



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Community Services Group

J.2.

8/6/2024

Subject:

Approval, Re: Contract with City of Cocoa Beach for Keep Brevard Beautiful Beach and SR520 Causeway Clean-up

Fiscal Impact:

Funds (\$260,120) are available and allocated for the entire term of the contract in the Beach Improvement Fund 1442-293100-5340000

Dept/Office:

Tourism Development Office

Requested Action:

It is requested that the Board of County Commissioners approve and authorize the Director to sign a five-year contract with the City of Cocoa Beach, upon County Attorney Office, Risk Management and Purchasing Services approval, for Keep Brevard Beautiful beach and SR520 causeway maintenance from 10/1/2024 to 9/30/29 for \$260,120, yearly. Also, authorize the County Manager to execute necessary budget change requests.

Further, by approving this agenda item, the Board will make the following legislative finding: it is an authorized use of tourist development tax revenue in accordance with section 125.0104(5)(a)5, Florida Statutes and Brevard County Code 102-119 (3)b and (4)a; for the County to partner with the City of Cocoa Beach to provide some tourist development tax revenue to assist Cocoa Beach in providing for beach maintenance and clean-up of the City of Cocoa Beach's beaches and the portions of State Road 520 as it crosses the Banana River.

Summary Explanation and Background:

The Tourism Development Office requests the Board approve and authorize the Director to sign a five-year contract with the City of Cocoa Beach for Keep Brevard Beautiful to provide beach and 520 causeway maintenance and clean-up from 10/1/2024 to 9/30/2029 in the amount of \$260,120 annually, an increase over the current contract of \$175,000 annually due to an increased number of hours of service to meet the heavier demand, and fuel costs.

The Beach Improvement Committee, at its July 17, 2024 meeting, and the Tourist Development Council, at its July 25, 2024 meeting, unanimously recommended that the Board approve the recommended funding for the contract.

The City of Cocoa Beach has an existing contract with the TDC and Keep Brevard Beautiful (KBB) to remove litter from the 520 Causeway and the beach. The Tourism Development Office has had a contract with the City for the last five years. This litter removal project will clean approximately 3.9 miles of beach between Harding

Avenue and 1st Street South. Cleaning is focused on the beach area between the dunes and water line and the East walk path leading up to the public access crosswalks. It will also include Minutemen Causeway from the beach to Orlando Avenue. This area sees extremely high resident and tourist traffic and clean beaches impact our tourist economy greatly.

Clerk to the Board Instructions:

Please send copies to Tourism Development Office and County Attorney's Office.



August 7, 2024

MEMORANDUM

TO: Peter Cranis, Tourism Development Office Director

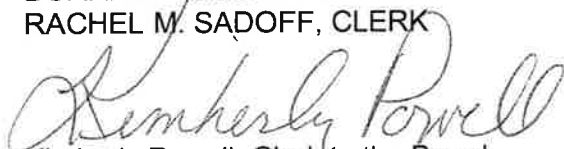
RE: Items J.1. and J.2., Approval of Contract with Keep Brevard Beautiful (KBB) for State Road (SR) 406 Max Brewer Causeway, SR 528 Beachline Causeway, SR 518 Eau Gallie Causeway, Highway 192 Melbourne Causeway, SR 404 Pineda Causeway, SR 520 Causeway, and Beach Clean-Up

The Board of County Commissioners, in regular session on August 6, 2024, approved and authorized you to sign a three-year Contract with a two-year extension with KBB beginning October 1, 2024, for clean-up on SR 406 Max Brewer Causeway, SR 528 Beachline Causeway, SR 518 Eau Gallie Causeway, Highway 192 Melbourne Causeway, SR 404 Pineda Causeway, SR 520 Causeway, and beach clean-up for a total of \$417,184 per year, subject to County Attorney, Risk Management, and Purchasing Services approval; authorized the funds for SR 520 Causeway and beach clean-up to come from the Tourism Beach Fund under Section s 102-119(3)b. and (4)a. of the Code; authorized the funds for the other five (5) causeway projects to come from the Lagoon portion of the Beach Fund under Section 102-119(4)a. of the Code; adopted the legislative findings as set forth in the Requested Action listed on the Agenda Reports for Items J.1. and J.2.; and authorized the County Manager to execute any necessary Budget Change Requests. Enclosed are the Agenda Reports

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK


Kimberly Powell, Clerk to the Board

Encls. (2)

cc: County Attorney



520 Causeway & The Beaches Contract Proposal



TOP VISITATION DRIVERS





- 50% Of All Advertisements Specifically Promote Cocoa Beach
- \$7 million on advertising Cocoa Beach this year

Tourism on the steady incline

ACTUALS

FY20-21 - \$16,939,307

FY21-22 - \$23,331,104

FY22-23 - \$25,540,191

FY23-24

PROJECTED

\$26,200,000

BUDGET

FOR FY24-

25

\$27,000,000

KBB Beach Clean-Up Schedule

March 1-Oct 31

7AM - 11AM (2-man crew)
1 North end
1 South end

2PM - 8PM (2-man crew)
1 North end
1 South end

WEEKENDS

7AM - 11AM (2-man crew)
1 North end
1 South end

2PM - 8PM (3-man crew)
1 North end
1 South end
1 b/f

Nov 1-Feb 28

7AM - 11AM (1-man crew)
1 North and South ends

2PM - 6PM (1-man crew)
1 North and South ends

WEEKENDS

7AM - 11PM (1-man crew)
1 North and South ends

2PM - 6PM (1-man crew)
1 North and South ends



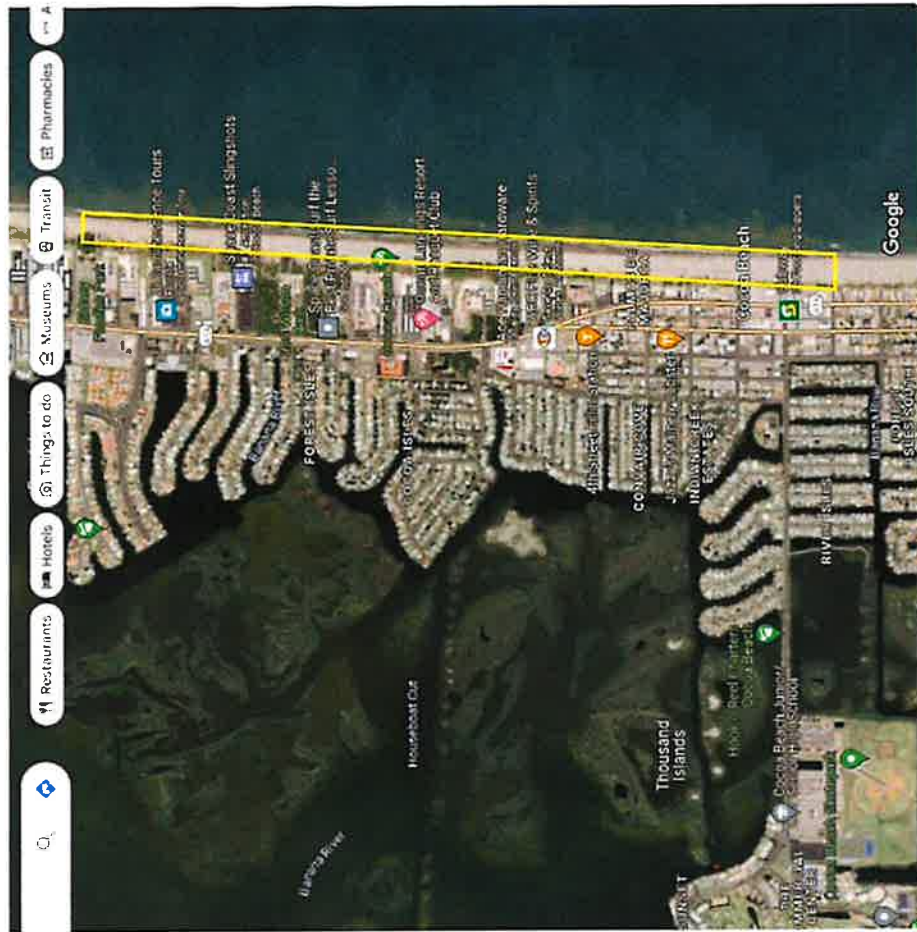
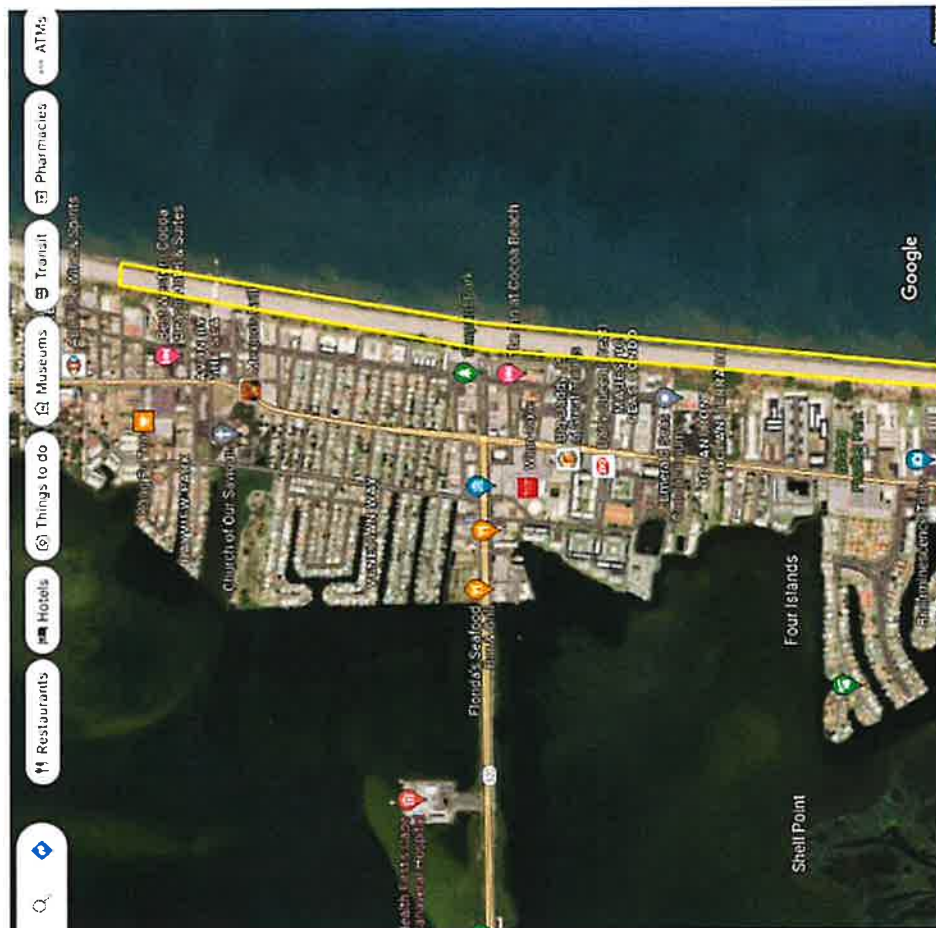




- 300 Tons of Trash
in 2023

- 50 Tons as of
March 2024







WASTE MANAGEMENT COST

\$21,292.50/Month

WASTE MANAGEMENT PICK-UP SCHEDULE

- **Feb 1-Sep 1**
 - 3/Week - 4th St. N – 4th St. S
 - 2/Week - Every other stub end and beach access
- **Sep 1-Feb 1**
 - 2/Week - Every stub end and beach access



Beach Bucket Foundation

Locations

- 1st. South – 13th St. South
- Sydney Fisher Park
- Alan Shepard Park

City Staff

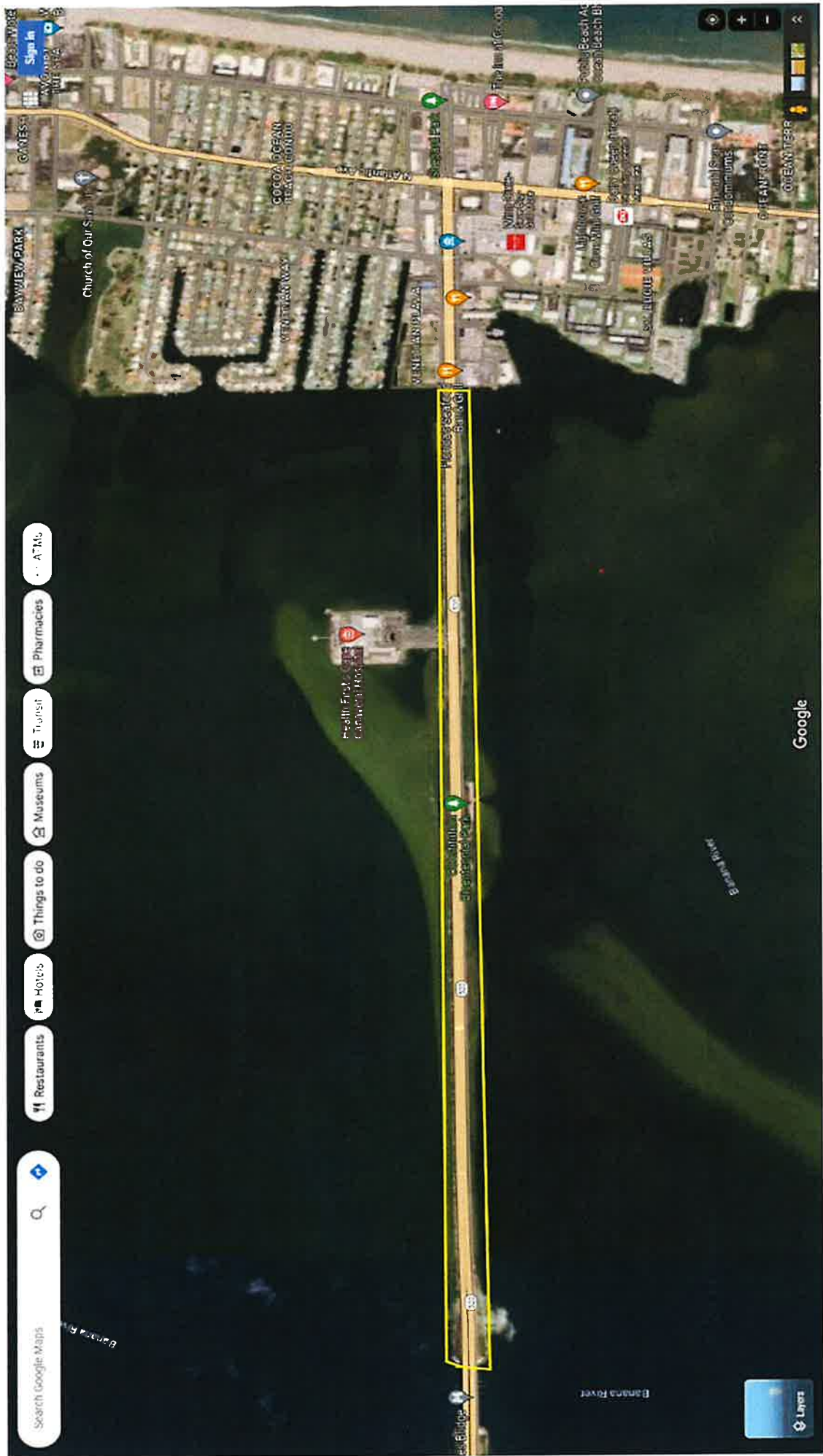
Part Time Employee

- Thurs-Mon 6:30 am – 10:30

Full Time Employee

- Visits the beach stub ends Mon - Fri







KBB SR 520 Clean-Up Schedule

- 1-Man Crew
- Once A Week – 8-10 Hours

2019

1 Vehicle Purchased @ \$10,415.00

- County Cost - \$5,000.00
- City Cost - \$5,415.00

2020

2 Vehicles Purchased @ \$10,800.00 each x 2 = \$21,600.00

- County Cost - \$5,000.00
- City Cost - \$16,600.00

2021

1 Vehicle Purchased @ \$11,175.00

- County Cost - \$5,000.00
- City Cost - \$6,175.00

2022

2 Vehicles Purchased @ \$10,705.29 each x 2 = \$21,410.58

- County Cost - \$5,000.00
- City Cost - \$16,410.58

2023

1 Vehicle Purchased @ \$12,633.92

- County Cost - \$0.00
- City Cost - \$12,633.92

2024

2 Vehicles Purchased @ \$13,862.03 each x 2 = \$27,724.06

- County Cost - \$0.00
- City Cost - \$27,724.06

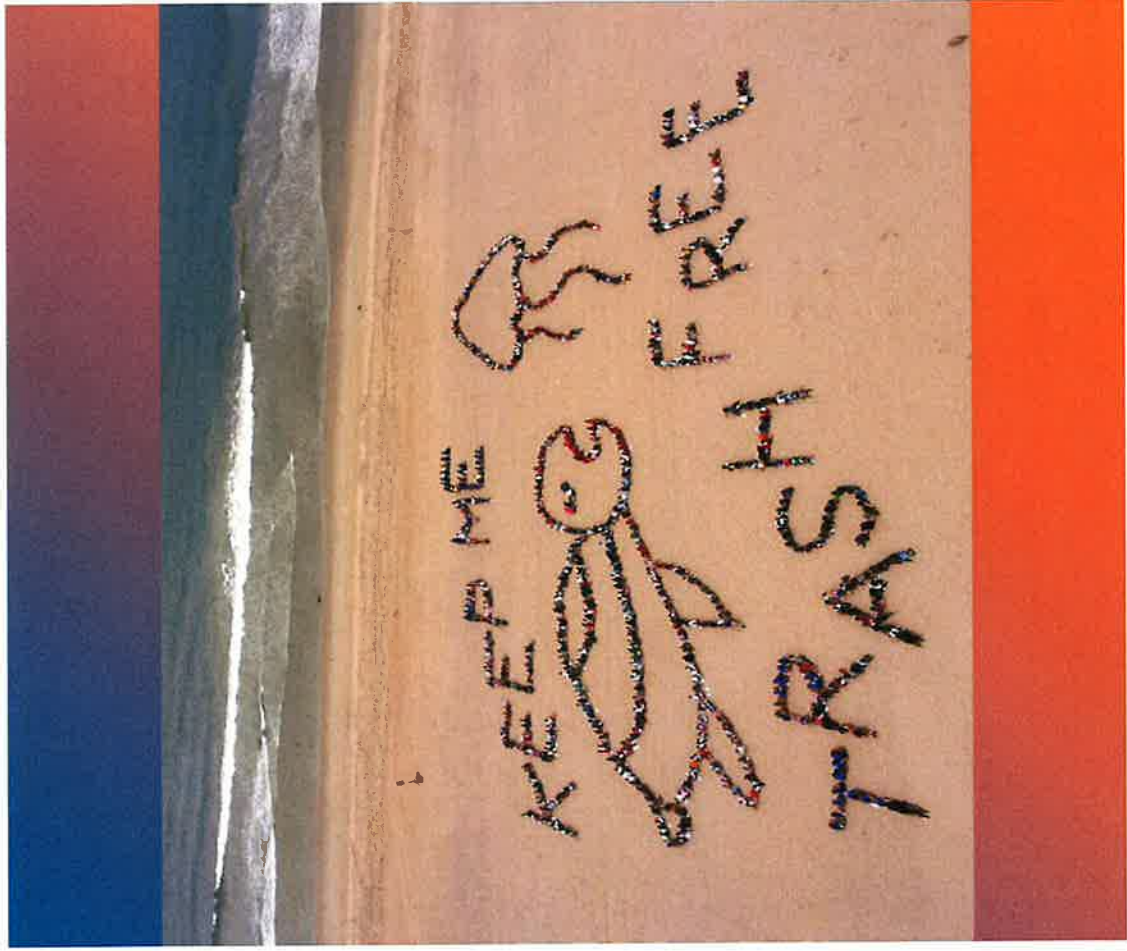




City's Annual Contribution

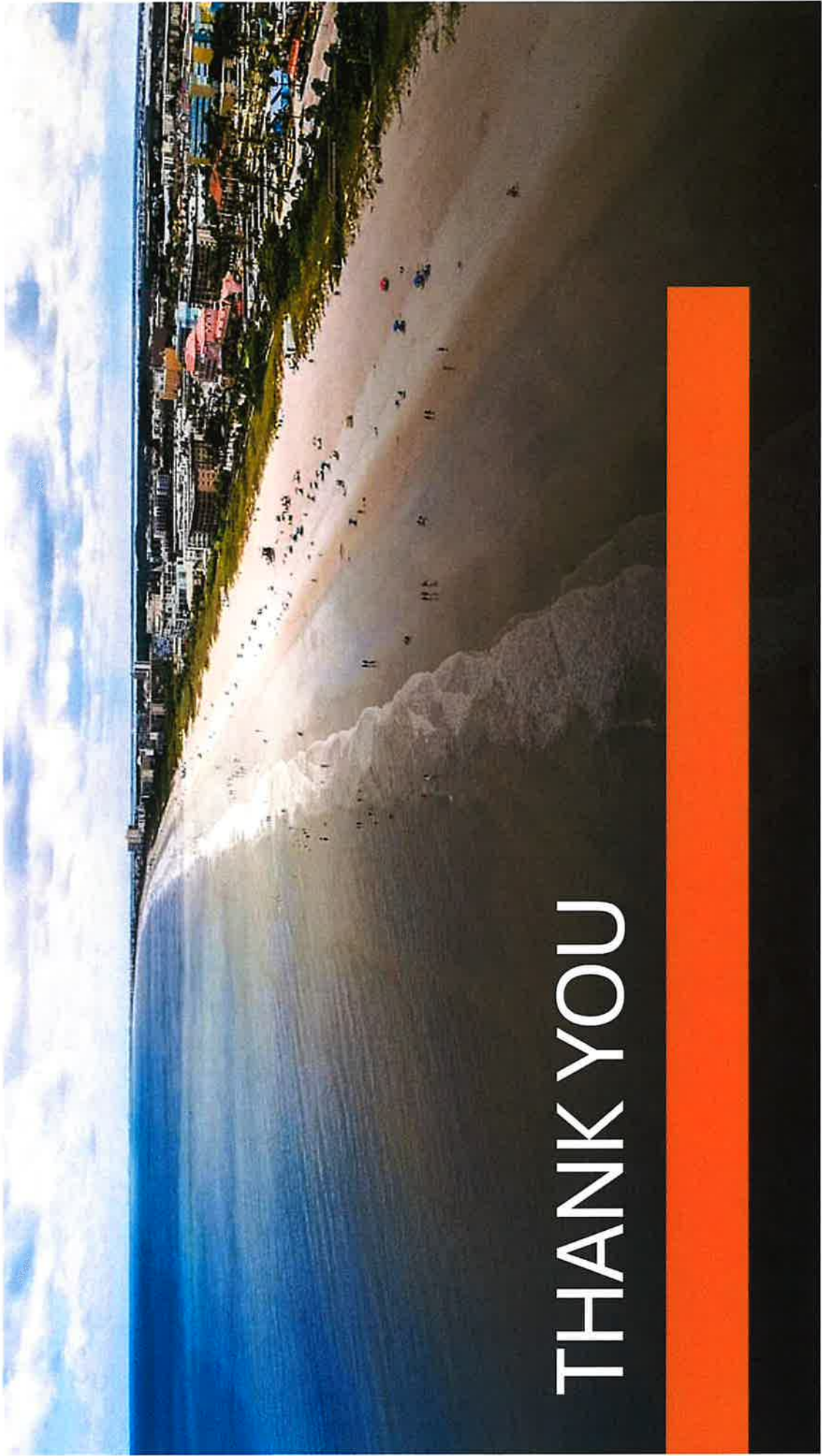
- Waste Management - \$255,510.00
- Beach Vehicles (2) - \$27,724.06
- Personnel
 - Full Time Employee - \$47,400.00/Year
 - Part Time Employee - \$19,800/Year

TOTAL – \$350,434.06 towards trash clean up in 2024



Proposal

- 5 Year Contract
- \$260,120.00 Annually
- City to continue providing beach vehicles to KBB at no cost to the County



THANK YOU