



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## New Business - Community Services Group

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J.1.

2/23/2021

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### Subject:

Approval, Re: Awarding Tourism Development Tax Cultural Event Funds for the 2021 Cocoa Beach Air Show

### Fiscal Impact:

\$94,169 from the Cultural Fund 1446/293020

### Dept/Office:

Tourism Development Office

### Requested Action:

Request the Board of County Commissioners approve the Tourist Development Council's recommendation to approve funding a grant for the 2021 Cocoa Beach Air Show, as well as make the necessary legislative findings that this is a special event, whose main purpose is the attraction of tourists, and that it will be promoted to tourists. Additionally, request authority for the Director, Tourism Development Office to negotiate and sign the necessary grant agreement, and related documents and authorize the County Manager to execute necessary budget change requests, to support the grants upon County Attorney and Risk Management approval.

### Summary Explanation and Background:

The 2021 Cocoa Beach Air Show is being held in Cocoa Beach on April 17-18 for the first time since 2012. The Air Show is open to the public at no charge, although there are VIP tickets available for special viewing. The show is the first major event to happen in that area since COVID began and falls 2 weeks after Easter which is a need period. The event organizer has a long history of experience with operating air shows in Brevard County, as well as in other venues such as Ft. Lauderdale, Orlando, New York and Maryland. One of the special event's main purpose is the attraction of tourists and it will be promoted to tourists. It is estimated the show will generate approximately 40-50,000 attendees per day. Using the lower number of 40,000 and estimating 30% of those people coming from outside the county and staying overnight for an average of 2 nights, would result in visitor spending of approximately \$4.4 million, or an ROI of 44:1.

The TDC at the February 10 meeting voted 8-0 with 1 abstention due to a conflict to award these funds on the basis of the ROI, the event occurring during a need period, the event being open and free to the general public.

Further, based on the facts specified, request the BOCC make the legislative finding that Tourist Development Tax funds are authorized for this cultural grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and

Section 102-119(3)d, of the Brevard County Code of Ordinances because this tourist oriented special events has 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 to Tourists. Additionally, request authority for the Director, Tourism Development Office to negotiate and sign all necessary grant agreements, budget change requests, and related documents to support the grants.

**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.



February 24, 2021

**M E M O R A N D U M**

**TO:** Peter Cranis, Tourism Development Office Director

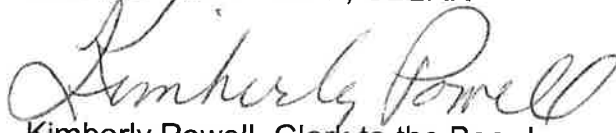
**RE:** Item J.1., Awarding Tourism Development Tax Cultural Event Funds for the 2021 Cocoa Beach Air Show

The Board of County Commissioners, in regular session on February 23, 2021, approved the Tourist Development Council's recommendation to approve funding a grant for the 2021 Cocoa Beach Air Show, as well as made the necessary legislative finding that this is a special event, whose main purpose is the attraction of tourists, and being promoted to tourists; authorized you to negotiate and sign the necessary grant agreement, and related documents; and authorized the County Manager to execute necessary Budget Change Requests, to support the grants upon County Attorney and Risk Management approval.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS  
RACHEL M. SADOFF, CLERK

  
Kimberly Powell, Clerk to the Board

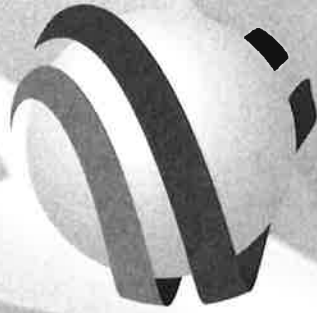
/ds

cc: County Manager  
County Attorney  
Finance  
Budget



*April 17-18, 2021*

**We're Teaming Up**



**NATIONAL  
AIR, SEA & SPACE  
FOUNDATION™**



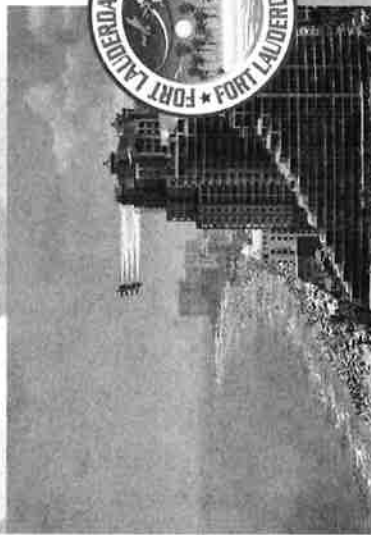
**to bring an Air Show back to Brevard in 2021**

**2020 was the first time in almost 50 years that an air show was not held in the county**

# 2021



# Tour





# ***The AirDotShow Live Tour***

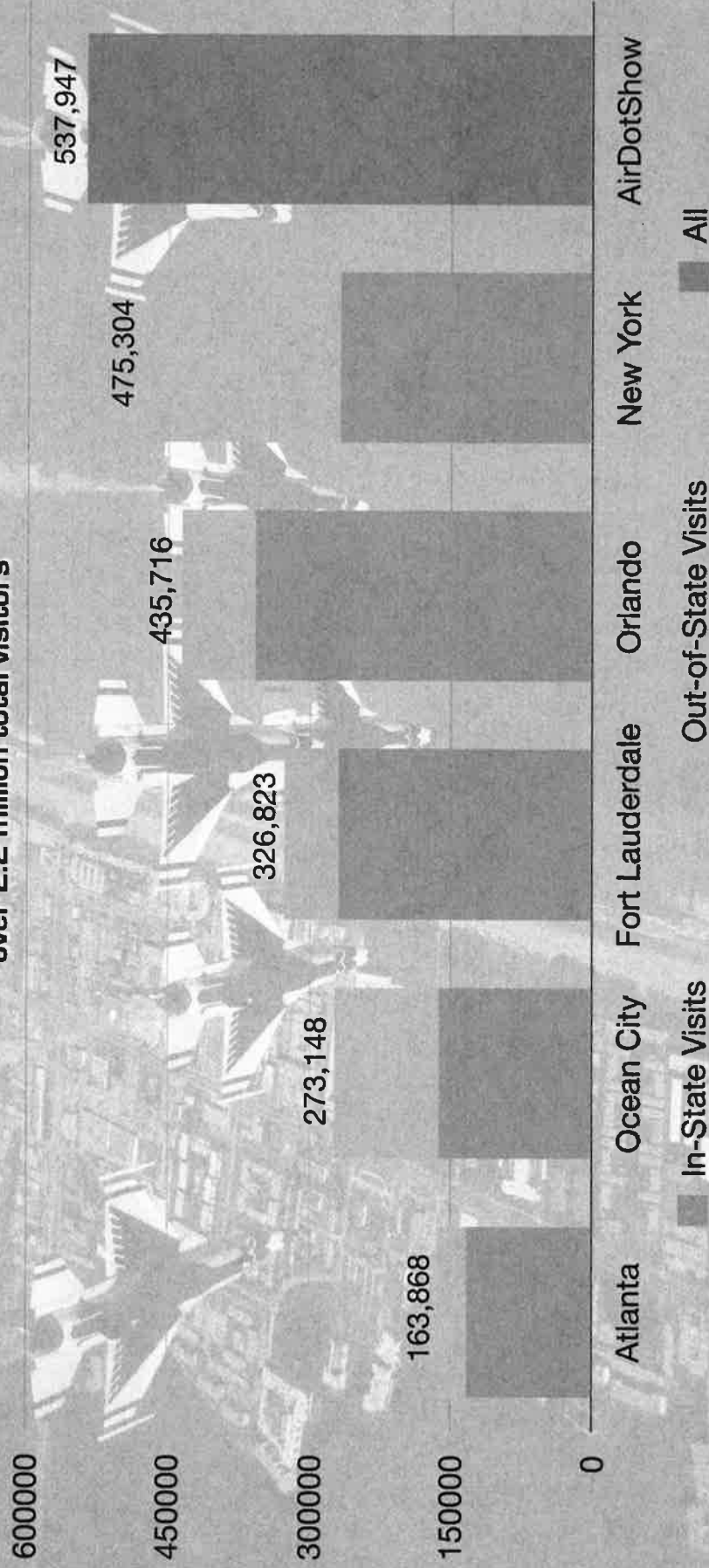
## **Attracting a national audience to our events**

- ✈ AirDotShow Live events, like sports teams are identified by their cities
- ✈ Every AirDotShow Live event is held in a desirable travel destination
- ✈ 15 percent of U.S. online audience self-designates as interested in aviation
- ✈ Combine that interest with destination and people will travel to attend
- ✈ AirDotShow website and social channels are a portal to the tour events
- ✈ Centralized portal appeals to the national aviation interested audience
- ✈ The tour events become aerial stadiums, and AirDotShow is the league

# Reach of AirDotShow and each tour event

## One Year Website Visitor Data

over 2.2 million total visitors





# 2012 Cocoa Beach Air Show

## 2012 Geographic and Visitor Info

from CocoaBeachAirShow.com - December 10, 2011 to September 25, 2012

- ✈ 84,127 total visits
- ✈ 57,837 unique visitors
- ✈ 4,415 **where-to-stay** page visits
- ✈ 3,226 visits from outside the USA
- ✈ 17,094 visits from outside Florida
- ✈ 63,807 visits from inside Florida

### 63,807 Florida visits came from:

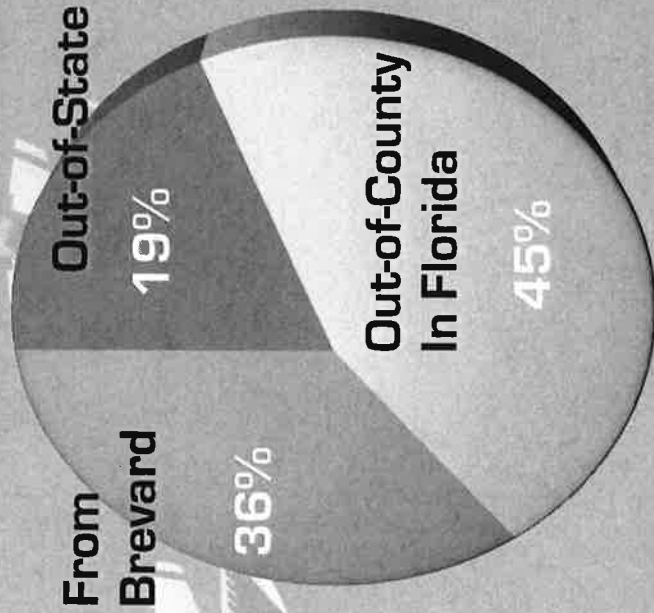
- ✈ 41,531 from outside Brevard County
- ✈ 22,276 from Brevard County

# ***2012 Cocoa Beach Air Show***

## **Impact of the Air Show**

From a survey conducted by the Space Coast Office of Tourism at Lori Wilson Park at the 2011 Event. Of the spectators surveyed:

- ✈ **64% were from outside Brevard County**
- ✈ **23% visited Brevard County for the first time**
- ✈ **75% visited specifically for the Air Show**
- ✈ **44% stayed overnight**



# ***Cocoa Beach Air Show***

## **A signature event for the community**

- ✈ General viewing is free of charge
- ✈ The aerial stage is two miles wide and 500 feet high
- ✈ Spectators can watch from the beach, their backyard, boat or hotel balcony
- ✈ It can be held responsibly in the era of social distancing
- ✈ It will boost tourism and attract destination visitors
- ✈ It's an uplifting and inspiring event for local residents of Brevard County





# HOST HOTEL PAGE



## Host Hotel Page Highlights

- ☆ Each hotel has a feature image on the page
- ☆ Referral link to each hotel website or micro-site page
- ☆ Post show page geographic and click tracking

# 2020 FORT LAUDERDALE STATS

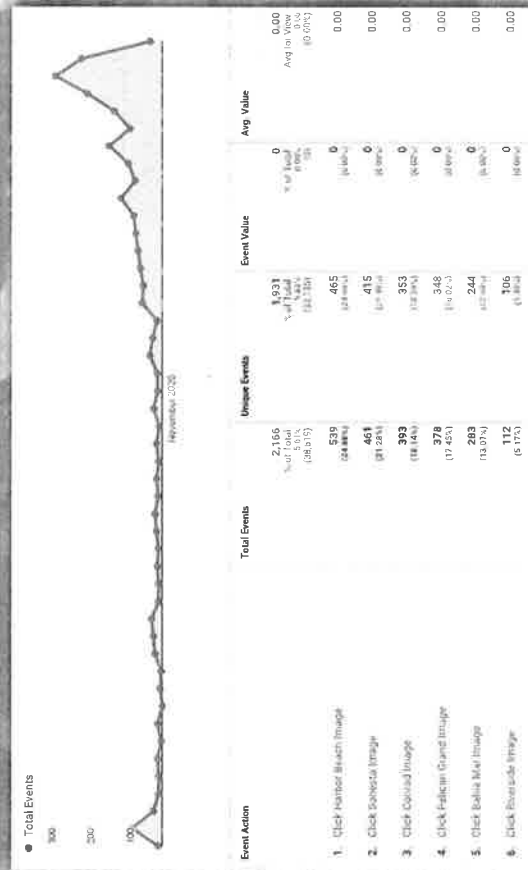
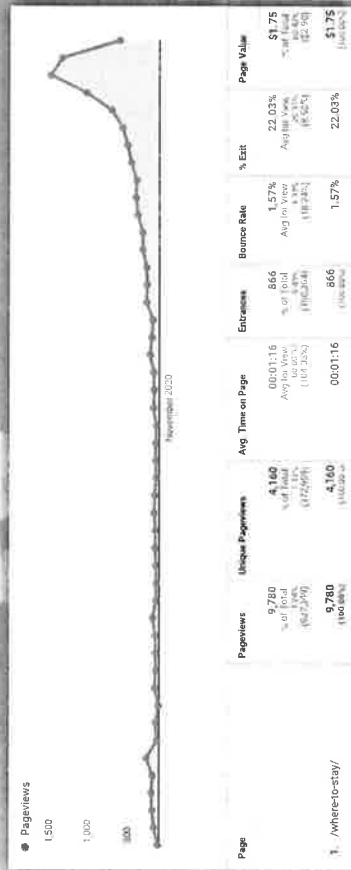
## October 7 - November 22, 2020

### Host Hotel Page

- ★ 9,780 total visits in six weeks
- ★ 4,160 unique visitors in six weeks
- ★ Average time on page of 1 minute 16 seconds

### Hotel Click-thru Tracking

- ★ 2,166 total click thrus to six different hotels
- ★ 1,932 unique click thrus (unique visitors)





# 2021 Cocoa Beach Website Stats

## December 28, 2020 - January 17, 2021

### Website Visitor Geographics

- ✈️ 6,287 total visits
- ✈️ 4,909 unique visitors
- ✈️ 1,026 from outside Florida
- ✈️ 991 outside Orlando DMA in FL
- ✈️ 4,270 from inside Orlando DMA

### 32% from outside Orlando DMA

### Ticket Purchase Geographics

- ✈️ 30 from outside Florida
- ✈️ 37 outside Orlando DMA in FL
- ✈️ 176 from inside Orlando DMA

### 30% from outside Orlando DMA

State	Users	New Users	Visitors	Bounce Rate	Pages / Session	Avg. Session Duration	Completed Purchase (Out of 4 Conversions)
1. Florida	4,909	4,143	6,287	58.85%	2.26	00:02:14	3.87%
2. Illinois	37	34	64	57.15%	1.84	00:01:07	7.81%
3. California	31	31	56	66.07%	2.09	00:02:18	7.14%
4. North Carolina	77	68	108	47.22%	3.74	00:05:15	3.70%
5. Georgia	65	57	84	60.71%	1.90	00:01:57	3.57%
6. Colorado	19	19	22	45.45%	2.91	00:02:51	9.09%
7. Indiana	31	30	19	84.21%	2.11	00:00:37	10.53%
8. Texas	64	63	72	73.61%	1.53	00:00:59	2.76%
9. Arizona	8	7	9	44.44%	2.44	00:02:53	11.11%
10. Louisiana	3	3	4	50.00%	2.50	00:03:19	25.00%

State	Users	New Users	Visitors	Bounce Rate	Pages / Session	Avg. Session Duration	Completed Purchase (Out of 4 Conversions)
1. Orlando-Daytona Beach-Melbourne, FL	4,158	4,143	5,261	58.22%	2.25	00:02:12	4.05%
2. Miami-Ft. Lauderdale, FL	297	274	395	57.72%	2.30	00:02:46	3.29%
3. West Palm Beach-Ft. Pierce, FL	169	166	206	56.31%	2.61	00:02:59	3.40%
4. Tampa-St. Petersburg-Clearwater, FL	138	130	178	56.74%	2.54	00:02:21	4.49%
5. Jacksonville, FL	73	68	83	60.24%	2.02	00:01:34	2.41%
6. Jacksonville, FL	44	38	51	62.75%	2.25	00:01:59	1.96%
7. Ft. Myers-Naples, FL	22	21	36	44.44%	3.75	00:04:50	8.33%
8. Tallahassee, FL	12	12	20	45.00%	2.40	00:03:01	5.00%
9. Naples-Ft. Myers, FL	10	10	12	66.67%	1.75	00:02:20	8.33%
10. Gainesville, FL	6	6	7	14.29%	2.86	00:04:42	14.29%

## ***AirDotShow Livestream***

### ***Virtually attending an AirDotShow Live event***



**For those who don't make it to Show Center, we bring Show Center to them**

Engaging game-style broadcast and virtual dashboard portal, average viewing time of 24 minutes



**Viewers provide contact info to get free access to the Livestream**

A national email subscriber list is rapidly developing with every new broadcast



**A global audience is able to virtually attend every AirDotShow Live event**

Viewers from all 50 states and more than 100 countries virtually attended an AirDotShow Live event in 2020



**AirDotShow On Demand provides a year-round opportunity to attend post-event**

Aviation enthusiasts around the nation and the world continue to attend our 2020 AirDotShow Live events



**AirDotShow Livestream and On Demand provide national exposure to each host city**

"Virtually experience it here then come see it for real" encourages viewers to plan a trip to attend in the future



# ***2021 Cocoa Beach Air Show***

## **TDC Support Request**

- ✪ The NASSF is seeking a total of \$100,000 in financial support from the TDC for the 2021 event
- ✪ We have been awarded a cultural grant of \$5,831
- ✪ We are requesting an additional \$94,169 in financial support