



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Unfinished Business

I.1.

1/28/2025

Subject:

Approval, Re: Tourist Development Council FY 2024-2025 Marketing Support Program recommendations.

Fiscal Impact:

FY 2024-2025: \$905,000 - \$665,000 from Cultural Fund 1446, \$240,000 from Marketing Fund 1441.

Dept/Office:

Tourism Development Office

Requested Action:

It is requested the Board of County Commissioners consider the following options and provide staff direction on the allocation of the FY 2024-2025 Marketing Support Program:

First Motion Requested:

Approve the Tourist Development Council's recommendation to approve funding for the FY 2024-2025 Marketing Support Program applications listed, including events that already occurred in this grant cycle, on Attachment A.

Second Motion Requested:

Options:

1. Approve distribution of an additional \$20,000 per district commissioner with the individual Commissioner's request as listed below:
2. Approve a prorated distribution of the final \$100,000 to the organizations listed on Attachment B.
3. Approve the use of the previous year's criteria and guidelines for distributing the \$100,000 to the organizations that did not qualify and, therefore, did not apply under the Marketing Support Program as listed on Attachment C.

Third Motion Requested:

Staff is also seeking direction on fundings as:

1. Retain the current method as marketing support provided by the Tourism Development Office.
2. Allow applicants to choose between marketing support provided by the Tourism Development Office or direct reimbursements for allowable expenses.

Further, based on the facts specified for each grant, by approving this agenda item, the Board will make the

legislative findings the Tourist Development Tax funds are authorized for marketing support pursuant to section 125.0104(5)(a)3, Florida Statutes, and Section 102-119(3)a,(5)(6), of the Brevard County Code of Ordinances. Each of the tourist oriented cultural and sports events have as one of its main purposes the attraction of tourists and the entity and the Space Coast Office of Tourism both intend to ensure marketing and promotion of these events.

Additionally, request authority for the Director, Tourism Development Office to negotiate and sign all necessary notice of awards, agreements, budget change request and related documents to support the grants upon County Attorney and Risk Management approval. It is also requested to authorize the County Manager to execute necessary budget change requests.

Summary Explanation and Background:

At the January 16 Marketing Support Program Workshop, direction was given to staff bring back an agenda item with options addressing the different perspectives of the Tourism Support Marketing Program.

The Marketing Support Program is designed to provide marketing support to events and year-round programming for eligible Cultural and Sports organizations. For qualified events or year-round programming, the Marketing Support Program will provide out-of-county advertising and marketing by the Tourism Development Office and/or defray the cost of renting event venues or facilities operated by Brevard County, or in the case of a sports event that does not require out-of-county advertising and marketing, a sponsorship will be available in the amount of the eligible funding. The program is reviewed by the Tourist Development Council and administered by the Tourism Development Office. The program promotes events and year-round programming to tourists to attend high quality cultural and/or sports events in order to generate significant economic impact through participant spending.

The Tourist Development Council at their October 23, 2024 meeting unanimously recommended the Board approve funding for the listed FY 2024-2025 Marketing Support Program applications, as well as make the necessary legislative findings for each grant listed above.

The FY 2024-2025 Marketing Support Program requires each application to reach the minimum of 5,001 out-of-county attendees measured by the TDO or 200 verified room nights. Forty-four (44) applications have been recommended for approval by the TDC. All of them met the minimum out-of-county attendees or room nights to qualify for eligibility for support in the program.

The funding tiers of the FY 2024-2025 Criteria, Section 6.0 Available Funds are as follows: applications that attract 5,001-10,000 out-of-county attendees (200-1,000 room nights) are eligible for up to \$15,000; 10,001-25,000 out-of-county attendees (1,001-1,500 room nights) are eligible for up to \$20,000; 25,001-50,000 out-of-county attendees (1,501+ room nights) are eligible for up to \$25,000; and 50,001+ out-of-county attendees are eligible for up to \$50,000. Total support requests for all approved applications for the FY 2024-2025 Marketing Support Program amount to \$805,000.

Clerk to the Board Instructions:

Please return a memo of the Board's action to the Director, Tourism Development Office and County Attorney's Office.



Kimberly Powell, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999
January 29, 2025

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

M E M O R A N D U M

TO: Peter Cranis, Tourism Development Office Director

RE: Item I.1., Tourist Development Council (TDC) Fiscal Year (FY) 2024-2025 Marketing Support Program Recommendations

The Board of County Commissioners, in regular session on January 28, 2025, approved the Tourist Development Council's recommendation to approve funding for the FY 2024-2025 Marketing Support Program applications listed on attachment A, including the events that already occurred in the grant cycle, for a total amount of \$805,000; approved leaving the unallocated \$100,000 in the TDC fund for future discussions; and directed staff to allow applicants to choose between marketing support provided by the Tourist Development Office or receive direct reimbursements for allowable expenses.

Further, based on the facts specified for each grant, by approval of this Agenda Item, the Board will make the legislative findings the Tourist Development Tax funds are authorized for marketing support pursuant to Section 125.0104(5)(a)3, Florida Statutes, and Section 102-119(3)a,(5)(6), of the Brevard County Code of Ordinances; each of the tourist oriented cultural and sports events have as one of its main purposes the attraction of tourists and the entity and the Space Coast Office of Tourism both intend to ensure marketing and promotion of these events; additionally, authorized you the authority to negotiate and sign all necessary notice of awards, agreements, Budget Change Requests and related documents to support the grants upon County Attorney and Risk Management approval; and authorized the County Manager to execute necessary Budget Change Requests. Enclosed is Attachment A.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK


Kimberly Powell, Clerk to the Board

Encl. (1)

cc: County Manager
Finance
Budget

Marketing Support Program
FY 2024-2025

Project #:	Cultural Events	2024 OOC#	Marketing Support Projection	Project #:	Sports Events	2023 Room Nights	Marketing Support Projection
C4-E	Thunder on Cocoa Beach	75,883	\$50,000	S12-I	Space Coast Spring Games Softball Inv.	7,496	\$25,000
C17-E	Cocoa Beach Air Show	62,141	\$50,000	S17-I	Bless the Babies Bowl Inv.	2,000	\$25,000
C23-YR	Maxwell King Center	32,918	\$25,000	S10-O	Florida Marathon - open	1,272	\$20,000
C1-E	Space Coast State Fair	25,020	\$25,000	S5-O	Cocoa Beach Half Marathon - open	1,163	\$5,000
C26-YR	Merritt Island Wildlife Refuge	24,583	\$20,000	S7-I	Space Coast Clash Soccer Inv.	1,011	\$20,000
C8-YR	Museum of Dinosaurs	21,450	\$20,000	S18-I	CIN 7 v 7 National Champ. Inv.	1,000	\$15,000
C14-YR	Brevard Regional Arts Group/Henegar	21,070	\$20,000	S20-O	Cocoa Beach Spring Training	1,000	\$15,000
C6-YR	Titusville Playhouse	16,520	\$20,000	S11-O	Cocoa Beach Triathlon - open	820	\$15,000
C18-E	Renaissance Fair	16,333	\$20,000	S2-O	Softball Mag Spring Training - open	578	\$15,000
C21-YR	Valiant Air Command	14,290	\$20,000	S14-I	Central Brevard Soccer Hurricane Classic Inv.	500	\$15,000
C19-E	Beach n' Boards	13,520	\$20,000	S15-I	Central Brevard Soccer Winter Classic Inv.	500	\$15,000
C15-YR	American Police Hall of Fame	9,860	\$15,000	S23-I	Space Coast Cup Soccer Inv.	500	\$15,000
C5-YR	Wizard of Oz	9,640	\$15,000	S16-I	Columbia Classic Golf Inv.	453	\$15,000
C16-YR	Cocoa Village Main Street	7,087	\$15,000	S6-I	ESA Surf Inv.	453	\$15,000
C9-YR	Cocoa Beach Main Street	6,716	\$15,000	S19-I	Moon Golf Inv.	434	\$15,000
C3-YR	Cape Canaveral Lighthouse	6,500	\$15,000	S4-O	Softball Mag Seniors - open	428	\$15,000
C10-YR	Melbourne Main Street	6,011	\$15,000	S13-O	USA Beach Running - open	294	\$15,000
C24-YR	US Space Walk of Fame Foundation	5,891	\$15,000	S1-I	Moon Golf Jr. All-star Inv.	285	\$15,000
C7-YR	Brevard Symphony Orchestra	5,470	\$15,000	S21-I	Florida Cup Juniors Soccer Inv.	250	\$15,000
C11-YR	Moore Center	5,355	\$15,000	S22-I	Florida Cup Soccer Inv.	250	\$15,000
C22-YR	Cocoa Village Playhouse	5,292	\$15,000				\$320,000
C2-E	Florida Surf Museum (Surfing Santas)	5,289	\$15,000				
C12-YR	Space Coast Symphony Orchestra	5,184	\$15,000				
C20-YR	City of Palm Bay	5,148	\$15,000				
			\$485,000				

* Event occurred prior to approval

Total Awards

5,001 – 10,000 (200 - 1,000 room nights)	\$15,000
10,001 – 25,000 (1,001-1,500 room nights)	\$20,000
25,001 – 50,000 (1,501+ room nights)	\$25,000
50,001+	\$50,000

\$805,000

Marketing Support Program**FY 2024-2025****Events originally not eligible**

Event Name:	OOB #:
Cocoa Beach Art Show	3,340
Native Rhythms Festival	3,220
321Fest	2,678
Green Gables	2,445
Field Manor	2,363
Surfside Playhouse	1,756
Melbourne Municipal Band	1,687
Space Coast Pride	1,464
Space Coast Art Festival	1,397
EGAD	1,383
Melbourne Art Festival	1,272

Marketing Support Program**FY 2024-2025****Events originally not eligible**

Event Name:	OOB #:	Award Based on Last Year	Prorated
Cocoa Beach Art Show	3,340	\$20,000	\$11,112
Native Rhythms Festival	3,220	\$20,000	\$11,112
321Fest	2,678	\$20,000	\$11,112
Green Gables	2,445	\$15,000	\$8,333
Field Manor	2,363	\$15,000	\$8,333
Surfside Playhouse	1,756	\$15,000	\$8,333
Melbourne Municipal Band	1,687	\$15,000	\$8,333
Space Coast Pride	1,464	\$15,000	\$8,333
Space Coast Art Festival	1,397	\$15,000	\$8,333
EGAD	1,383	\$15,000	\$8,333
Melbourne Art Festival	1,272	\$15,000	\$8,333
		\$180,000	\$100,000

Meeting

leave w / TDC

Item: I. 1

Motion By: KA / KD / KA

2nd By: KD / KA / KD

(805,000) 1

2
y N
3 (option 2)

	Commissioner	District	Yes	No
1	Delaney	1	✓	
4	Vice Chair Goodson	2	✓	
3	Adkinson	3	✓	
2	Altman	5	✓	
5	Chair Feltner	4	✓	

3 motions

Item I.1.
Second Motion
Option 1.

District Allocation of \$100,000

D1

D2

D3

Cocoa Beach Art Show	\$ 3,400
Native Rhythms Festival	\$ 3,400
321 Fest	\$ 2,400
Green Gables	\$ 2,400
Field Manor	\$ 2,400
Surfside Playhouse	\$ 1,000
Melbourne Municipal Band	\$ 1,000
Space Coast Pride	\$ 1,000
Space Coast Art Festival	\$ 1,000
EGAD	\$ 1,000
Melbourne Art Festival	\$ 1,000

D4

Melbourne Art Festival	\$15,000
Native Rhythms Festival	\$5,000

D5

Green Gables	\$10,000
Field Manor	\$10,000