

DELETED

Replacement

Meeting Date
<b>October 24, 2017</b>



AGENDA	
Section	New Business
Item No.	VI B 1

**AGENDA REPORT**  
*BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS*

SUBJECT:	Event Marketing Agreement between Tourism Development Office and the Florida Surf Museum for the First Annual Florida Pro Surf Competition
DEPT./OFFICE:	Community Services Group / Tourism Development

**Requested Action:**

It is requested that the Board of County Commissioners approve and authorize the Chairman to execute the proposed event marketing agreement between the Tourism Development Office and the Florida Surf Museum for \$117,500 to support the Florida Pro Surf Competition by executing the Event Marketing Agreement.

**Summary Explanation & Background:**

The Inaugural Florida Pro Men's and Women's Competition will be one of the nation's top-tier WSL World Qualifying Series events and will draw both established pro surfers and many of the world's best up and comers. The tournament will be made available to millions of surfing fans via a live stream telecast on the web, with plans also calling for it to be simultaneously shown during the Surf Expo tradeshow in Orlando. The Florida Pro will be not only be a special event in that it marks the return of high-level professional surfing to the Sunshine State but also in that it will offer the highest prize purse for women – a precedent setting milestone in the WSL's World Qualifying Series. The former SI Pro surfing contest drew record crowds to Sebastian Inlet and the attention of worldwide surfing fans to the Space Coast, and the FL Pro promises to do the same, bringing in an expected 28,600 visitors to Brevard County.

On September 27, 2017, at a regular monthly meeting, the Tourist Development Council unanimously approved and recommended to have the Board of County Commissioners approve \$117,500 from the 2018 TDC Marketing Budget to establish a high-level World Surf League professional surfing event to spotlight the First Peak wave at Sebastian Inlet in January 2018. There will be sponsorship matches from both private and public sponsors. This event will be a non-profit event with all net proceeds to support the First Peak Project, which is a project aimed at restoring Sebastian Inlet's First Peak, one of the world's greatest waves and known as a major miracle on Florida's East Coast, that was responsible for and groomed more champion surfers than perhaps any wave on the planet from Pipe Masters, World Titles, National and World Championships to even dozens of local, underground, world-class surfers. In the early 2000s, structural work on the north jetty caused the "magic wave" to disappear. Now, there is an effort to restore the First Peak at Sebastian Inlet called the First Peak Project. This event is expected to be a huge success for the First Peak Project, the Florida Surf Museum, as well as, Brevard County's tourism industry, and continues to gain support. The following is a current list of sponsorship commitments totals \$132,500:

Caribe / Florida Beer	\$50,000	Orlando-Melbourne Intl Airport	\$ 5,000
Westwood One Sports	\$30,000	Surfer Law	\$ 5,000
Driftwood Hospitality / Hilton CB	\$ 5,000	Westgate / Cocoa Beach Pier	\$ 5,000
Cocoa Beach Surf Company	\$ 5,000	Healthfirst	\$ 2,500
Luke & Associates	\$ 5,000	Cocoa Beach Hotel Association	\$ 5,000
Effen Vodka	\$ 5,000	Hornitos Tequila	\$ 5,000
Line 39 Wine	\$ 5,000		

**FY2017-18 Fiscal Impact:** \$117,500 paid out of Tourism's Promotion & Advertising Fund

Contact: Eric Garvey, Executive Director, TDO  
 Phone / Email: 321-433-4470    eric.garvey@visitspacecoast.com

**Clerk to the Board Instructions:** Execute Event Marketing Agreement between Tourism and the Florida Surf Museum

Exhibits Attached: Event Marketing Agreement between TDO and FSM

**Contract / Agreement (If attached):** Reviewed by County Attorney    Yes        No        PR   

County Manager	Interim Assistant County Manager	Department Director / Extension
----------------	----------------------------------	---------------------------------

Frank Abbate

James Liesenfeld

321-433-4470 x232