



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## New Business - Community Services Group

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J.2.

5/4/2021

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### **Subject:**

Approval, Re: TDC Marketing Funds for the 2021 Great Florida (Melbourne) Air Show

### **Fiscal Impact:**

\$67,500 from the Marketing Fund 1441

### **Dept/Office:**

Tourism Development Office

### **Requested Action:**

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

### **Summary Explanation and Background:**

The 2021 Melbourne Air Show is being held at the Melbourne International Airport on May 15-16 after not holding the show in 2020 due to COVID-19. The Air Show is a closed, gated show that is limiting capacity in order to practice social distancing. There are traditionally large crowds that gather outside of the airport, but in the area, so they can view the show. The tickets for the gated area are \$50 per person and there are VIP options available. The show falls in a typical need period of mid-May which is post Easter and pre-Memorial Day weekend. The event organizer has a long history of experience with operating air shows, but this is their first show in Brevard County. The most recent show they conducted was in Maine. The show will feature the Blue Angels which is the first time this demo team has been in Brevard in several years. They will be flying new FA-18 aircraft. It is estimated the show will generate approximately 10,000 attendees per day in the gated area (capacity restricted) and a possibility of a large number of people in the surrounding area outside the gate. It is expected approximately half the audience will come from outside of Brevard County. Using the number of people going to the gated event (20,000 for both days) and 50% of that number outside the gate for both days (10,000) - and estimating 60% of those people coming from outside the county and 50% staying overnight for an average of 2 nights, would result in visitor spending of approximately \$1.5 million, or an ROI of 22:1.

The Cultural Committee voted 7-0 (2 committee members had not yet been appointed) to approve at the

March 30 meeting and the TDC at the April 28 meeting voted 7-1 to award these funds on the basis of the ROI, the event occurring during a need period and having the potential to generate significant out of town business.

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. The tourist oriented special event 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



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

May 5, 2021

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

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

**RE:** Item J.2., Approval for Tourist Development Council (TDC) Marketing Funds for the 2021 Great Florida (Melbourne) Air Show

The Board of County Commissioners, in regular session on May 4, 2021, approved the TDC's recommendation to approve \$67,500 in funding for the 2021 Great Florida (Melbourne) Air Show; authorized legislative findings that this is a special event that has as one of its main purposes the attraction of tourists and is promoted to tourists; and authorized you to negotiate and sign the necessary grant agreement, Budget Change Requests, and related documents to support the grants upon County Attorney and Risk Management approval.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS  
RACHEL M. SADOFF, CLERK

A handwritten signature in cursive script, reading "Kimberly Powell".

Kimberly Powell, Clerk to the Board

cc: Risk Management  
County Attorney  
Finance  
Budget

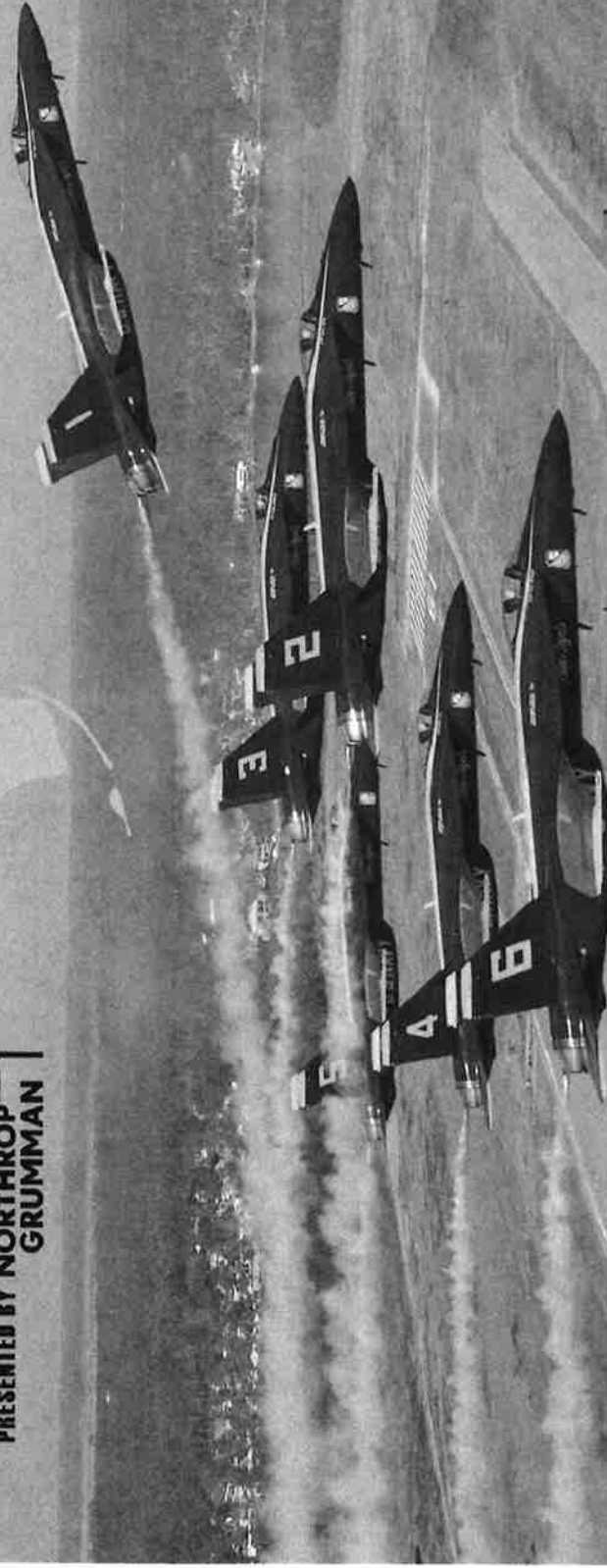


# THE GREAT FLORIDA AIR SHOW

ORLANDO MELBOURNE INT'L AIRPORT

**May 15 & 16, 2021**

PRESENTED BY NORTHROP  
GRUMMAN





# The Great Florida Air Show

- One of the most popular events in the State
- One of the **first shows to feature the U.S. Navy Blue Angels' new jets** which will attract out of town avid fans
- Team's **first appearance in Brevard since 2015**
- First show with a jet team in 4 years

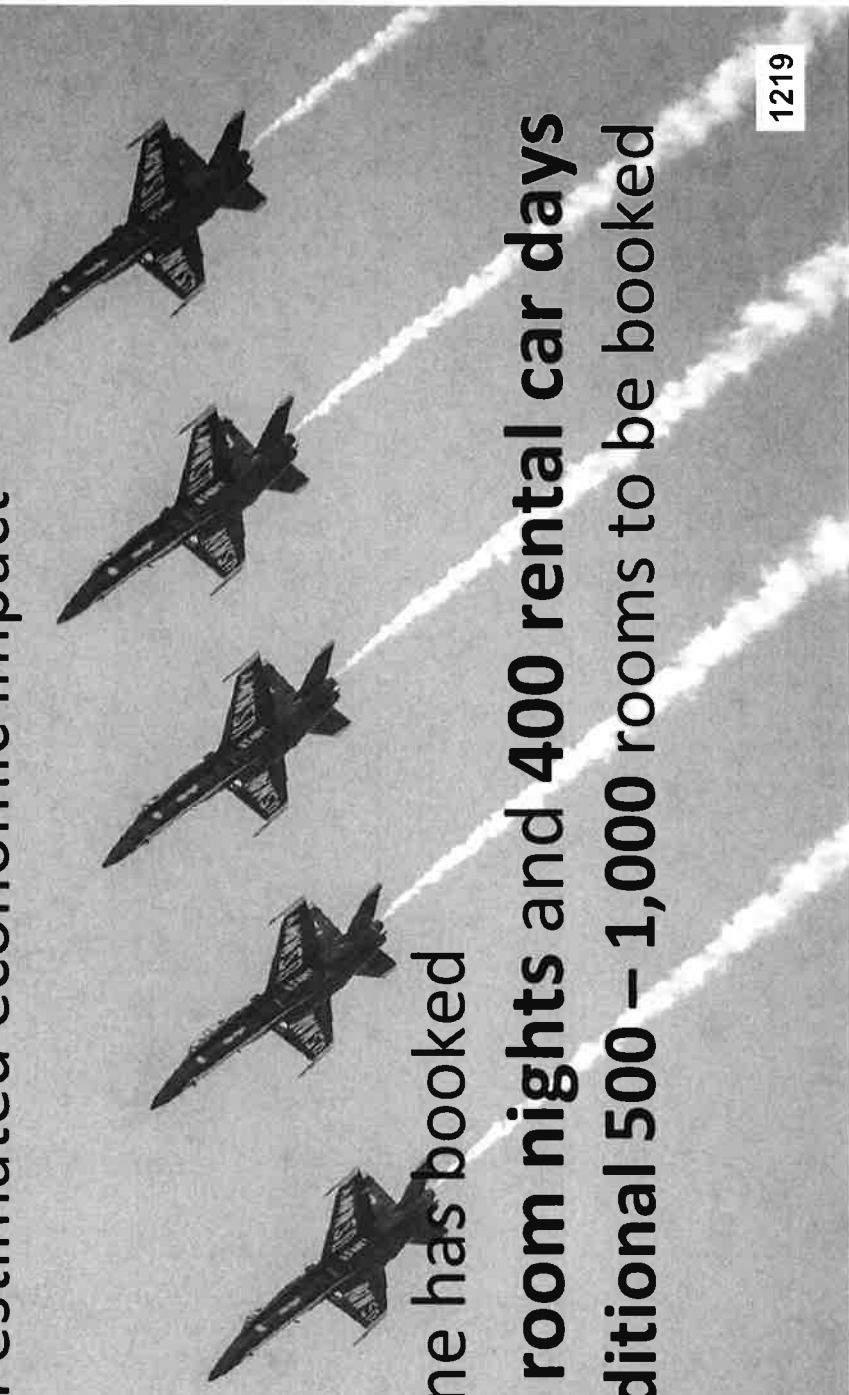






# The Air Show in Numbers

- Attendance **20,000** guests over the weekend
- **\$12 Million** in estimated economic impact
- The show alone has booked
  - **700 hotel room nights** and **400 rental car days**
- Estimated additional **500 – 1,000** rooms to be booked



# Tourism Promotion

- The Air Show is expected to stimulate approximately \$12 million in tourism

Target Audience:

25 – 55 years of age, Young Families



**As of Friday, April 23, 43% of Ticket Buyers  
are from outside 100 miles of Melbourne**





# Public Relations

- Media Flights
  - Regional Reporter to fly with # 7
  - Promote Air Show / Share experience
- To ensure maximum reach
  - Viewership metrics, social media following are considered



# Marketing Plan

- **Social Media** – Targeted Ads
- **TV** – Commercials in neighboring counties
- **Billboards** - Orlando

Plus \$15,000 investment  
boost from MLB for ad  
spend in Jacksonville,  
Orlando & Tampa





# Together MLB and Air Show Network are Donating 1,000 tickets to Health Care Heroes

(\$50,000 value)



**Health  
First**

## Health First to Distribute Tickets

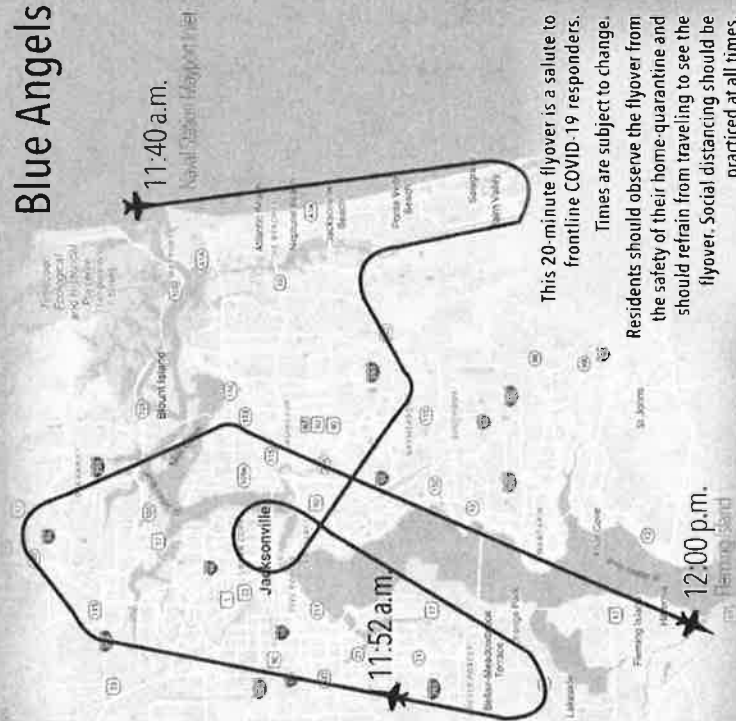


**THE GREAT**  
FLORIDA AIR SHOW  
May 15 & 16, 2021  
HUNTER FIELD, GAITHERSBURG, MD

# Blue Angels' America Strong Mission

Flight Path  
May 8th  
**JACKSONVILLE**

Blue Angels



This 20-minute flyover is a salute to frontline COVID-19 responders.

Times are subject to change.

Residents should observe the flyover from the safety of their home quarantine and should refrain from traveling to see the flyover. Social distancing should be practiced at all times.

Stay home and stay safe!

#AmericaStrong

We salute all essential  
personnel!



See you soon







THE GREAT

THE GREAT EVENT OF THE YEAR

May 16 & 18, 2021

PRESENTED BY FOX BROADCASTING

Sunday Show will honor all Health Care Heroes



# Marketing Budget

Medium	Budget	Dates
PR Services	\$10,000	Ongoing
Billboards	\$15,000	April 1st
Social Media Advertising	\$20,000	April 1st
Social Media Management	\$5,000	Ongoing
Television	\$15,000	May 1st
TV Spot Production	\$2,500	Completed

Plus recently added \$15,000 investment from MLB!

**New Total: \$82,500**

# Thank you!

**Mary Breen**

**Mary@AirShowNetwork.com**

**805-259-7973**

