



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Unfinished Business

I.2.

12/3/2024

Subject:

Board Direction: Scheduling of Board Workshop for the Tourism Marketing Support Program

Fiscal Impact:

There is no fiscal impact.

Dept/Office:

Tourism Development Office

Requested Action:

It is requested the Board of County Commissioners provide direction to staff to schedule a Board Workshop on the Tourism Marketing Support Program for January 16th, January 23rd or January 30th.

Summary Explanation and Background:

On November 12, 2024, the Board tabled the Tourist Development Council FY 2024-2025 marketing support program recommendations until the Board has scheduled a workshop to give the applicants the opportunity to attend and present their cases.

After reviewing the County Commissioners' calendars, the following afternoons are available to hold a workshop:

- January 16, 2025
- January 23, 2025
- January 30, 2025

With Board approval, the workshop will begin at 1 p.m. and will take place in the Florida Room.

Clerk to the Board Instructions:

Please send the Board Direction Memo to the Tourism Development Office.



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 13, 2024

M E M O R A N D U M

TO: Peter Cranis, Tourist Development Director

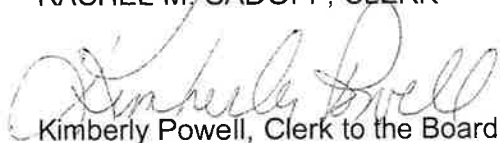
RE: Item I.2., Scheduling of Board Workshop for the Tourism Marketing Support Program

This is to correct the memorandum dated December 4, 2024. The Board of County Commissioners, in regular session on December 3, 2024, directed staff to schedule a Board Workshop on Tourism Marketing Support Program for January 16, 2025, at 1:00 p.m.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK


Kimberly Powell, Clerk to the Board

/ds

cc: Each Commissioner
County Manager
County Attorney
SCGTV



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November 13, 2024

MEMORANDUM

TO: Peter Cranis, Tourism Development Director

RE: Item J.1., Tourist Development Council FY 2024-2025 Marketing Support Program Recommendations

The Board of County Commissioners, in regular session on November 12, 2024, tabled the Tourist Development Council FY 2024-2025 marketing support program recommendations until the Board has scheduled a workshop to give the applicants the opportunity to attend and present their cases; and authorized those falling in the interim, between now and such time when the decision is made by the Board, be eligible for retroactive reimbursement of marketing funds.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK


Kimberly Powell, Clerk to the Board

/ds

cc: Each Commissioner
County Manager
County Attorney
SCGT
Finance
Budget

**Marketing Support Program
FY 2024-2025**

Event Name:		Start Date	End Date	Support Level	Location
Space Coast Symphony	Cultural	10/1/2024	9/30/2025	\$15,000	Space Coast
King Center	Cultural	10/1/2024	9/30/2025	\$25,000	Melbourne
Merritt Island Wildlife Refuge	Cultural	10/1/2024	9/30/2025	\$20,000	Merritt Island
Museum of Dinosaurs	Cultural	10/1/2024	9/30/2025	\$20,000	Cocoa Beach
Henegar Center	Cultural	10/1/2024	9/30/2025	\$20,000	Melbourne
Titusville Playhouse	Cultural	10/1/2024	9/30/2025	\$20,000	Titusville
Valiant Air Command	Cultural	10/1/2024	9/30/2025	\$20,000	Titusville
American Police Hall of Fame	Cultural	10/1/2024	9/30/2025	\$15,000	Titusville
Wizard of Oz museum	Cultural	10/1/2024	9/30/2025	\$15,000	Cocoa Beach
Cape Canaveral Lighthouse	Cultural	10/1/2024	9/30/2025	\$15,000	Merritt Island
US Space Walk of Fame Foundation	Cultural	10/1/2024	9/30/2025	\$15,000	Titusville
Harry T. & Harriette V. Moore Center	Cultural	10/1/2024	9/30/2025	\$15,000	Mims
Cocoa Village Playhouse	Cultural	10/1/2024	9/30/2025	\$15,000	Cocoa Village
Brevard Symphony	Cultural	10/15/2024	9/30/2025	\$15,000	Space Coast
Space Coast State Fair	Cultural	10/31/2024	11/17/2024	\$25,000	Space Coast Daily Park
Melbourne Main Street - Various Events	Cultural	11/9/2024	4/12/2024	\$15,000	Downtown Melbourne
Cocoa Beach Main Street - Various Events	Cultural	12/7/2024	4/27/2024	\$15,000	Cocoa Beach
Surfing Santas	Cultural	12/24/2024	12/24/2024	\$15,000	Minutemen Beach
Brevard Renaissance Fair	Cultural	1/18/2025	2/23/2025	\$20,000	Melbourne
City of Palm Bay - Multicultural Festival	Cultural	1/25/2025	1/25/2025	\$15,000	Fred Poppe Park
Beach 'n Boards Fest	Cultural	3/12/2025	3/16/2025	\$20,000	Cocoa Beach
Cocoa Beach Main Street - Songwriters Fest	Cultural	4/25/2025	4/27/2025	\$15,000	Cocoa Beach
Thunder on Cocoa Beach	Cultural	5/15/2025	5/19/2025	\$50,000	Lori Wilson Park, CB
Cocoa Beach Air Show	Cultural	7/12/2025	7/12/2025	\$50,000	Lori Wilson Park, CB
				\$485,000	
Cocoa Beach Half Marathon	Sports	11/10/2024	11/10/2024	\$20,000	Lori Wilson Park
Softball Magazine Seniors Open	Sports	11/12/2024	11/14/2024	\$15,000	USSSA Stadium
Bless the Babies Bowl Invitational	Sports	12/5/2024	12/8/2024	\$25,000	McKnight Sports Complex
Florida Cup Juniors	Sports	12/7/2024	12/9/2024	\$15,000	Viera Regional
CBS Winter Classic	Sports	1/25/2025	1/27/2024	\$15,000	Mitchell Ellington

Event Name:		Start Date	End Date	Support Level	Location
Columbia Classic Golf Invitational	Sports	2/7/2025	2/9/2024	\$15,000	Duran Golf Club
Florida Marathon	Sports	2/8/2025	2/9/2024	\$20,000	Melbourne
C1N 7v7 National Championship	Sports	2/8/2025	2/9/2024	\$15,000	Viera Regional
Cocoa Beach Spring Training	Sports	2/14/2025	3/14/2024	\$15,000	Mitchell Ellington
Moon Golf Invitational	Sports	2/16/2025	2/19/2024	\$15,000	Suntree Golf Club
Space Coast Spring Games Softball	Sports	2/24/2025	2/25/2024	\$25,000	USSSA Stadium
Softball Magazine Spring	Sports	3/20/2025	3/24/2024	\$15,000	Cocoa Beach
Space Coast Clash Soccer	Sports	4/5/2025	4/8/2024	\$20,000	Viera Regional
ESA Surfing contest	Sports	4/11/2025	4/12/2024	\$15,000	Paradise Beach
Cocoa Beach Trialthon	Sports	4/13/2025	4/14/2024	\$15,000	Cocoa Beach
USA Beach Running	Sports	5/3/2025	5/3/2024	\$15,000	Lori Wilson Park, CB
Florida Cup	Sports	5/10/2025	5/11/2024	\$15,000	Viera Regional
Moon Golf Jr. All-star	Sports	5/23/2025	5/25/2024	\$15,000	Viera East Golf
CBS Hurricane Classic	Sports	8/16/2025	8/18/2024	\$15,000	Mitchell Ellington
				\$320,000	
				\$805,000	

December 3, 2024 Regular BOCC Meeting

Item: I. 2

Motion By: TG

2nd By: KD

Commissioner	District	Yes	No
Delaney	1	☒	☒
Goodson	2	☒	☐
Atkinson	3	☒	☒
Altman	5	☒	☒
Feltner	4	☒	☐

*Yes
Chore*

Chore