required of each COI;

- Box labeled "Certificate Holder" – shall read "Brevard County, 150 Cocoa Isles Blvd, St. 401, Cocoa Beach, FL 32931"
- Box labeled "Description of Operations/locations/vehicles" – shall read "Brevard County is listed as an Additional insured"
- Provide Endorsements pages which provide that your entity is endorsed as an additional insured

It is the responsibility of the applicant to provide insurance documents to the TDO staff and to re-submit updated insurance prior to their expiration if this occurs during the grant period.

GRANTEE agrees to procure and maintain, at its own expense and without cost to GRANTOR, the following types of insurance. In the sole discretion of the TDO, the TDO may require additional amounts or types of insurance depending on the type of event or activity. Any additional requirements will be included in the notice of grant award. The policy limits required are to be considered minimum amounts:

a. General Liability Insurance policy - with a \$1,000,000 combined single limit for each occurrence to include personal injury, contractual liability, and errors and omissions coverage.

b. Auto Liability Insurance - Policy which includes coverage for all owned, non-owned and rented vehicles with a \$1,000,000 combined single limit for each occurrence, as well as, Full Coverage Vehicle Insurance to include Liability (as above), Collision, Comprehensive, PIP and Uninsured Motorists.

c. Workers' Compensation and Employers Liability Insurance - Policy covering all employees of GRANTEE that work on this Grant, as required by law. Coverage shall be for all employees directly or indirectly engaged in work on this Grant, with limits of coverage as required by State law.

c. Employee Dishonesty/Crime Insurance – The applicant/facility operator will provide coverage greater than or equal to sixty-five percent (65%) of the amount of the TDT funding, specifically, to insure against TDT funding loss.

d. Builders' Risk/Installation Floater – The contractor shall provide “all risk” property insurance on any construction, additions, and machinery and equipment. The amount of the insurance shall be no less than the estimated replacement value at the time of the applicant/facility operator’s final acceptance of said improvements. In the event that the grantee does not work with a contractor on the funded project, the applicant/facility operator must purchase or add Builders’ Risk to their current property program (Commercial General Liability). The Builders Risk policy must remain active throughout all current work related to the proposed project and must not terminate until the final acceptance of a contractor’s work, all vendors’ installations, final release of occupancy, and final acceptance at completion of the project has been made by the applicant/facility operator.

d. GRANTEE will provide certificates of insurance to GRANTOR demonstrating that the insurance requirements have been met prior to the commencement of work under this grant.

The insurance coverage enumerated above constitutes the minimum requirements and shall in no way lessen or limit the liability of GRANTEE under the terms of the grant.

VI. Termination

If either Party fails or refuses to perform any of the provisions required under the grant guidelines, application, or otherwise fails to timely satisfy the grant provisions, either Party may notify the other Party in writing of the nonperformance and terminate the grant or such part of the grant award as to which there has been a delay or a failure to properly perform. Such termination is effective upon the Party's receipt of the Notice of Termination. Upon termination, GRANTOR has no further obligation to GRANTEE.

VII. Right to Audit Records

In performance of this grant, GRANTEE shall keep books, records, and accounts of all activities related to this grant, in compliance with generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by GRANTEE in conjunction with and the performance of this grant shall be open to inspection during regular business hours by an authorized representative of the office and shall be retained by GRANTEE for a period of five (5) years after the end of the grant period, unless returned to GRANTOR sooner.

VIII. Scrutinized Companies

A. The GRANTEE certifies that it and its Subcontractors are not on the Scrutinized Companies that Boycott Israel List. Pursuant to Section 287.135, Florida Statutes, the COUNTY may immediately terminate this grant at its sole option if the GRANTEE or its Subcontractors are found to have submitted a false certification; or if the GRANTEE, or its Subcontractors are placed on the Scrutinized Companies that Boycott Israel List or is engaged in a boycott of Israel during the term of this grant.

B. If this grant is for more than one million dollars, the GRANTEE further certifies that it and its Subcontractors are also not on the Scrutinized Companies with Activities in Sudan, Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged with business operations in Cuba or Syria as identified in Section 287.135, Florida Statutes.

C. Pursuant to Section 287.135, Florida Statutes, the COUNTY may immediately terminate this grant at its sole option if the GRANTEE, its affiliates, or its Subcontractors are found to have submitted a false certification; or if the GRANTEE, its affiliates, or its Subcontractors are placed on the Scrutinized Companies that Boycott the Scrutinized Companies with Activities in Sudan List, or Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged with business operations in Cuba or Syria during the term of the grant.

D. The GRANTEE agrees to observe the above requirements for applicable subcontracts entered into for the performance of work under this grant.

E. As provided in Subsection 287.135(8), Florida Statutes, if federal law ceases to authorize these contracting prohibitions, this section shall become inoperative and unenforceable.

IX. Employment Eligibility Verification (E-Verify)

A. The GRANTEE shall comply with the applicable provisions of section 448.095, Florida Statutes. Upon request, GRANTEE shall provide acceptable evidence of their enrollment in the U.S. Department of Homeland Security's e-Verify system. Acceptable evidence shall include, but not be limited to, a copy of the fully executed E-Verify Memorandum of Understanding for the business. If applicable, a GRANTEE may alternatively provide an affidavit as to compliance with section 448.095(3)(b)(2), Florida Statutes.

B. A GRANTEE meeting the definition of a contractor in section 448.095, Florida Statutes shall require its subcontractors to provide the affidavit specified at section 448.095 (2)(b), Florida Statutes.

C. As applicable, GRANTEE agrees to maintain records of its participation and compliance with the provisions of the E-Verify program, including, if applicable, participation by its subcontractors as required by section 448.095(2)(b), Florida Statutes, and to make such records available to the GRANTOR consistent with the terms of GRANTEE's enrollment in the program.

D. Compliance with the terms of this section is made an express condition of this Grant and the GRANTOR may treat a failure as grounds for immediate termination of this Grant.

E. A GRANTEE who registers with and participates in the E-Verify program may not be barred or penalized under this section if, as a result of receiving inaccurate verification information from the E-Verify program, the GRANTEE hires or employs a person who is not eligible for employment.

F. Nothing in this section may be construed to allow intentional discrimination of any class protected by law.

G. GRANTOR will not intentionally award a publicly-funded Grant to any GRANTEE who knowingly employs unauthorized alien workers, constituting a violation of the employment provisions contained in 8 United States Code (USC) section 1324a(e)(section 274A(e) of the Immigration and Nationality Act (INA)). GRANTOR shall consider a GRANTEE's intentional employment of unauthorized aliens as grounds for immediate termination of this Grant.

X. Public Records Disclosures

GRANTEE agrees that Florida has broad public disclosure laws, and that any written communications with GRANTEE, to include emails, email addresses, a copy of this grant, and any supporting documentation related to this grant are subject to public disclosure upon request, unless otherwise exempt or confidential under Florida Statute.

Public records are defined as all documents, papers, letters, maps, books, tapes, photographs, films, sound recordings, data processing software, or other material, regardless of the physical form, characteristics, or means of transmission, made or received pursuant to law or ordinance or in connection with the transaction of official business by any agency. In this case, the portion of the GRANTEE's records relating to the acceptance and use of the GRANTOR grant are public records that may be subject to production upon request. The GRANTEE agrees to keep and maintain these public records until completion of the event or activity. Upon completion, GRANTEE may continue to retain the public records for five years, or transfer, at no cost, to the GRANTOR, any public records in its possession in an electronic format readable by GRANTOR.

Upon a request for public records related to this grant, GRANTEE will forward any such request to the GRANTOR. GRANTOR will respond to any public records request. Upon request, as to records in the GRANTEE possession, GRANTEE will provide access or electronic copies of any pertinent public records related to this grant to GRANTOR within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes.

GRANTEE agrees that GRANTOR will consider all documentation the GRANTOR submits to Brevard County to support payment of this grant to be subject to public records disclosure.

IF GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT THE OFFICE OF TOURISM, C/O ADMINISTRATIVE SECRETARY, 150 Cocoa Isles Blvd. Cocoa Beach, FL 32931, PHONE (321) 433-4470.

XI. Notices

Any notices required or permitted by this grant shall be in writing and shall be deemed delivered upon hand delivery, or three (3) days following deposit in the United States postal system, postage prepaid, return receipt requested, addressed to the parties at the following addresses:

GRANTOR:
Brevard County Office of Tourism
c/o Executive Director
150 Cocoa Isles Blvd.
Cocoa Beach, Florida 32931

Phone: (321) 433-4470

GRANTEE:

Contact information listed on GRANTEE's application.

XII. Effective Date

The grant shall be effective on the last day the Parties execute the grant award (the "Effective Date"). The Parties agree that all work performed by GRANTEE prior to the effective date but during the term of the grant is subject to the provisions of this Agreement.

XIII. Entirety, Construction of Agreement, and Counterparts

The grant guidelines, application, Clerk to the Brevard County Board of County Commissioners memorandum ("Clerk's Memo"), any included exhibits or required documentation and the grant award represents the entire understanding between the Parties in its entirety and no other agreements, either oral or written, exist between GRANTOR and GRANTEE. The application, grant guidelines, grant award are attached and incorporated into the grant by this reference. The Parties acknowledge that they fully reviewed all requirements and had the opportunity to consult with legal counsel of their choice, and that this grant shall not be construed against any Party as if they were the drafter of this grant. This grant may be executed in counterparts all of which, taken together, shall constitute one and the same. GRANTEE warrants that it is possessed with all requisite lawful authority to apply for and accept this grant

XIV. Foreign Disclosures.

GRANTEE will complete GRANTOR's foreign disclosure form and make any required disclosures to the State of Florida.

14.0 GRANT AWARD

Upon approval by the Brevard County Board of County Commissioners, the GRANTOR will issue a Notice of Award to the Grantee listing the grant award amount and any additional conditions or restrictions that may differ from the grant guidelines, grant application, Clerk's Memo, and other accompanying documents. Should there be any conflict, the Notice of Award shall control to the extent of said conflict.

EXHIBIT A - Grant Scoring Sheet

Tourism Development Council FY 2023-2024 Capital Facilities Grant – Evaluation Form		
<i>Requests must achieve a minimum rank score of 75% (75 points/100 points) to be considered for funding.</i>		
REVIEWER (SIGNATURE):		
REVIEWER (PRINT):		
Applicant Information (TDO staff will complete this section)		
Project Title:		
Total Project Cost:		
Requested Funding from TDC:		
Applicant Match Amount:		
Evaluation Criteria	Points Available	Points Earned
Promotes Tourism		
Proposal clearly demonstrates the need to implement the project and its positive impact on Brevard County Tourism. Proposal specifically cites the methodology used to quantify the project's benefit to tourism.	30	
Weak: 0 - 6 points		
Adequate: 7 - 12 points		
Good: 13 –18 points		
Very Good: 19 – 24 points		
Excellent: 25 – 30 points		
Project Viability		

Proposal clearly demonstrates the viability of the project including supporting documents such as: qualification, description, and projected cost.	15	
Weak: 0 - 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Increases Economic/Fiscal Activity		
Proposal clearly demonstrates the increase of economic/fiscal activity including impact of anticipated room nights, projected employees and impacts to the community.	15	
Weak: 0 – 3 points		
Adequate: 4 - 6 points		
Good: 7 - 9 points		
Very Good: 10 – 12 points		
Excellent: 13 - 15 points		
Project Readiness		
Proposal clearly addresses the following components, for example but not limited to: <ul style="list-style-type: none"> • Status of required permits/approvals • Readiness to seek contract bids and start work • Schematic designs/renderings 	10	
Weak: 0 - 2 points		
Adequate: 3 - 4 points		
Good: 5 - 6 points		
Very Good: 7 – 8 points		
Excellent: 9 - 10 points		
Matching and/or Other Funding		
Proposal clearly demonstrates in detail all secured funding sources. Projects with matching funds will receive greater	30	

consideration.		
Weak: 0 – 6 points		
Adequate: 7 - 12 points		
Good: 13 - 18 points		
Very Good: 19 – 24 points		
Excellent: 25 - 30 points		
PROPOSAL SCORE (Maximum 100 points)	100	

Capital Facilities Grant Program Application 2023-2024

2. (untitled)

1. Please provide your contact information below.

Name

Juliet Misconi

Company Name

City of Palm Bay

Street Address

120 Malabar Road SE

Apt/Suite/Office

City Hall Building A, 3rd floor

City

Palm Bay

State

FL

Zip

32907

Email Address

juliet.misconi@pbfl.org

Phone Number

321-952-3411

Website address if applicable:

2. If applicable, what is your website address associated with this project?

<https://www.palmbayflorida.org/Home/Components/FacilityDirectory/FacilityDirectory/80/5850?npage=3>

3. (untitled)

3. To determine if your project qualifies for the Tourist Tax Collection funding, please clarify the category for your project into one of the following categories.

None of the above - Please specify your projects category.: Public Park & Memorial

4. (untitled)

4. How much funding is being requested from the Tourism Development Council?

\$250,000.00

5. (untitled)

5. What is the name and address (current or proposed) of the project?

Sacrifice Park, 120 Malabar Road SE, Palm Bay, Florida 32907

6. (untitled)

6. Briefly, describe the proposed project.

Sacrifice Park and memorial was originally constructed in the late 1990s / early 2000s and is approximately 1.25 acres and spans two parcels: the southern boundary of Palm Bay City Hall and the northern boundary of Franklin T. Degroot Memorial Library, owned by Brevard County Board of County Commissioners. The City has a 99 year lease with Brevard to improve and maintain Sacrifice Park.

7. (untitled)

7. Is this project a new facility or an addition to an existing facility?

An addition to an existing facility

8. (untitled)

8. Please attach a 3rd party economic and fiscal analysis from a reputable firm that includes:

Impact on local activities

Project Demographics

Room Nights – include your room night estimation methodology. *Will you be using any tracking device or system to collect the data?*

Please note that the Tourist Development Office may provide room night volume based on attendance or other data.

Tax Revenue to include Tourist Development Tax, Property Tax and Sales Tax

Attendance/Visitation – for the next 5 years after completion including % of in and out of County visitors/attendees.

Wages

New or additional paid full-time employees. Note: Two part time jobs equal one full time employee.

[Appendix 3 Economic and Fiscal Analysis from 3rd party firm.pdf](#)

9. (untitled)

9. Please complete & upload: Attachment #1 - Projected Annual Operating Income & Expense Worksheet here.

[Attachment 1 Sacrifice Park Cap Fac Grant Rev Exp Worksheet.xlsx](#)

10. (untitled)

10. Please complete & upload: Attachment #2 - E-Verify MOU here.

[Attachment 2 City of Palm Bay E-Verify MOU.pdf](#)

11. (untitled)

11. Is or will this facility be publicly owned or operated?

Yes

12. (untitled)

12. What is the name of the project entity or organization?

City of Palm Bay

13. (untitled)

13. Is the project entity or organization a non-profit?

Yes

14. (untitled)

14. What are the estimated costs of the TOTAL project?

Construction : 445000
Architectural : 36000
Building Costs : 0
Site Work : 0
Furniture, Fixtures, etc : 0
Other Costs (1) : 5000
Other Costs (2) : 3000
Other Costs (3) : 0
Total : 489000

16. (untitled)

15. List the Sources of Project Funding:

Donations/Pledges : 0
Cash on Hand : 0
Loans : 0
Tourism Development Council Funding : 250000
Other Grants : 150000
Other Sources....please describe : 110998
TOTAL Sources of Project Funding : 0
Total : 510998

17. (untitled)

16. When do you anticipate the project will be complete and the facility operational?

12/31/2024

18. (untitled)

17. When will you provide schematic designs or renderings to Brevard County?

Within the next 3 months

19. (untitled)

18. Will the project be viable without funding from the Tourism Development Council?

No

20. (untitled)

19. What is the cost or schedule impact on the project if Tourist Development Tax funding is not currently available or awarded at this time?

Based on current construction estimates vs. available revenue, if no other funding is received, the City will look to scale back the project, reducing some elements. The City would also look to self-perform some of the work, utilizing City resources from other projects, which may impact the ability to deliver the project as rapidly as could be done in a completely turnkey, contractor driven project delivery.

22. (untitled)

20. Please upload supporting documents; for example, letters from community leaders, financials, specifications, photos, location maps, site plans, schematic designs and renderings, documents supporting the community benefits, documents describing the benefits to Brevard County and increase in quality of life, etc.

[Appendix 1 Sacrifice Park Media Mentions.pdf](#)

[Appendix 2 Sacrifice Park County-City Boundary Map.pdf](#)

[Attachment 3 Sacrifice Park Improvements Supporting Documentation.pdf](#)

23. (untitled)

21.

ATTESTATION

Statement of Responsibility:

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.

A handwritten signature in black ink, reading "Juliet Misconi". The signature is written in a cursive, flowing style.

Signature of: Juliet Misconi, Deputy City Manager