

# **Office of Human Resources**

## **Overview of Budget and Operations**

**May 2017**

# Presentation Outline

- Human Resources Overview
- Employee Relations
- Personnel Technical Services
- Risk Management
- Employee Benefits

# FY 16/17 Budget – Human Resources

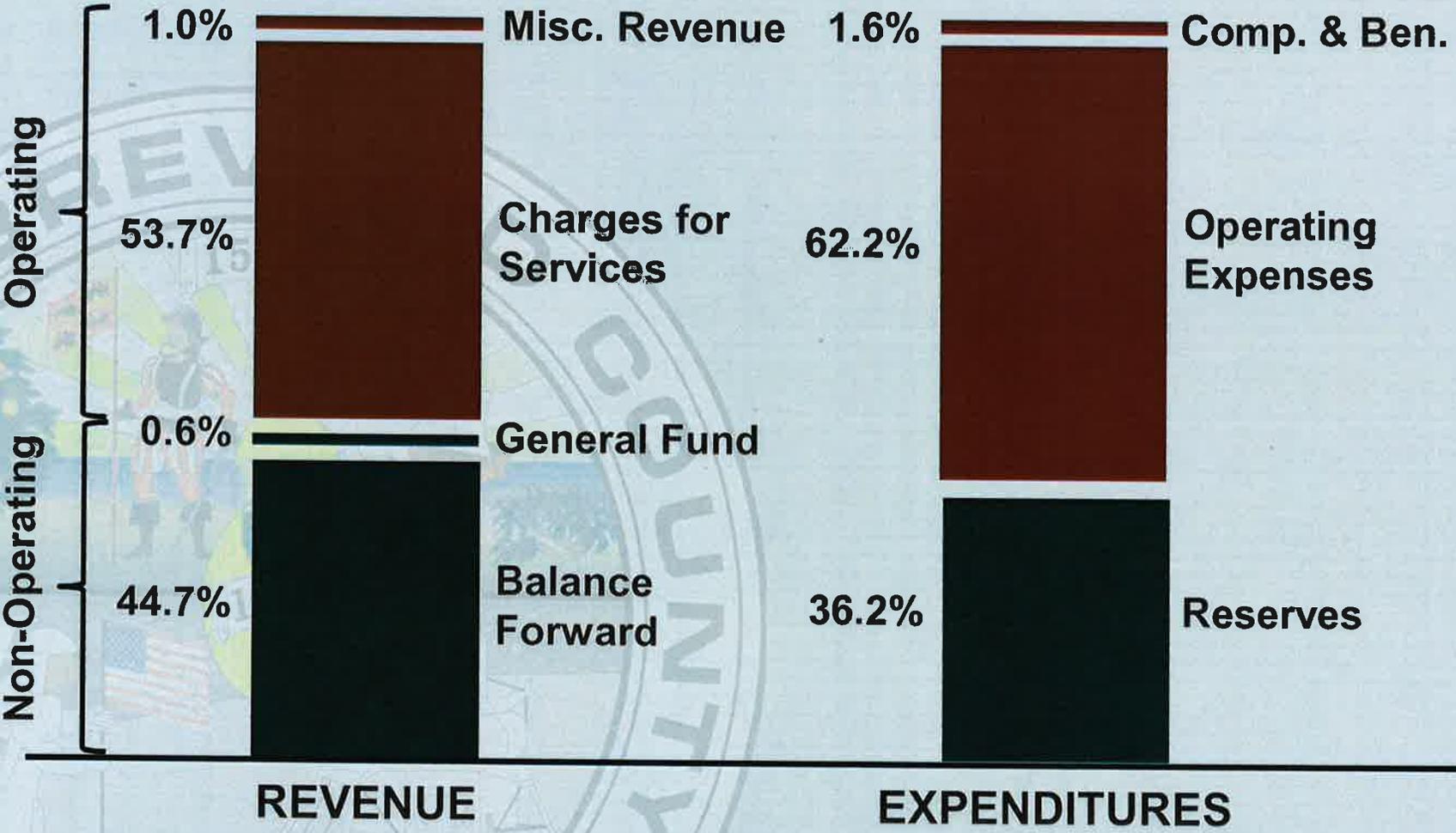
REVENUES (\$)	
Operating	62,163,529
Non-Operating	51,478,512
<b>TOTAL REVENUE</b>	<b>113,642,041</b>

Charges for Svc  
Bal. Fwd, Gen. Fund

EXPENDITURES (\$)	
Operating	72,440,217
Non-Operating	41,201,824
<b>TOTAL EXPEND.</b>	<b>113,642,041</b>

Operating, Comp&Ben  
Reserves

# FY16/17 Budget – Human Resources



# Budget Roll Up

(in \$ thousands)

Item	Emp Rel	Pers Tech	Risk Mgmt	Emp Ben	Total HR
<b>REVENUE</b>					
<b>Charges</b>	5.7		8,760.8	52,301.9	61,068.4
<b>Misc</b>		0.5	630.6	464.0	1,095.1
<b>Bal Fwd</b>			21,799.7	29,028.4	50,828.1
<b>Gen Fund</b>	186.0	464.4			650.4
<b>TOTALS</b>	191.7	464.9	31,191.1	81,794.3	113,642.0
<b>EXPENDITURES</b>					
<b>Comp&amp;Ben</b>	169.3	416.8	733.1	431.9	1,751.1
<b>Oper Exp</b>	22.4	48.1	10,683.2	59,927.7	70,681.4
<b>Capital</b>			7.7		7.7
<b>Reserves</b>			19,767.1	21,419.2	41,186.3
<b>Transfers</b>				15.5	15.5
<b>TOTALS</b>	191.7	464.9	31,191.1	81,794.3	113,642.0

# FY16/17 Budget – Employee Relations

REVENUES (\$)	
Operating	5,700
Non-Operating	185,967
<b>TOTAL REVENUE</b>	<b>191,667</b>

Charges for Tng Svc  
General Fund

EXPENDITURES (\$)	
Operating	191,667
Non-Operating	0
<b>TOTAL EXPEND.</b>	<b>191,667</b>

Operating, Comp&Ben

# FY 16/17 Budget – Personnel Technical

REVENUES (\$)	
<b>Operating</b>	<b>475</b>
<b>Non-Operating</b>	<b>464,411</b>
<b>TOTAL REVENUE</b>	<b>464,886</b>

Public records, copies  
General Fund

EXPENDITURES (\$)	
<b>Operating</b>	<b>464,886</b>
<b>Non-Operating</b>	<b>0</b>
<b>TOTAL EXPEND.</b>	<b>464,886</b>

Operations,  
Comp&Ben

# FY16/17 Budget – Risk Management

REVENUES (\$)	
Operating	9,391,407
Non-Operating	21,799,733
<b>TOTAL REVENUE</b>	<b>31,191,140</b>

Premiums, Reimb., Interest  
Balance Forward

EXPENDITURES (\$)	
Operating	11,424,027
Non-Operating	19,767,113
<b>TOTAL EXPEND.</b>	<b>31,191,140</b>

Claims, Premiums, Admin  
Reserves

# Property/Casualty Actuary

## Recommended Funding FY16/17

Program (1)	Present Value of Projected Ultimate Limited Losses* (2)	Excess Insurance, Claims Administration and Other Expenses (3)	Recommended Minimum Funding* (2) + (3) (4)	FY16/17 Budgeted Revenue
Workers' Comp	\$5,092,000	\$1,283,777	\$6,375,777	\$4,600,000
Property	\$367,000	\$2,373,533	\$2,740,533	\$2,200,000
Auto liability and physical damage	\$612,000	\$379,645	\$991,645	\$660,845
General Liability	\$537,000	\$745,072	\$1,282,072	\$1,300,000
<b>Total</b>	<b>\$6,608,000</b>	<b>\$4,782,027</b>	<b>\$11,390,027</b>	<b>\$8,760,845</b>

# Projected Funds Available (Reserves) as of 9/30/16

PROGRAM	RESERVE AMOUNT	Present Value of Estimated Outstanding Losses @ 70% Confidence Level
Worker's Compensation	\$14,528,766	\$14,461,370
Property	\$145,109	\$122,328
Auto	\$1,272,115	\$958,979
General Liability	\$1,979,262	\$2,316,812
Catastrophic Claim Margin	\$2,750,000	\$2,750,000
<b>TOTAL</b>	<b>\$20,675,252</b>	<b>\$20,609,489</b>

# FY16/17 Budget – Employee Benefits

REVENUES (\$)	
Operating	52,765,947
Non-Operating	29,028,401
<b>TOTAL REVENUE</b>	<b>81,794,348</b>

Premiums, Reimb., Interest  
Balance Forward

EXPENDITURES (\$)	
Operating	60,359,637
Non-Operating	21,434,711
<b>TOTAL EXPEND.</b>	<b>81,794,348</b>

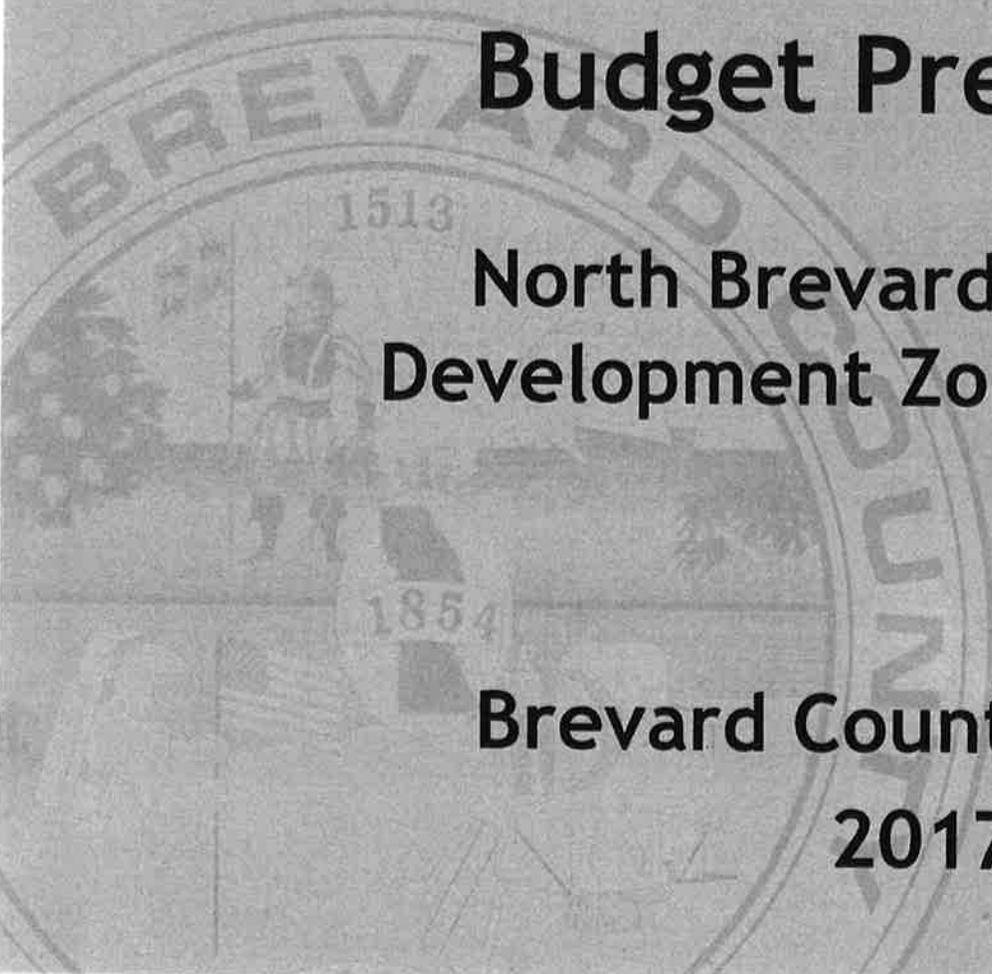
Claims, Premiums, Admin  
Reserves

# Group Health – Financials

Source: PY 2016 112.08 Actuarial Certification

	<b>CY 2016</b>	<b>Projected CY 2017</b>
<b>Calendar Year Expenses</b>	<b>\$51.3M</b>	<b>\$50.7M</b>
<b>Annual Plan Rev. vs. Exp.</b>	<b>\$8.3M</b>	<b>\$4.7M</b>
<b>Required Reserve (60 day claims + IBNR)</b>	<b>\$10.9M</b>	<b>\$11.2M</b>
<b>GASB 45 Liability (Projected FY15/FY16)</b>	<b>\$18.9M</b>	<b>\$20.07M</b>
<b>Ending Reserve Balance</b>	<b>\$31.1M</b>	<b>\$35.8</b>
<b>Annual Medical Trend (Actuary based)</b>	<b>6.2%</b>	<b>7.3%</b>
<b>Current Trend 6% (Using a 12 month look back)</b>	<b>Med: 15%</b>	<b>Rx: (-25%)</b>

Category	Oct-07 (actual)	Oct-08*	Oct-09*	Oct-10*	Oct-11*	Oct-12*	Oct-13*	Oct-14 (actual)	Oct-15*	Oct-16 (actual)	% Change (Est)
Avg. Full-Time Salary	\$39,628	\$39,628	\$39,628	\$39,628	\$40,619	\$40,619	\$41,431	\$39,927	\$40,725	\$41,436	4.6%
<b>Additional Cost Shifted to Employees</b>											
Avg. Premium Contribution	-768	-828	-816	-948	-1,176	-1,164	-1,128	-1,120	-1,392	-1,227	59.8%
Avg. Out of Pocket Expenses	-1,022	-1,054	-1,164	-2,119	-2,465	-3,067	-3,067	-3,305	-3,877	-3,877 <sup>(a)</sup>	279.4%
Salary Adjustment	0	0	0	0	991	0	829	0	815	622 <sup>(d)</sup>	8%
Furlough Impact (2.5%)	0	0	0	-991	0	0	0	0	0	0	n/a
FRS Contribution (3.0%)	0	0	0	0	-1,219	-1,219	-1,243	-1,198	-1,222	-1,243	n/a
Social Security Payroll Tax Cut <sup>(b)</sup>	0	0	0	0	812	812	0	0	0	0 <sup>(b)</sup>	n/a
<b>Total Additional Cost Shifted to Employees</b>	<b>-1,790</b>	<b>-1,882</b>	<b>-1,980</b>	<b>-4,058</b>	<b>-4,047</b>	<b>-4,637</b>	<b>-5,438</b>	<b>-5,624</b>	<b>-6,491</b>	<b>-6,347</b>	<b>254.6%</b>
<b>Net Average Salary</b>	<b>\$37,838</b>	<b>\$37,746</b>	<b>\$37,648</b>	<b>\$35,570</b>	<b>\$36,572</b>	<b>\$35,982</b>	<b>\$35,993</b>	<b>\$34,303</b>	<b>\$34,234</b>	<b>\$35,089</b>	<b>-7.3%</b>
Consumer Price Index (CPI)		3.84%	-0.36%	1.64%	3.16%	2.07%	1.46%	1.62%	0.12%	1.26%	14.8%
		3.84%	3.48%	5.12%	8.28%	10.35%	11.81%	13.43%	13.55%	14.81%	
<b>Total Impact on Salary</b>	<b>\$37,838</b>	<b>\$36,350</b>	<b>\$36,382</b>	<b>\$33,838</b>	<b>\$33,775</b>	<b>\$32,607</b>	<b>\$32,191</b>	<b>\$30,242</b>	<b>\$30,149</b>	<b>\$30,563</b>	<b>-19.2%</b>



# **Budget Presentation**

**North Brevard Economic  
Development Zone (NB Zone)**

**Brevard County, Florida  
2017**

# Mission Statement

- Grow the commercial tax base in the district (parts of D1 and D2),
- Increase job opportunities (particularly those paying an annual average salary/wage above the county's median income)
- Diversify the local economy, in order to avoid another post-Shuttle effect

# Unique Obstacles

- Large amount of federally-owned land - KSC and wildlife refuges
  - Narrow commercial corridor for development - between wetlands
- More direct impact from NASA layoffs

# What is the NB Zone?

The NB Zone was created in 2011 as a tax increment financing tool

Scheduled by ordinance to “sunset” after 31 years



# Why an incentive tool?



A number of reasons ...

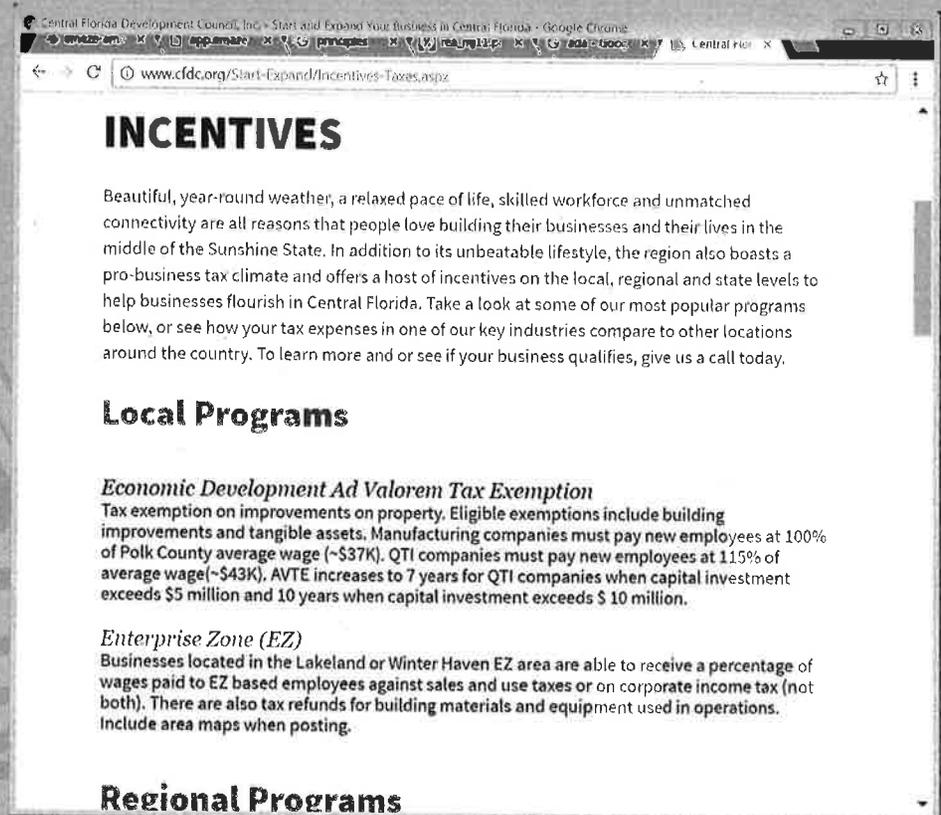
- To motivate a firm to take an action - inducement
- To grow the “macro” economy
- To compete against the field

# ... And there's a lot of competition

The International Economic Development Council (IEDC) estimates that there are more than 15,000 economic development organizations (EDOs) in the U.S., representing cities, counties, regions, and states.

Those EDOs provide more than \$3 billion in incentives annually, to attract, retain, and start enterprises in a given area.

[Source: Site Selection Group, 2016]



The screenshot shows a web browser window with the URL [www.cfdc.org/Start-Expand/Incentives-Taxes.aspx](http://www.cfdc.org/Start-Expand/Incentives-Taxes.aspx). The page content includes:

## INCENTIVES

Beautiful, year-round weather, a relaxed pace of life, skilled workforce and unmatched connectivity are all reasons that people love building their businesses and their lives in the middle of the Sunshine State. In addition to its unbeatable lifestyle, the region also boasts a pro-business tax climate and offers a host of incentives on the local, regional and state levels to help businesses flourish in Central Florida. Take a look at some of our most popular programs below, or see how your tax expenses in one of our key industries compare to other locations around the country. To learn more and or see if your business qualifies, give us a call today.

### Local Programs

***Economic Development Ad Valorem Tax Exemption***  
Tax exemption on improvements on property. Eligible exemptions include building improvements and tangible assets. Manufacturing companies must pay new employees at 100% of Polk County average wage (~\$37K). QTI companies must pay new employees at 115% of average wage (~\$43K). AVTE increases to 7 years for QTI companies when capital investment exceeds \$5 million and 10 years when capital investment exceeds \$ 10 million.

***Enterprise Zone (EZ)***  
Businesses located in the Lakeland or Winter Haven EZ area are able to receive a percentage of wages paid to EZ based employees against sales and use taxes or on corporate income tax (not both). There are also tax refunds for building materials and equipment used in operations. Include area maps when posting.

### Regional Programs

# Why a TIF structure?



A question of equity ...

# Consider “NIMBY”

- “Not in my backyard” - the reluctance of communities to site heavy industrial/utility operations in their neighborhoods
- District 1 is home to two large utility operations (FPL and OUC) - other communities likely would not want placement of such developments “in their backyard”

# Programs

Economic  
Development  
Plan - 2012

- High Wage Opportunities
- Redevelopment Projects
- Pad-Ready/Spec Bldg
- Small Business Help
- Strategic Initiatives

# Guiding Principles

Performance Based -  
Payout Tied to Benchmarks

ROI Analysis - Adherence to  
Leverage Ratio

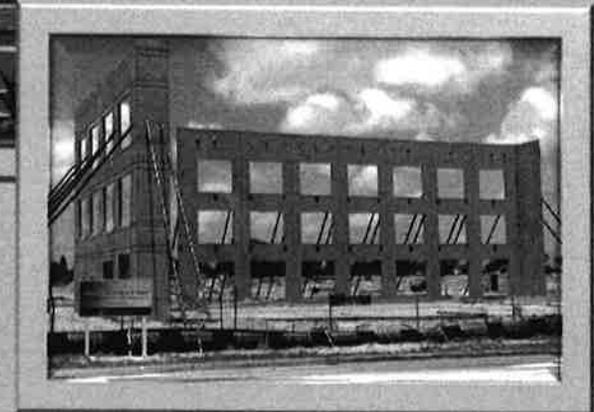
# Results?

In just four years, the NB Zone has leveraged its assistance programs to induce projects that are expected to create more than 2,015 new jobs, and result in a local capital investment of more than \$314 million.

# Results

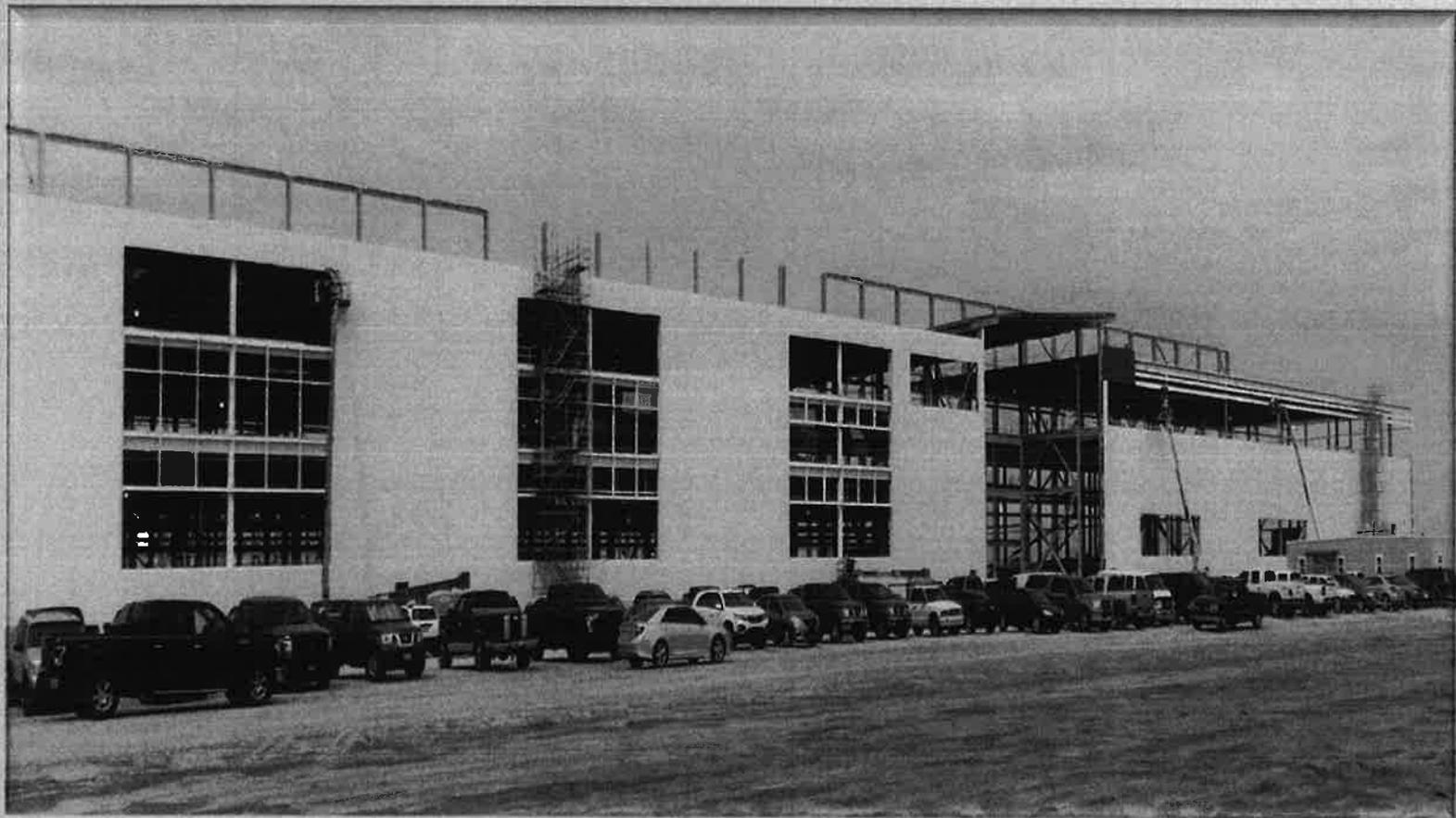
## High Wage Projects:

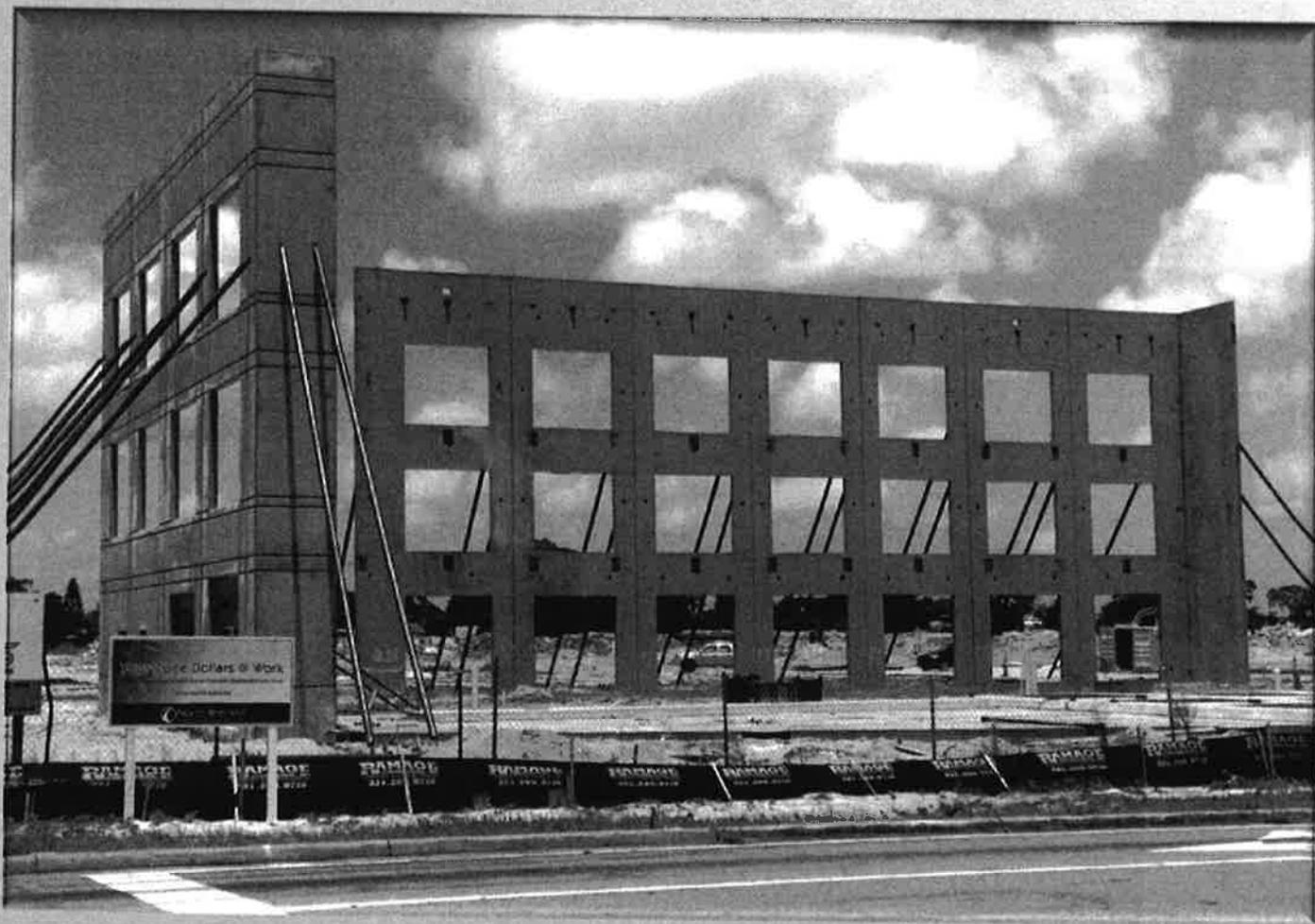
Blue Origin  
Embraer Aero Seating  
Lockheed Martin  
OneWeb  
RUAG



## Redevelopment Projects:

Titus Landing (former Miracle City Mall)  
Kutryb Eye Institute  
Phillips Edison





# Results

## Pad Ready Industrial Sites:

Commerce Park  
Flagler Logistics Center



## Small Business Assistance:

Paragon Plastics  
Precision Shapes  
BRIX Works  
Falcon Marine  
Ecklers  
NASS



# Results

## Strategic Initiatives:

CoLaunch - a  
coworking space

Space Coast Fab  
Lab - Titusville -  
a makerspace



# Considering Current Commitments ...

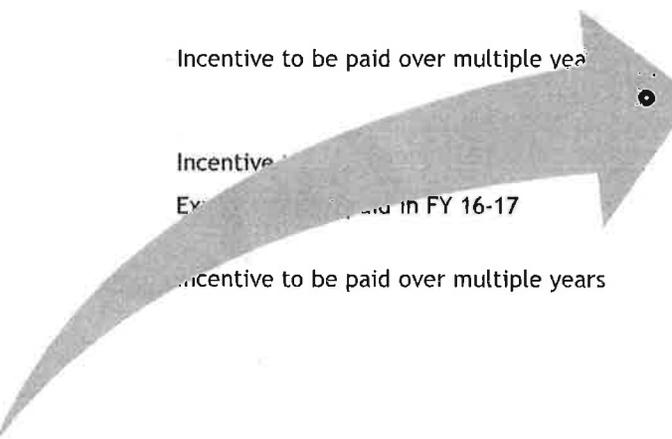
## NBEDZ

### Current Financial Commitments, by Project

As of March 2017

Project Name	Encumbrance Amount	Notations
Blue Origin	\$8,000,000	Incentive to be paid over mutple years
BRIX Project	\$300,000	Expected to be paid in FY 16-17
Embraer Aero Seating Technologies	\$550,000	Remaining incentive to be paid; expected in FY 16-17
Kutryb Eye	\$89,000	
Lockheed Martin Space Systems	\$1,750,000	Incentive to be paid over multiple vea
MedFAST	\$37,500	
New Energy Systems	\$90,000	Incentive
OneWeb Satellites	\$250,000	
Paragon Plastics	\$150,000	Ex
Phillips Edison	\$200,000	Expected to be paid in FY 16-17
RUAG Systems	\$100,000	Incentive to be paid over multiple years
Titus Landing/Exxcel Development	\$6,500,000	
Project "Grand"	\$300,000	
Project "Slimer"	\$150,000	
<b>Total</b>	<b><u>\$18,466,500</u></b>	
<b>Commitments related to program elements</b>		
Cowork space (COLaunch)	\$100,000	Multi-year leasing arrangement for coworking office space
Maker space (Space Coast Fab Lab)	\$125,000	
<b>Total</b>	<b><u>\$225,000</u></b>	

• \$18.4 M



**... that's a leverage  
ratio of 17:1**

# Current Zone Budget Categories

Salaries	\$106K
Benefits Expenses	\$ 28K
Operating/Administrative Expenses	\$164K
Capital Outlay	\$410K
Debt Service	\$308K
Grants and Aid	\$1.75M
Reserves	\$1.12M

# Debt Obligations

- Blue Origin - Annual debt service payments of \$1,020,000 (principal and interest)
- Titus Landing - Annual debt service payments of \$840,000 (principal and interest)
- Total debt outlay per year: \$1,842,000

# FY 2017-2018 Budget Development

- **April - May**

- Initial budget to NB Zone board of directors
- NB Zone Board approves budget
- Budget goes before Titusville City Council for approval

- **June**

- County Manager Meetings with Departments & Agencies

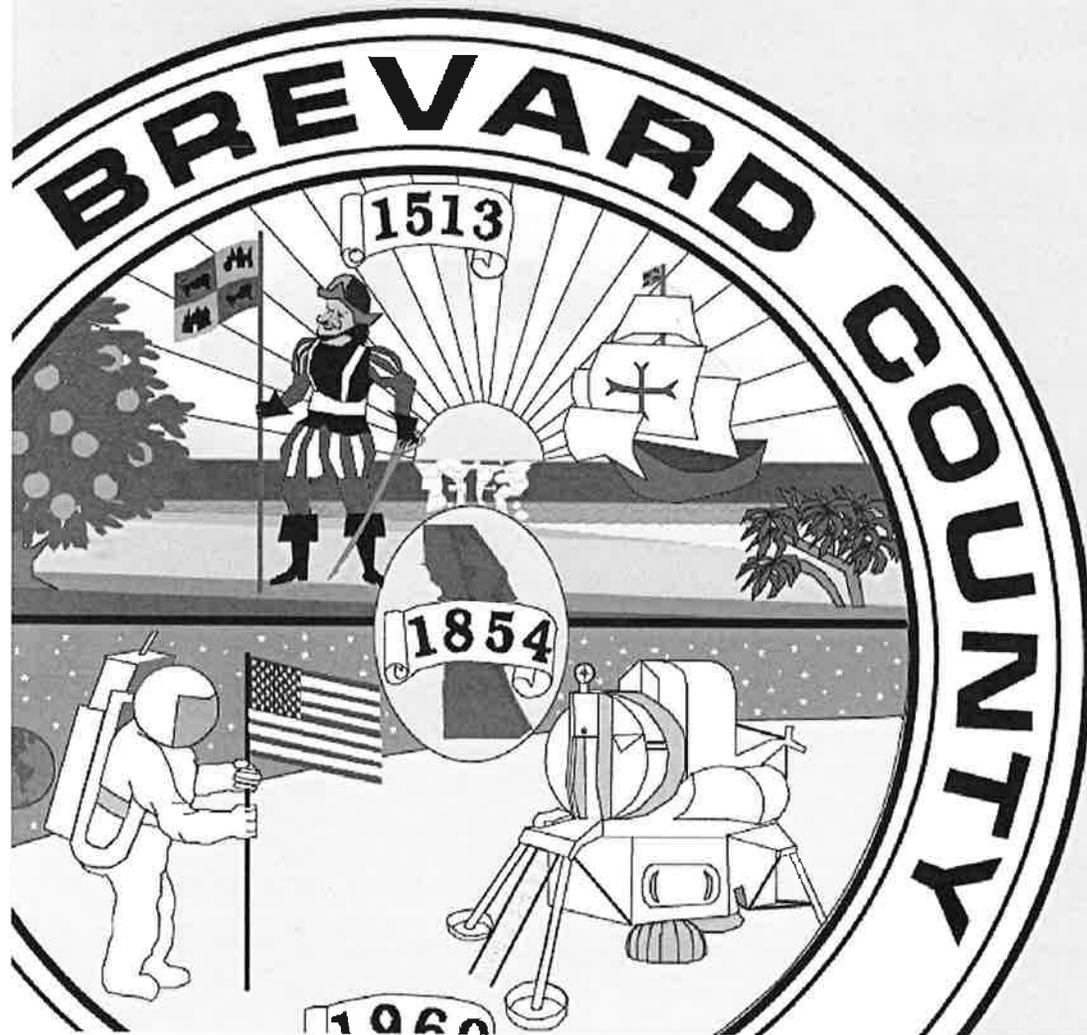
- **July**

- Receive certification of property values
- Proposed budget to county commissioners

# Questions?

Visit [www.NBEDZ.com](http://www.NBEDZ.com) for more information

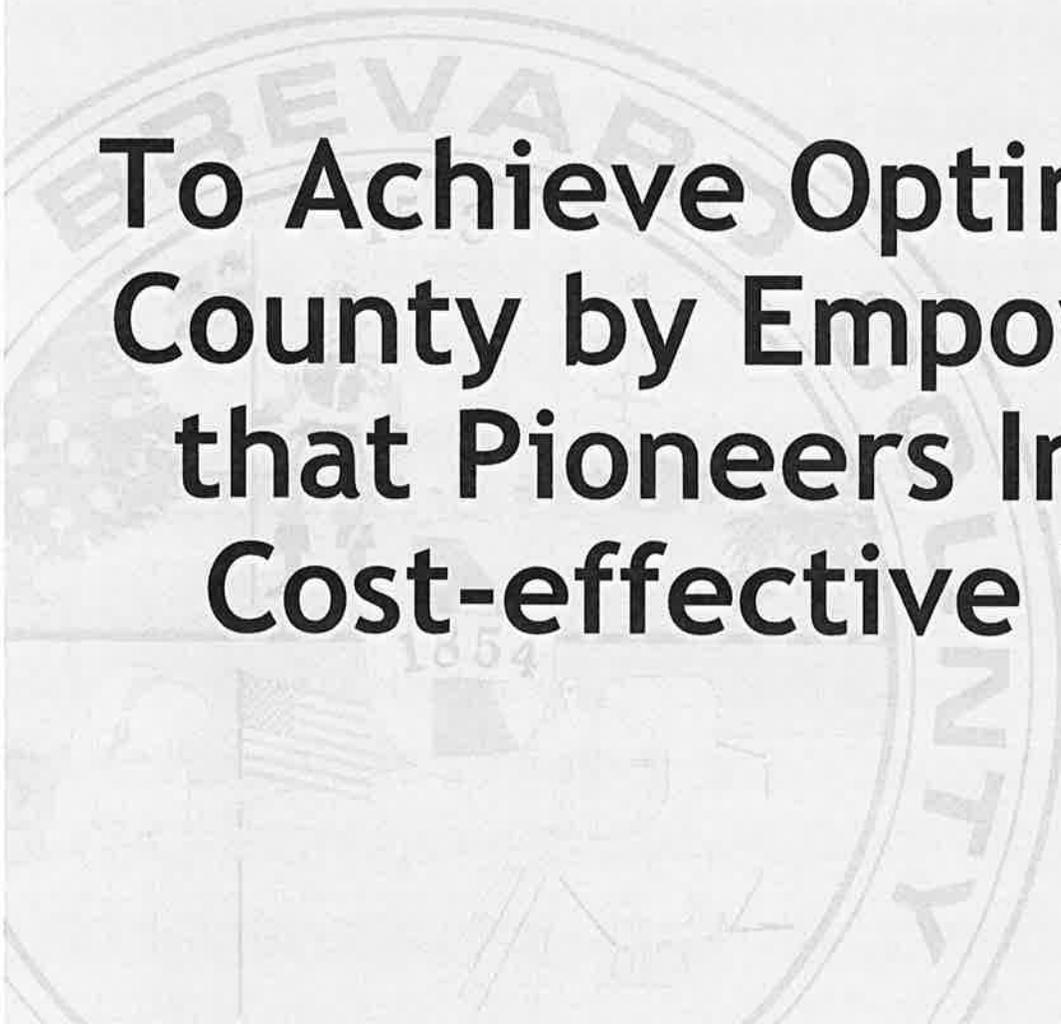
# 2017 Budget



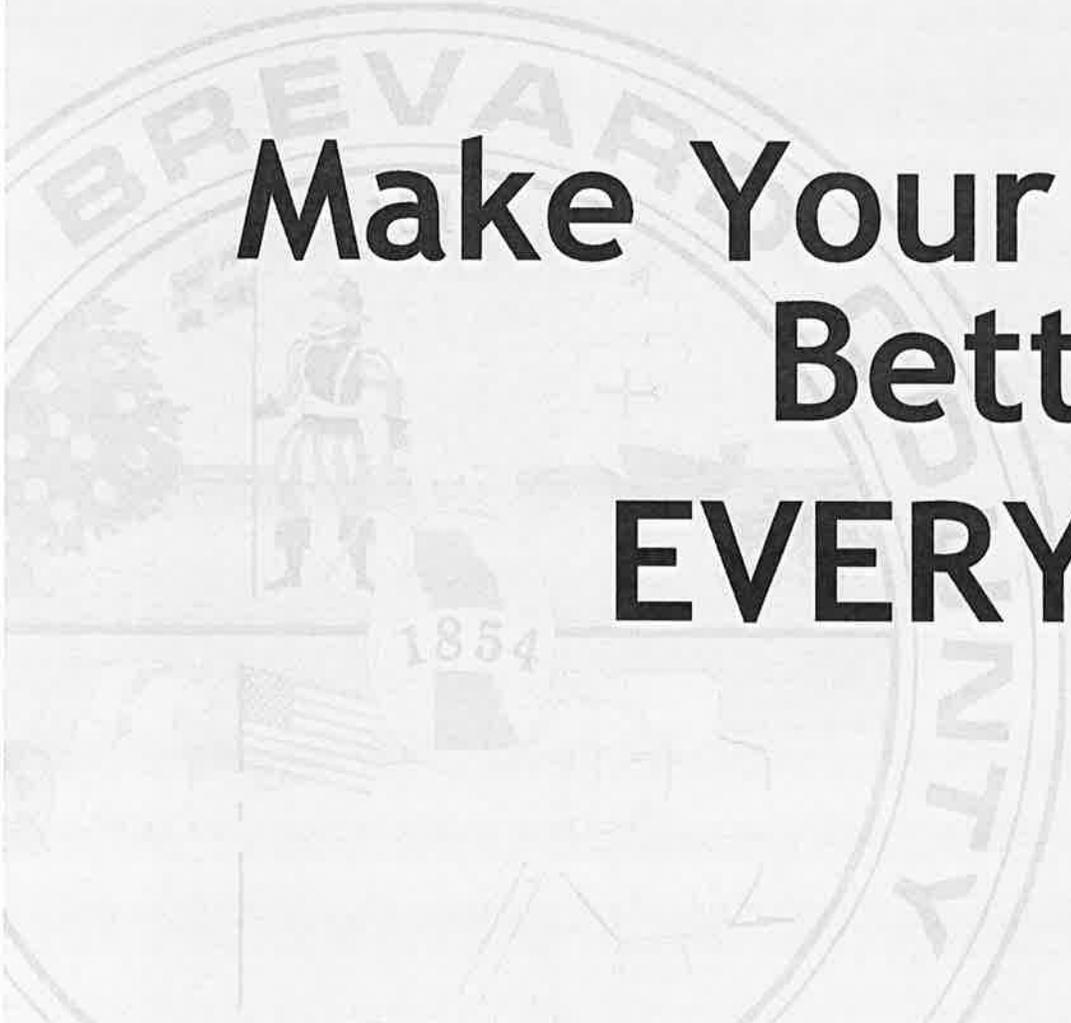
**Information  
Technology  
Department**

# Vision Statement

**To Achieve Optimization of the County by Empowering a Team that Pioneers Innovative and Cost-effective Technologies**



# Mission Statement

The background features a large, faint watermark of the Brevard Community College seal. The seal is circular and contains the text "BREVARD COUNTY" around the top and "1854" at the bottom. In the center of the seal is a figure holding a staff, with an American flag and a building visible in the background.

**Make Your Workday  
Better  
EVERYDAY**

# I.T. Department - Programs

- **Networks**
- **Software Development**
- **System Administration**
- **Help Desk/Customer Support**
- **Geographic Information Systems**

Information Technology  
Department  
2016-17

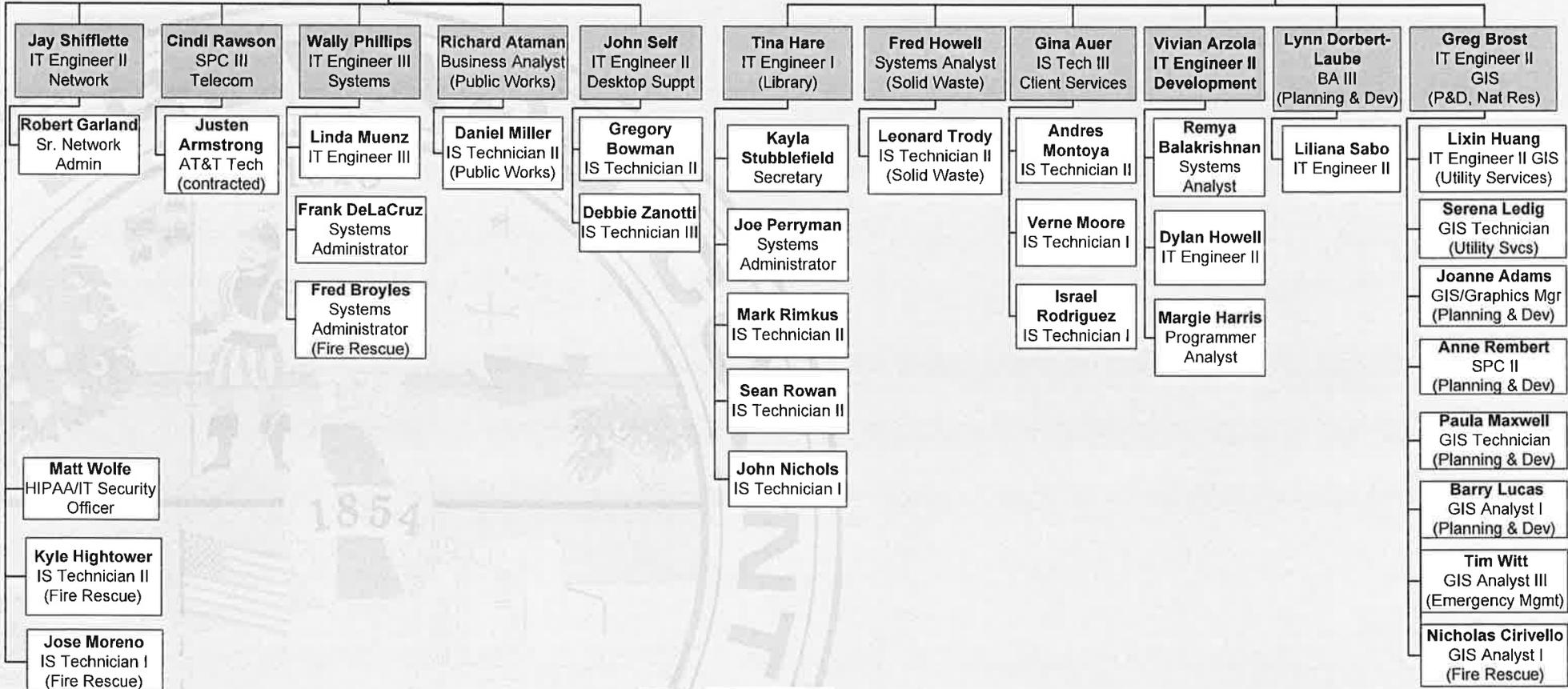
**Jeff McKnight**  
Information Technology  
Department Director

**Joe Clanton**  
Accountant II

**Alice Colon**  
Exec Secretary

**Luis Rodriguez**  
IT Engineering Manager

**Lois Boisseau**  
Assistant Dept Director



 = Team Leaders

Information Technology  
Department  
2016-17

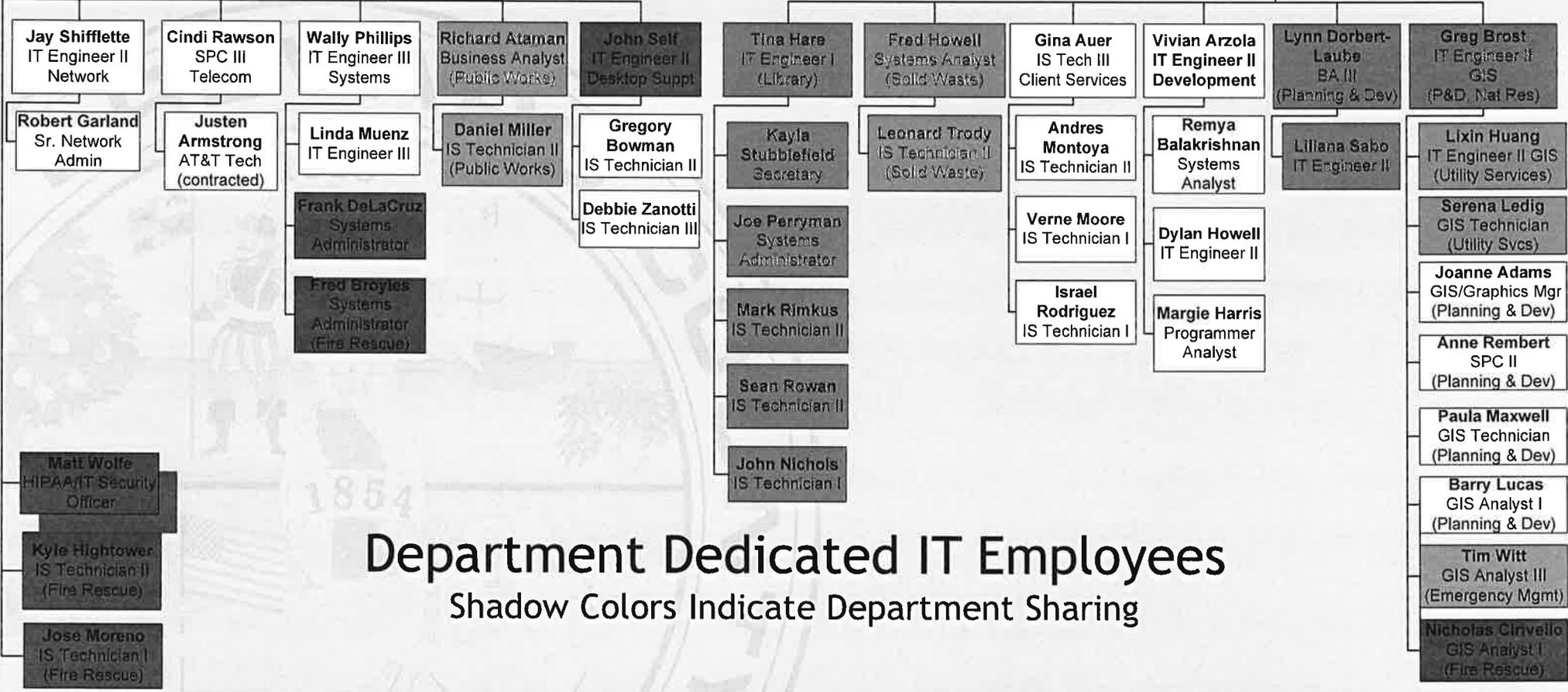
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Exec Secretary

**Luis Rodriguez**  
IT Engineering Manager

**Lois Boisseau**  
Assistant Dept Director



**Department Dedicated IT Employees**  
Shadow Colors Indicate Department Sharing

Natural Resources	Pub Works	Library	BCFR	Plan & Dev	Solid Waste	Utilities	Emerg Man	HR	IT
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Information Technology  
Department  
2016-17

**Jeff McKnight**  
Information Technology  
Department Director

**Joe Clanton**  
Accountant II

**Alice Colon**  
Exec Secretary

**Luis Rodriguez**  
IT Engineering Manager

**Lois Boisseau**  
Assistant Dept Director

**Jay Shifflette**  
IT Engineer II  
Network

**Cindi Rawson**  
SPC III  
Telecom

**Wally Phillips**  
IT Engineer III  
Systems

**Richard Ataman**  
Business Analyst  
(Public Works)

**John Self**  
IT Engineer II  
Desktop Suppt

**Tina Hare**  
IT Engineer I  
(Library)

**Fred Howell**  
Systems Analyst  
(Solid Waste)

**Gina Auer**  
IS Tech III  
Client Services

**Vivian Arzola**  
IT Engineer II  
Development

**Lynn Dorbert-Laube**  
BA III  
(Planning & Dev)

**Greg Brost**  
IT Engineer II  
GIS  
(P&D, Nat Res)

**Robert Garland**  
Sr. Network  
Admin

**Justen  
Armstrong**  
AT&T Tech  
(contracted)

**Linda Muenz**  
IT Engineer III

**Daniel Miller**  
IS Technician II  
(Public Works)

**Gregory  
Bowman**  
IS Technician II

**Kayla  
Stubblefield**  
Secretary

**Leonard Trody**  
IS Technician II  
(Solid Waste)

**Andres  
Montoya**  
IS Technician II

**Remya  
Balakrishnan**  
Systems  
Analyst

**Liliana Sabo**  
IT Engineer II

**Lixin Huang**  
IT Engineer II GIS  
(Utility Services)

**Frank DeLaCruz**  
Systems  
Administrator

**Debbie Zanotti**  
IS Technician III

**Joe Perryman**  
Systems  
Administrator

**Verne Moore**  
IS Technician I

**Dylan Howell**  
IT Engineer II

**Serena Ledig**  
GIS Technician  
(Utility Svcs)

**Fred Broyles**  
Systems  
Administrator  
(Fire Rescue)

**Mark Rimkus**  
IS Technician II

**Israel  
Rodriguez**  
IS Technician I

**Margie Harris**  
Programmer  
Analyst

**Joanne Adams**  
GIS/Graphics Mgr  
(Planning & Dev)

**Matt Wolfe**  
HIPAA/IT Security  
Officer

**Kyle Hightower**  
IS Technician II  
(Fire Rescue)

**Jose Moreno**  
IS Technician I  
(Fire Rescue)

**Sean Rowan**  
IS Technician II

**John Nichols**  
IS Technician I

**Anne Rembert**  
SPC II  
(Planning & Dev)

**Paula Maxwell**  
GIS Technician  
(Planning & Dev)

**Barry Lucas**  
GIS Analyst I  
(Planning & Dev)

**Tim Witt**  
GIS Analyst III  
(Emergency Mgmt)

**Nicholas Cirivello**  
GIS Analyst I  
(Fire Rescue)

## Non-Department Dedicated IT Employees

## **\*Compensation and Benefits**

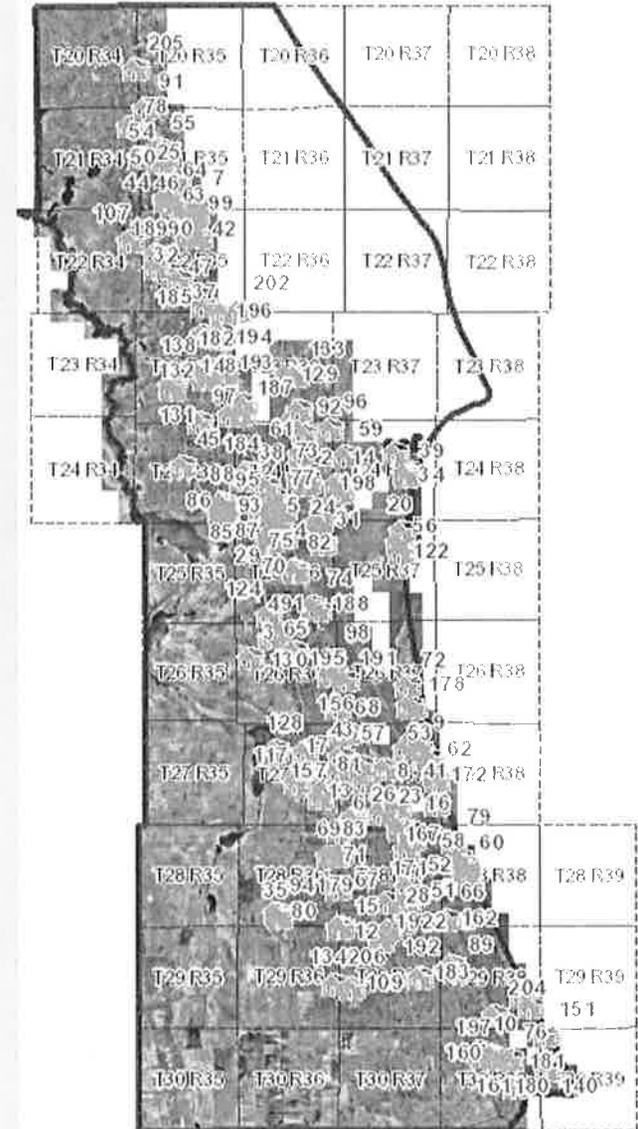
<b>Dept Transfers</b>	<b>\$1,448,335</b>	<b>42%</b>
<b>Core IT</b>	<b><u>\$1,982,826</u></b>	<b>58%</b>
<b>2016-2017 Total</b>	<b>\$3,430,161</b>	

**Comp and Benefits are 49% of Total Budget.**

**\* In FY 2016-17, Comp and Benefits increased by \$806,519 due to GIS move. There was no General Fund impact.**

# Brevard County Physical Locations Requiring IT Services

Green Symbols  
Depict 181  
County Locations



# Agencies

## I.T. Also Partners with Agencies Outside the County Board

<u>Agency</u>	<u>Service</u>
▪ Sheriff Office	Telephones and Circuits
▪ Clerk of Court	SAP
▪ Tax Collector	Telephones, Errors and Insolvencies
▪ Supervisor of Elections	Telephones and Data Networks
▪ Court Administration	Telephones and Data Networks
▪ Public Defender	Telephones and Data Networks
▪ State Attorney	Telephones and Data Networks
▪ Environmental Health	Telephones
▪ Property Appraiser	Permitting, address and other data
▪ City of Rockledge	Data Connection for Emergency Management
▪ Satellite Beach	Storm Water tax processing
▪ Melbourne Beach	Storm Water tax processing
▪ Indialantic	Storm Water tax processing

# Networks

## Voice Networks - Telephones

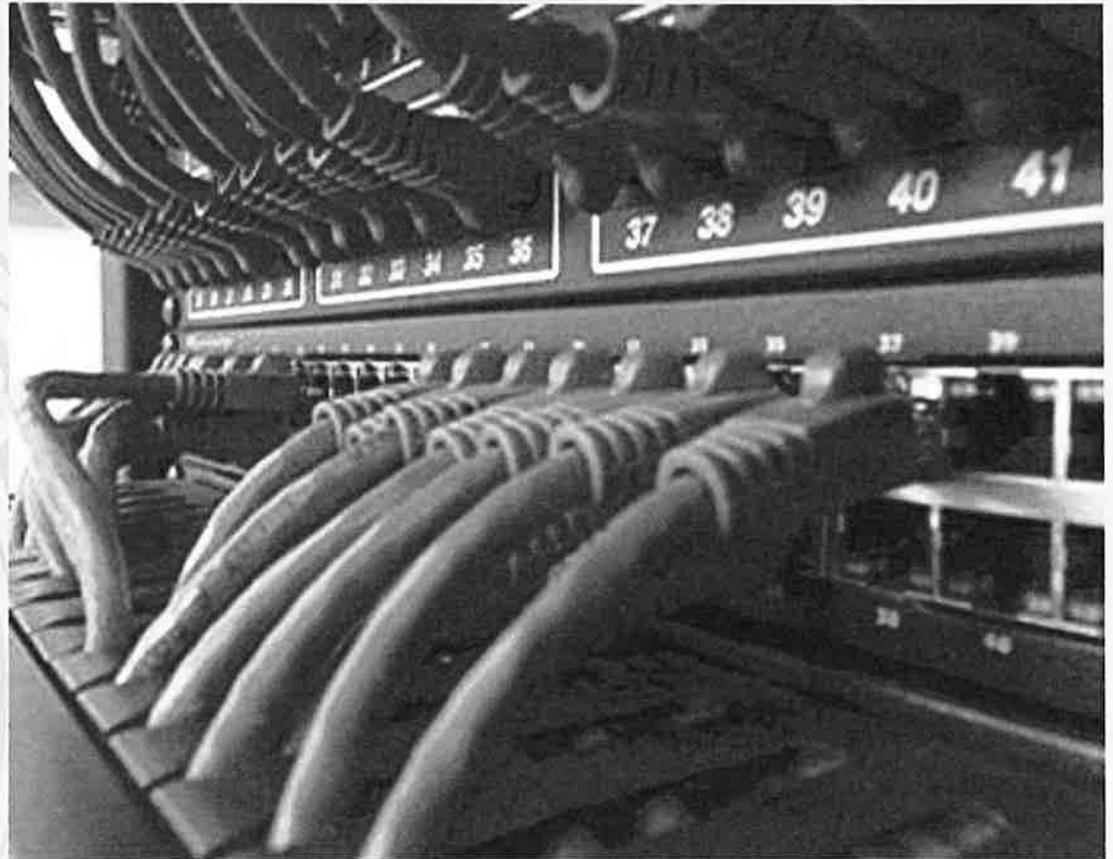
- **Over 3000 End Users**
  - BoCC
  - Tax Collector
  - Supervisor of Elections
  - State Attorney
  - Public Defender
  - Court Admin
- **1 FTE and 1 Contractor**
- **Migrating to Spectrum VoIP**



# Networks

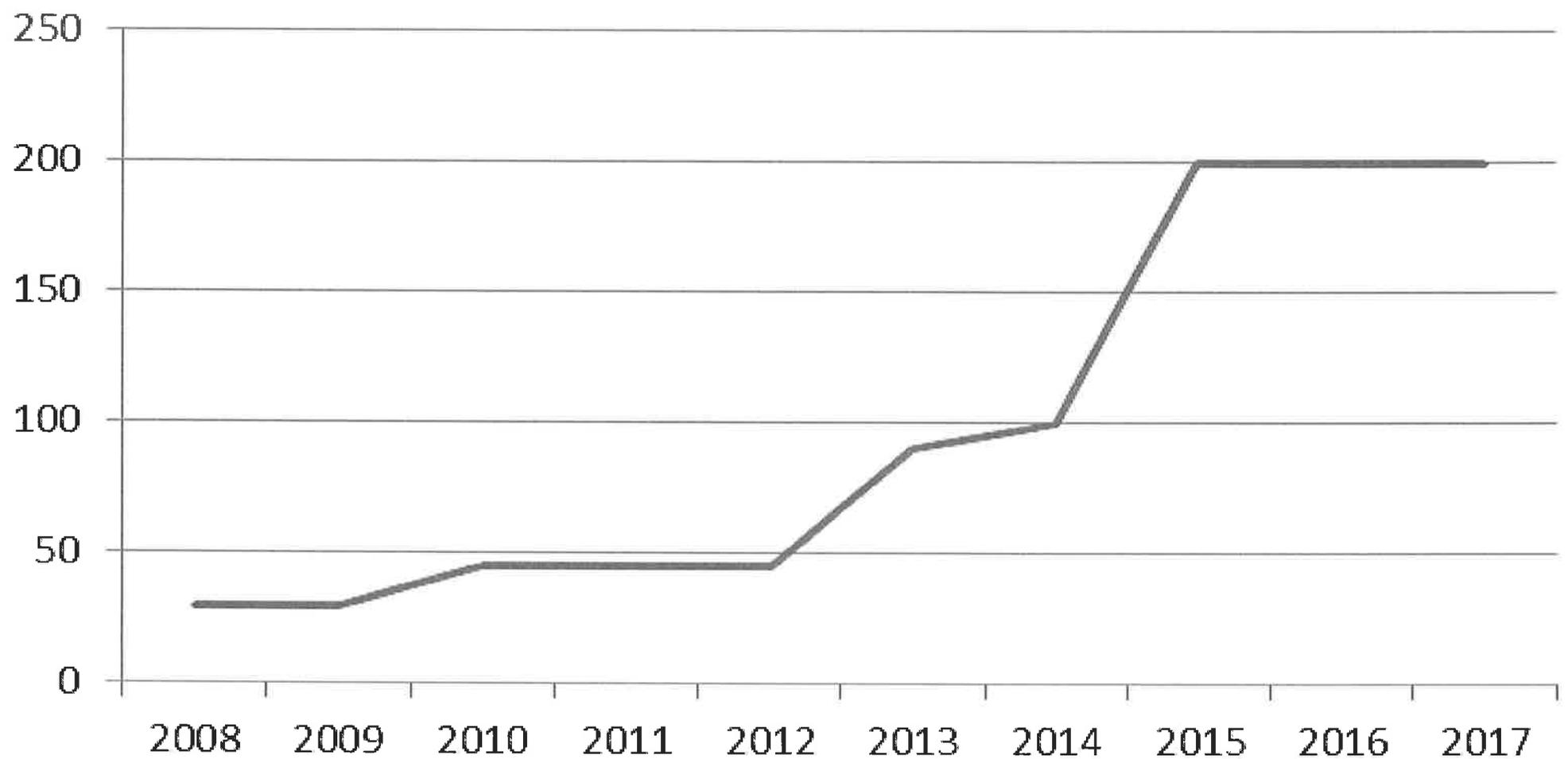
## Data Networks

- 181 Physical Locations
- Over 300 Data and Voice Circuits
- Internet
- Bandwidth Monitoring
- Filtering
- Firewall
- 2 Employees



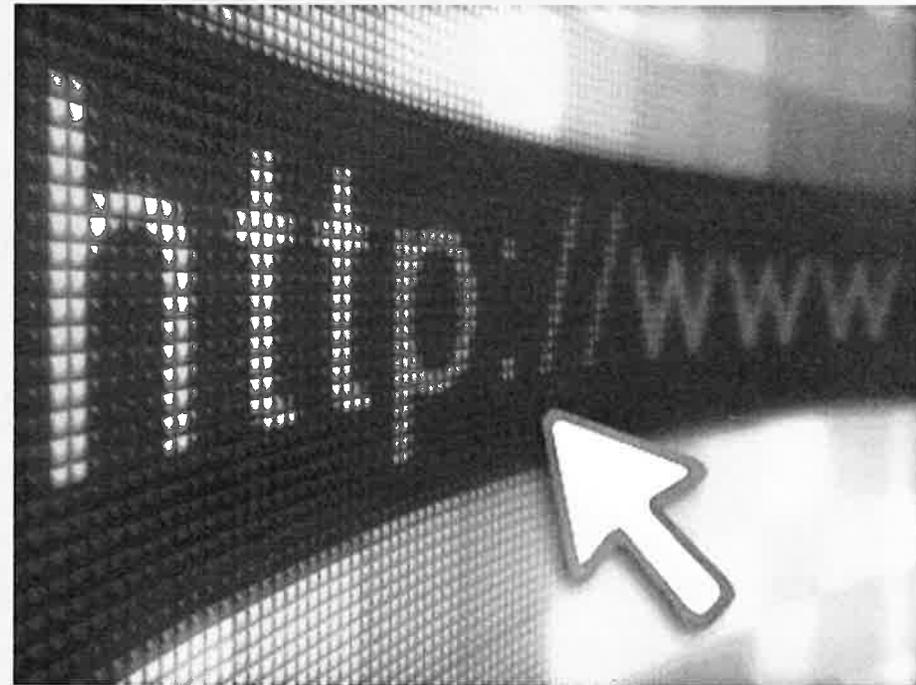
# Bandwidth Growth

## Internet Bandwidth (in Mb/s)



# Software Development

- 162 Applications supporting 19 Departments
- Business Process Analysis
- Software Development
- Application Support
- 9 Employees
  - 5 Employees Dedicated to:
    - Library
    - Public Works
    - Solid Waste
    - Planning and Development



# Applications

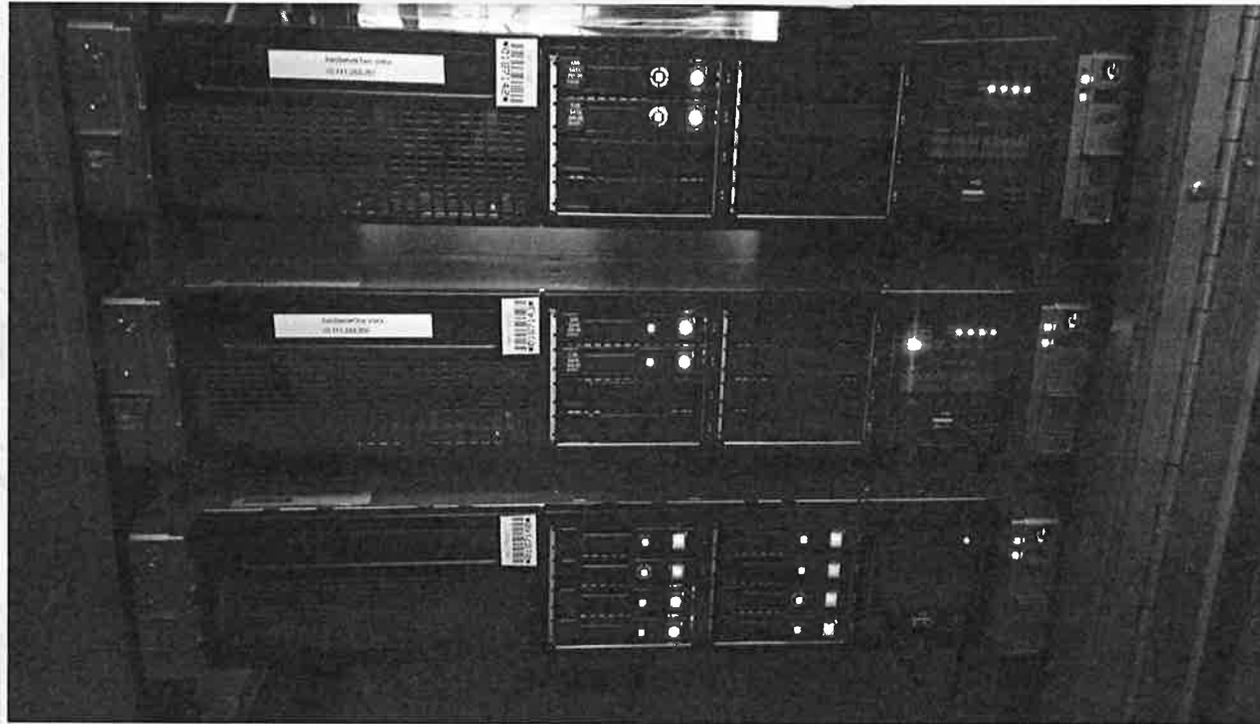
- 911 Address Guide Search
- Absence Schedules
- Accela - Planning and Development Permitting
- Application Tracking and Reporting System
- Bid Sales
- Brevard Operations Base (B.O.B)
- Budget Change Request Application
- Budget Preparation / Recurring Budget Requests
- CAES - Solid Waste Compaction
- Calendar of Events
- CARLX - Library System
- CEER Evaluations
- Central Fleet Fleet Maint Billing Administration
- Claims Management Administration
- Classified Ads & Asset Exchange
- Commissioner Districts GIS Web Mapping Application
- CommVault Backup
- Contracts Management
- County Manager Communications
- CRPD - Crystal Reports
- Customer Service Request Form
- DECCAN - Fire Rescue
- Deko - SCGTV Captions
- EASY Employment Application Administration
- Easy Notifications
- EASY Wizard
- EELs Activity Tracking
- Emergency Management Radio Complaint Request Administration
- Emergency-Pro - Patient Care Reporting
- Errors and Insolvencies application
- Fee Item Account Administration
- Fire Rescue Backup Units
- Fire Rescue Billing
- Fire Rescue Employee Verification Messages
- Fire Rescue Hazardous Materials
- Fire Rescue Request Forms
- Fleet Fuel Billing Administration
- Fleet Maint
- GIS Mapping Utility
- Hansen - Utilities
- HANT Database - Hanson Utilities Test
- ICVerify -
- iMaint - Fleet Maintenance
- Indian River Lagoon Illicit Discharge Crowdsourcing Web Mapping Application
- IQM2 Video Streaming for County Meetings
- IT Budget
- IT Department Standard equipment
- IT Survey - Service Desk
- Lansweeper - Computer Asset Management
- Legacy Permit Search 1990-2002
- Licensed Contractors Search
- Lockwood - Fire Rescue Inventory

# Applications (cont.)

- Material Management Vendor Administration of non-Sap vendors
- MinuteTraq - Commission Meeting Recordings
- MMDC - Solid Waste Information System
- Mosquito Control Spray Areas GIS web mapping application
- MWH - Utilities Sewer Modeling
- Natural Resources GIS Web Mapping Application
- NetMotion (VPN Client) - Fire Rescue VPN
- Novus Agenda
- Opentext Database - Document Management
- Operative IQ (Formerly AmbuTrak) - Fire Rescue Inventory
- Oracle Account Management - Database Management
- Oracle Password Reset
- PB 1<sup>st</sup> - Solid Waste
- People Search - County Employees
- Personnel / Position Action Administration
- PRDA Production Database
- Project Management
- Public Information Release Administration - County Communications
- Public Records Request
- R&B iWorQ - Traffic Ops Work Management
- Records: Employee Development & ELI
- RecTrac - Parks and Rec Rental and Classes
- SAGE - Solid Waste Assessment
- SAP - Enterprise Resource Planning/Financial Software
- SAP Success Factors - Recruitment and Onboarding
- SAP Transport Request and Tracking System
- SCADA - Utilities Secure Network
- Scada - Solid Waste
- SCAT Customer Comments Tracking
- Sitefinity - External Website
- Solid Waste Cart Exchange Form
- Solid Waste Complaint Form
- Solid Waste Customer Comments Tracking
- Speak Up Brevard
- Special Events Permit Administration
- Special Needs Registration
- Special Needs Registration Administration
- Stormwater Assessment Management
- System Management - Current Users and Applications
- Telestaff - Fire Rescue Staffing
- TLC - Library System
- Total Command CAD - Computer Aided Dispatch
- Tourism Development Office Administration
- Wasteworks - Solid Waste Application
- Wind Speed Risk Category I-IV GIS Web Mapping Applications - Planning and Development Code
- WintrakCC- Fueltrak - Solid Waste Fuel Tracking
- Zoning and Future Land Use GIS Web Mapping Application - Planning and Development

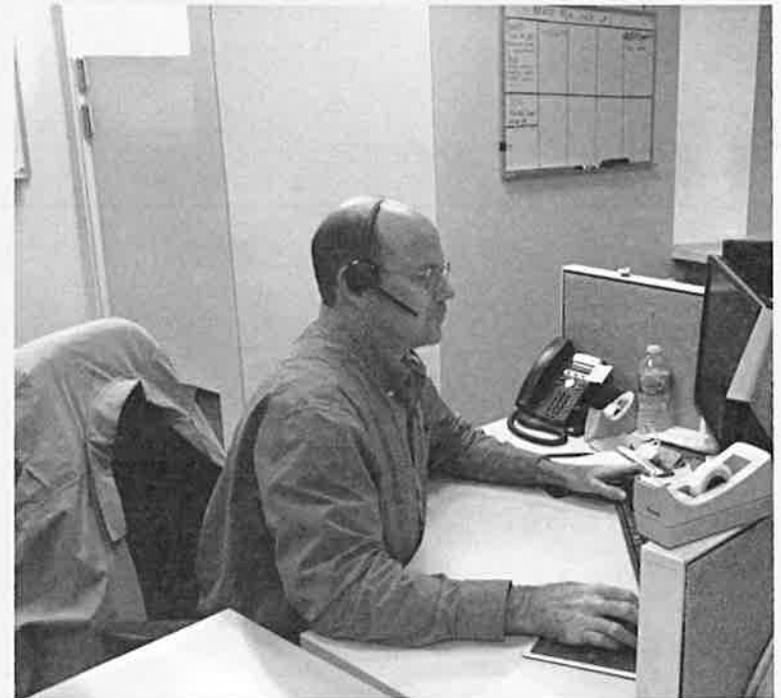
# Systems Administration

- Over 200 Servers
- Infrastructure
  - Data Storage
  - Servers
- Performance and Security Patches
- Hardware and Software Upgrades
- Data Backup and Restore
- Disaster Recovery
- E-Discovery / Public Records
- 5 Employees
  - 1.5 Dedicated to Library
  - 1 Dedicated to Fire Rescue



# Help Desk / Customer Support

- 2,935 Computers, Laptops and Tablets
- 2,162 Network Users
- Over 10,000 Work Orders Annually
- Computer Hardware Repair and/or Replacement
- Software Testing and Solutions
- Application Assistance
- 12 Employees
  - 1 Dedicated to Public Works
  - 1 Dedicated to Solid Waste
  - 3 Dedicated to Library
  - 2 Dedicated to Fire Rescue



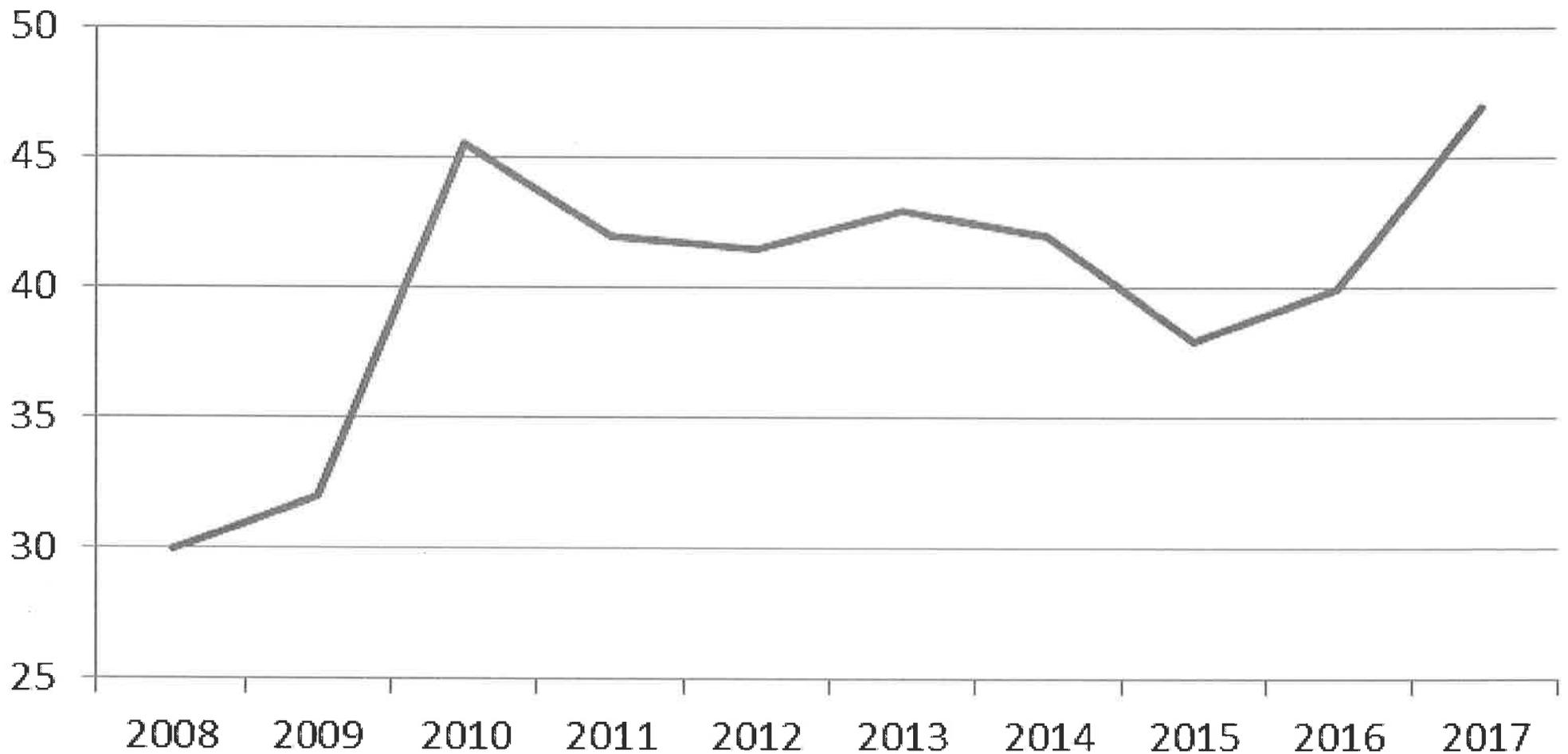
# Geographic Information Systems

- **County Now Has Unified GIS Organization under IT**
  - Accountable Leadership
  - Mentoring and Professional Development
  - Consistency and Best Practices
  - Standardization of Equipment, Workflows, and Training
  - Foundation for Smart Cities Initiatives
- **10 Employees**
  - 4.5 Moved from Planning and Development Budget (General Fund Change of \$308,219)
  - 3 Dedicated to Utilities
  - 0.5 Dedicated to Natural Resources
  - 1 Dedicated to Fire Rescue
  - 1 Dedicated to Emergency Mgmt
  - Increase of \$377,231 in Revenue Transfers

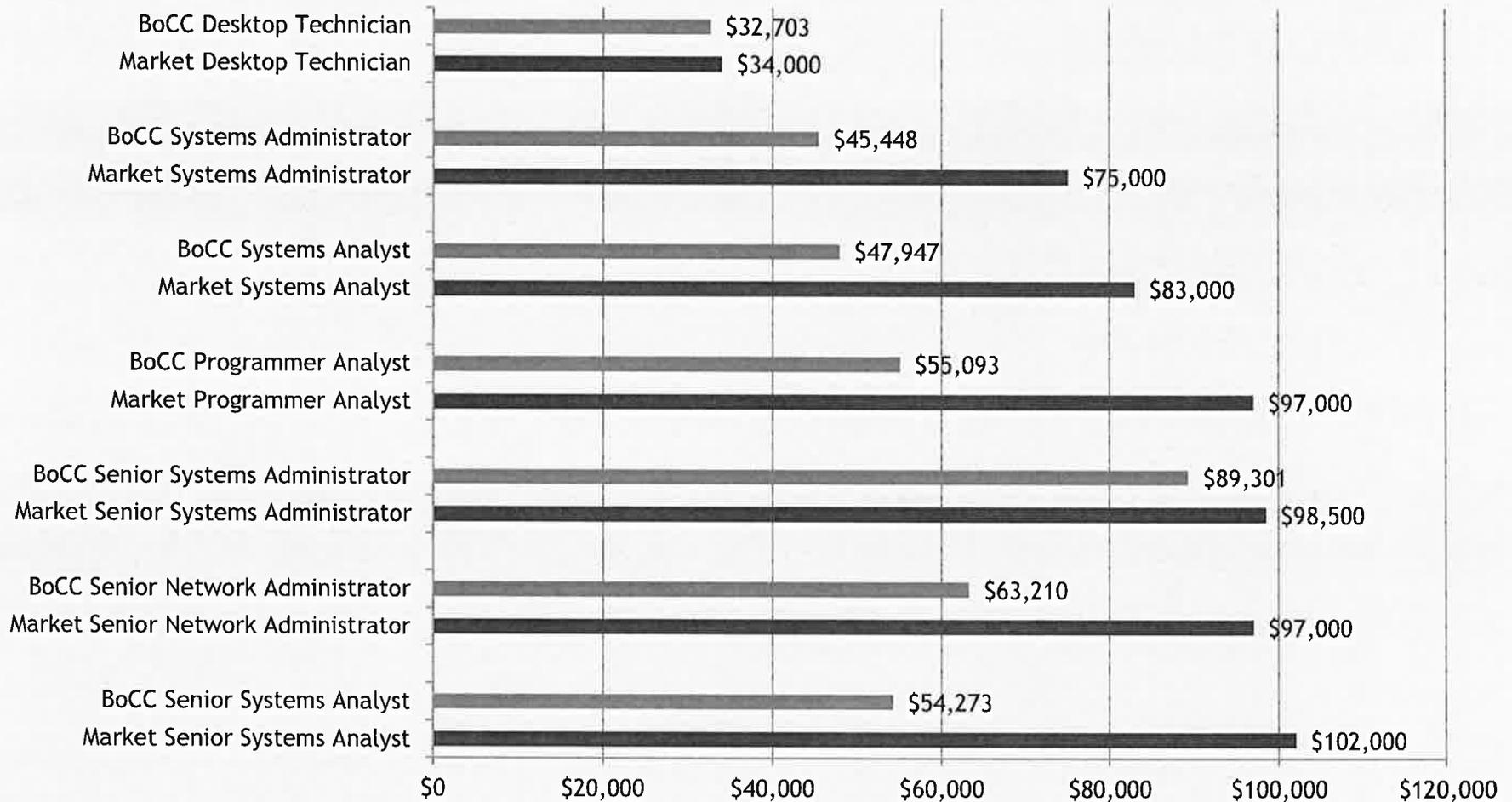


# IT Employees From 2008 to Present

## Number of Employees



# Comparison of Industry Average to County IT Pay

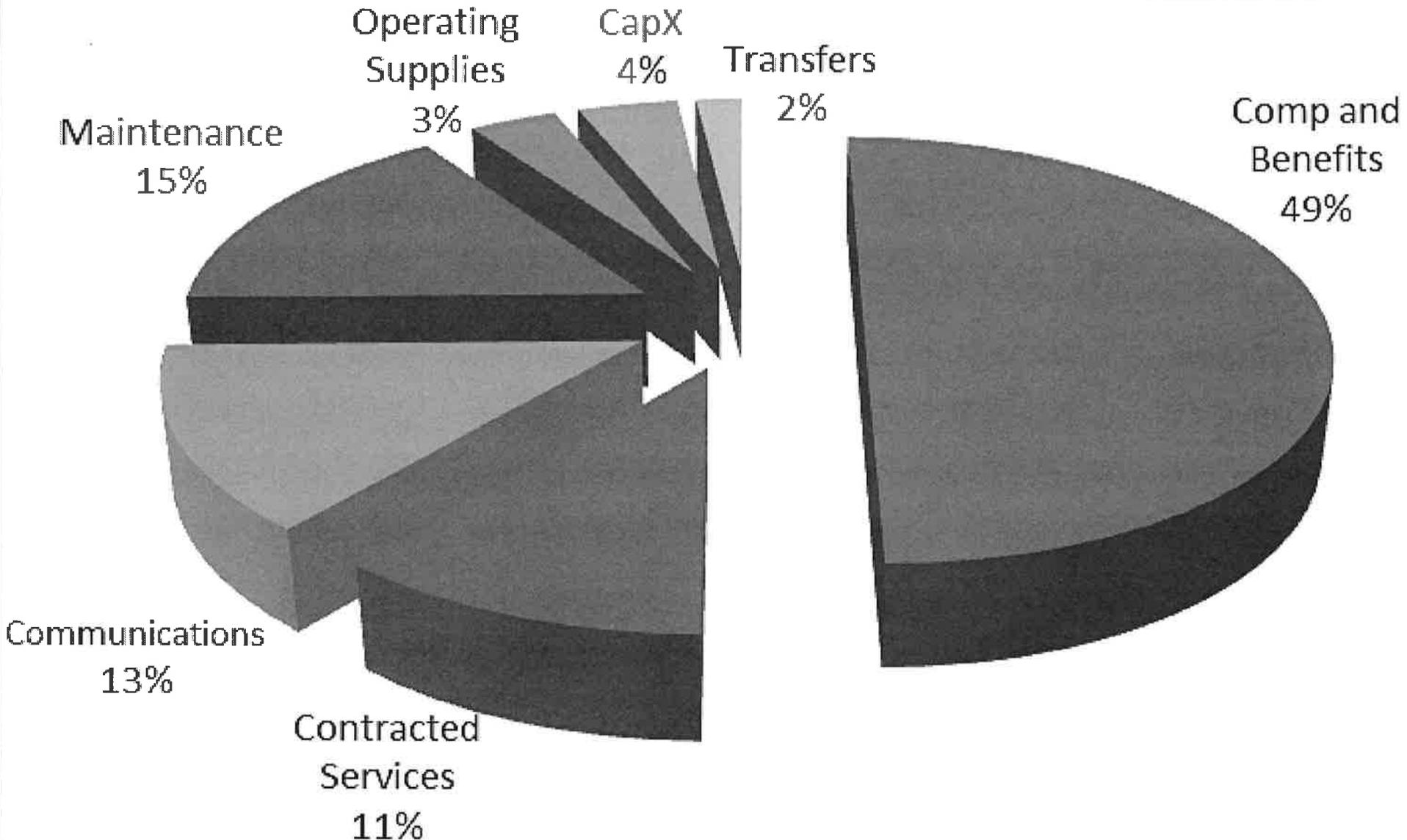


 Brevard County  
 Industry Average

Statistics from RSM (McGladrey), LLC, 2015

# FY2017 BUDGET OF \$7,048,287

## Expenditure Distribution

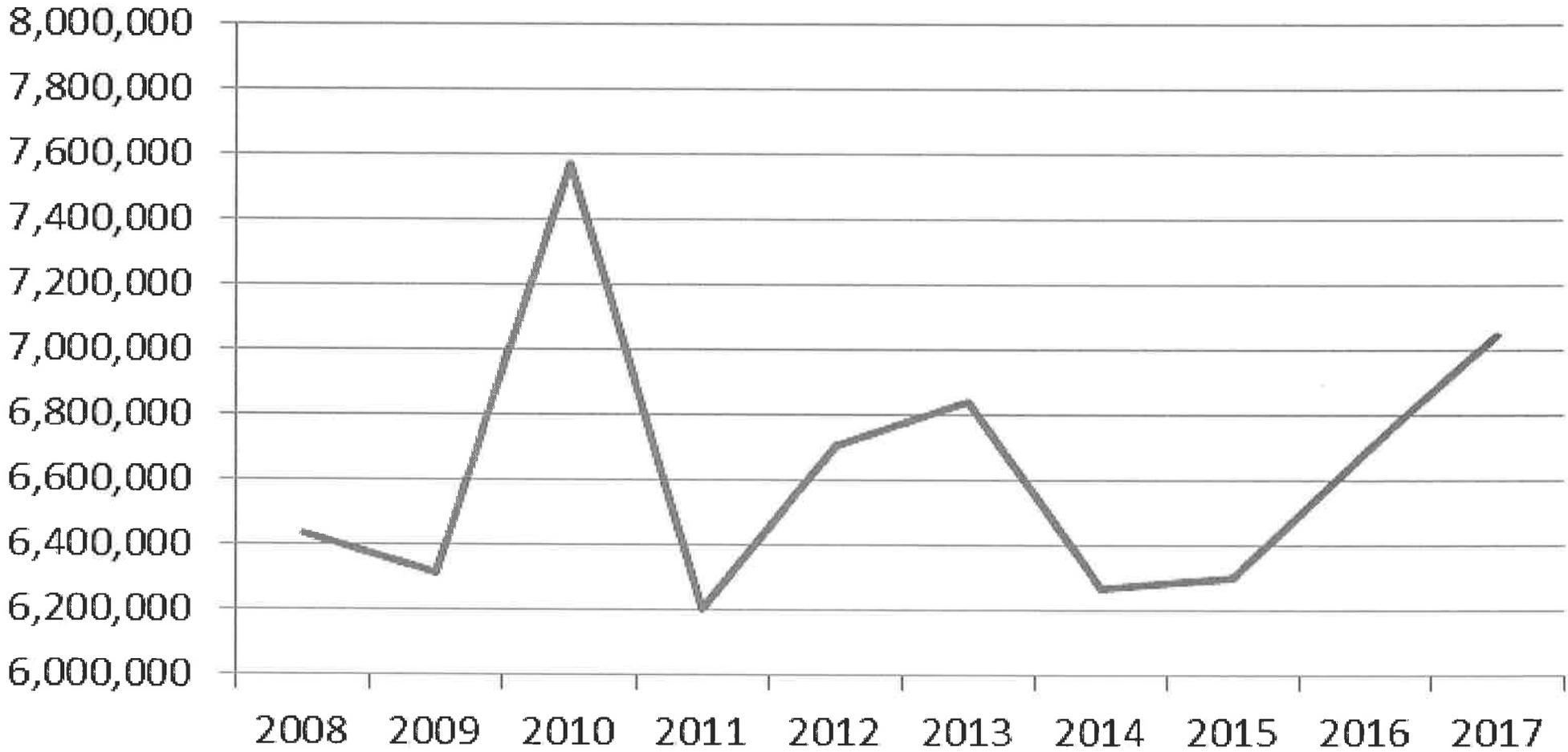


# 10 Year Expenditure History

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>Compensation and Benefits</b>	2,030,361	2,011,775	3,231,614	2,708,317	2,538,975	2,626,867	2,759,012	2,461,241	2,623,642	3,430,161
<b>Contracted Services</b>	221,599	86,317	73,165	85,839	24,924	138,818	240,478	483,534	764,502	744,267
<b>Travel and Per Diem</b>	4,153	2,789	1,264	1,249	1,570	16,194	8,939	7,690	15,991	19,148
<b>Communications</b>	2,622,758	2,732,297	2,824,086	2,215,605	2,173,611	1,900,293	1,786,849	1,557,418	1,509,271	944,143
<b>Utilities, Rentals, Insurance</b>	119,962	73,011	100,377	87,974	74,625	75,155	80,390	78,919	78,664	82,484
<b>Maintenance</b>	627,520	635,518	732,057	881,406	891,957	921,588	764,934	802,310	923,408	1,085,450
<b>Other Charges</b>	472,168	526,599	102,273	71,693	2,723	-25	32	838	0	0
<b>Office Supplies</b>	4,052	2,096	1,224	751	677	3,141	1,856	587	2,108	1,000
<b>Operating Supplies</b>	19,153	15,968	3,758	22,484	19,283	32,900	48,490	54,136	332,020	245,870
<b>Training</b>	22,762	11,434	6,139	2,422	27,794	71,594	23,014	36,712	40,969	82,230
<b>Capital Outlay</b>	238,758	214,031	279,092	128,806	817,322	927,595	413,919	343,020	143,870	285,200
<b>Debt Service</b>	56,292	0	0	0	131,499	131,489	139,159	127,726	127,611	0
<b>Transfers</b>	0	0	218,420	0	0	0	0	345,753	128,779	128,334
	<b>6,439,538</b>	<b>6,311,836</b>	<b>7,573,468</b>	<b>6,206,546</b>	<b>6,704,961</b>	<b>6,845,608</b>	<b>6,267,073</b>	<b>6,299,887</b>	<b>6,690,836</b>	<b>7,048,287</b>

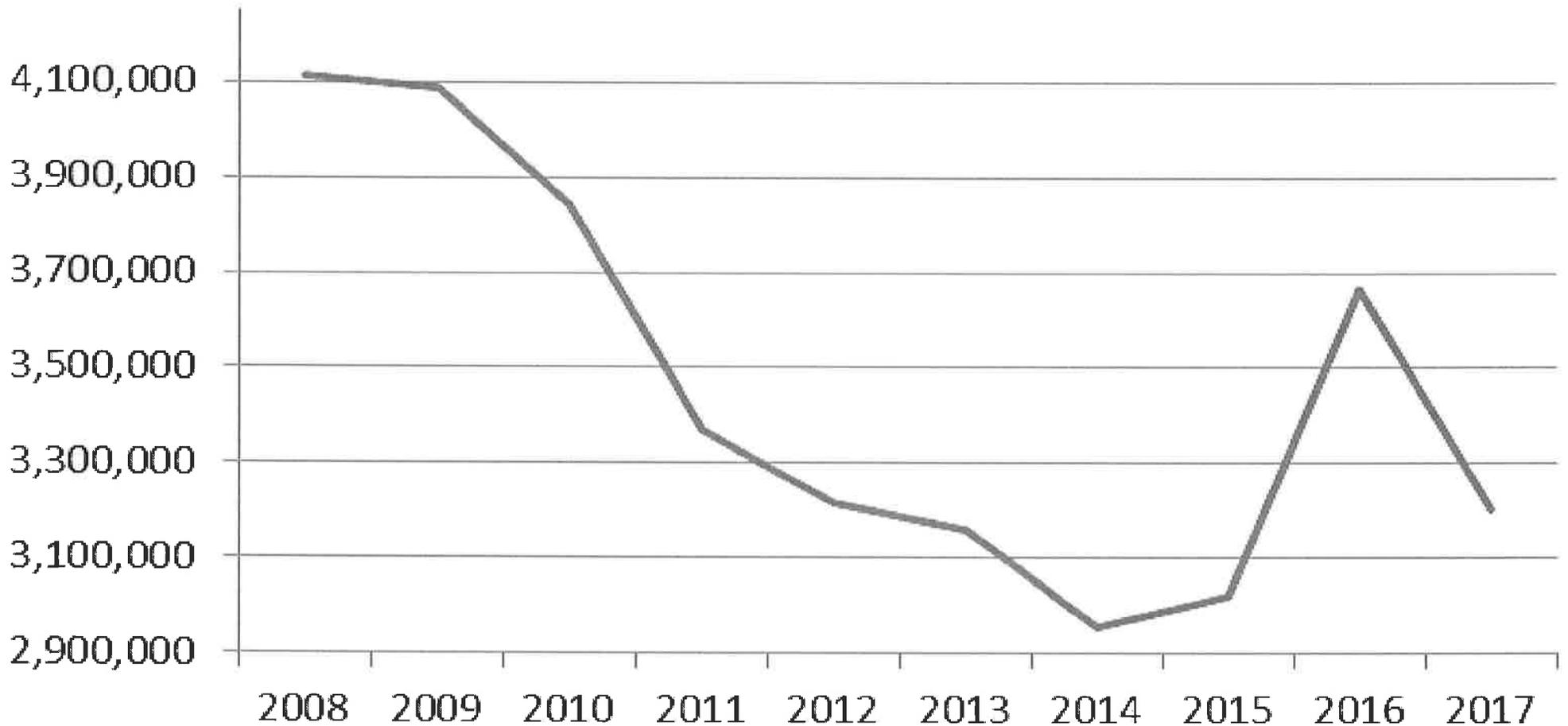
# 10 Year Expenditure History

## Expenditures



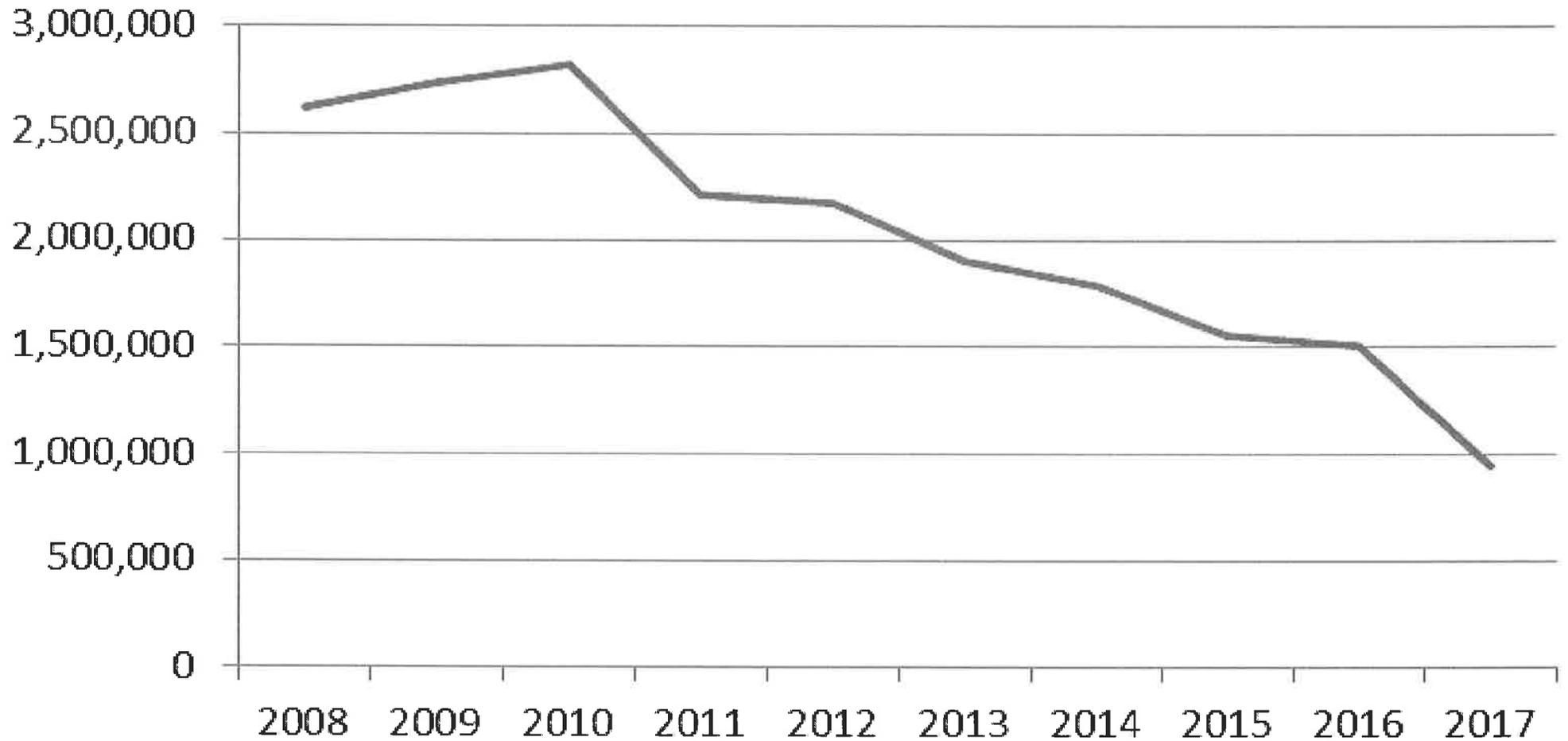
# 10 Year Operating Expense History

## Operating Expenses



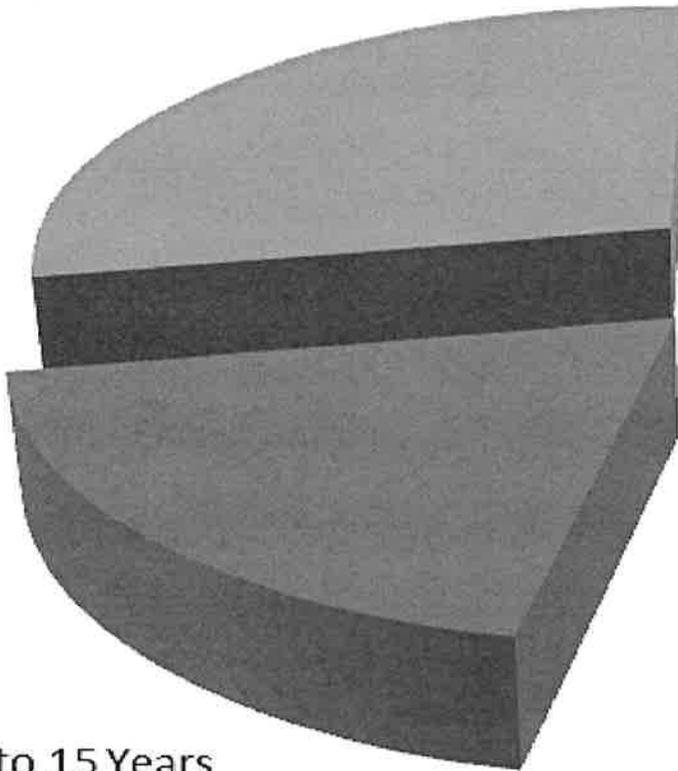
# 10 Year Communications Expense History

## Communications



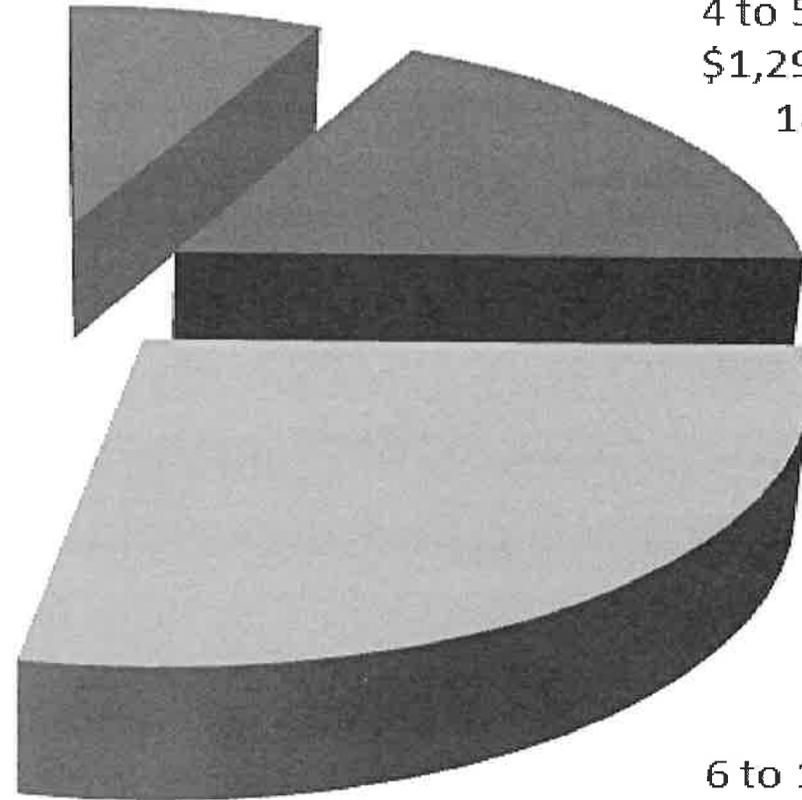
# Age Distribution of IT Assets Totaling \$7,287,431

16 to 20 Years  
\$2,051,613  
28%



11 to 15 Years  
\$1,375,610  
19%

1 to 3 Years  
\$543,259  
7%

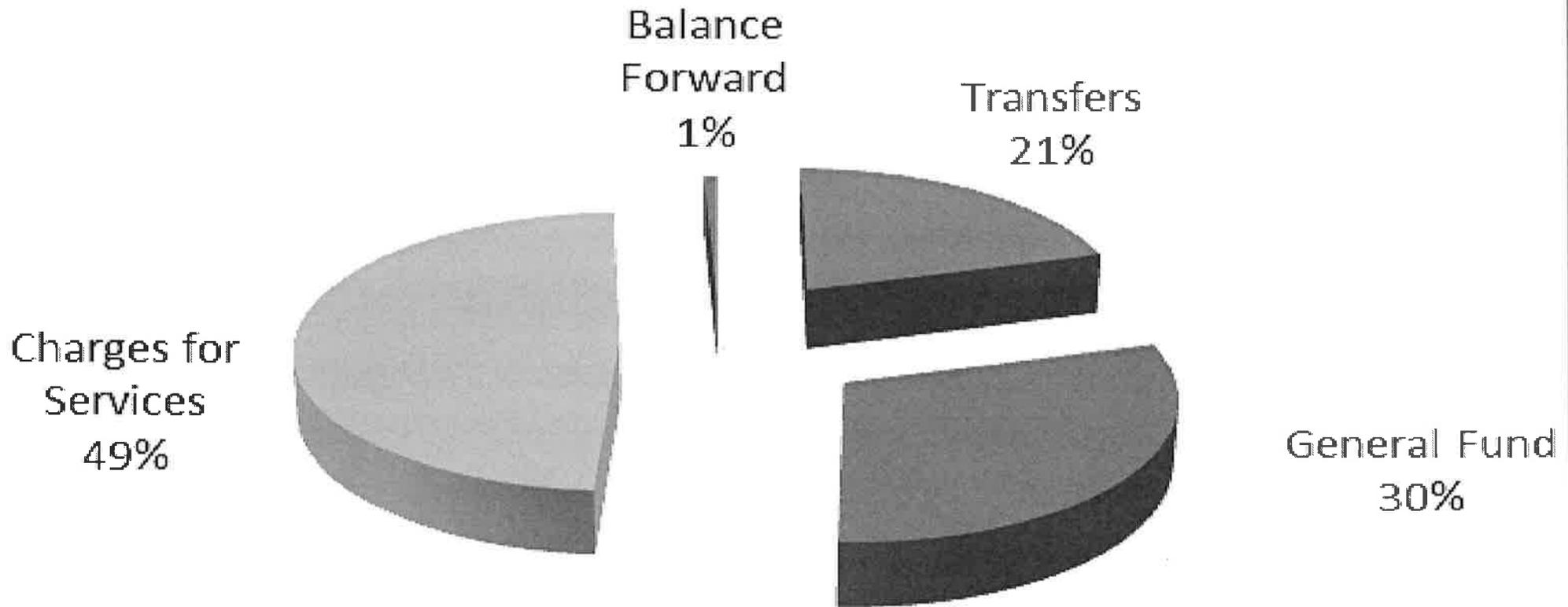


4 to 5 Years  
\$1,299,355  
18%

6 to 10 Years  
\$2,017,594  
28%

# FY 2017 BUDGET OF \$7,048,287

## Funding Distribution (Colors of Money)

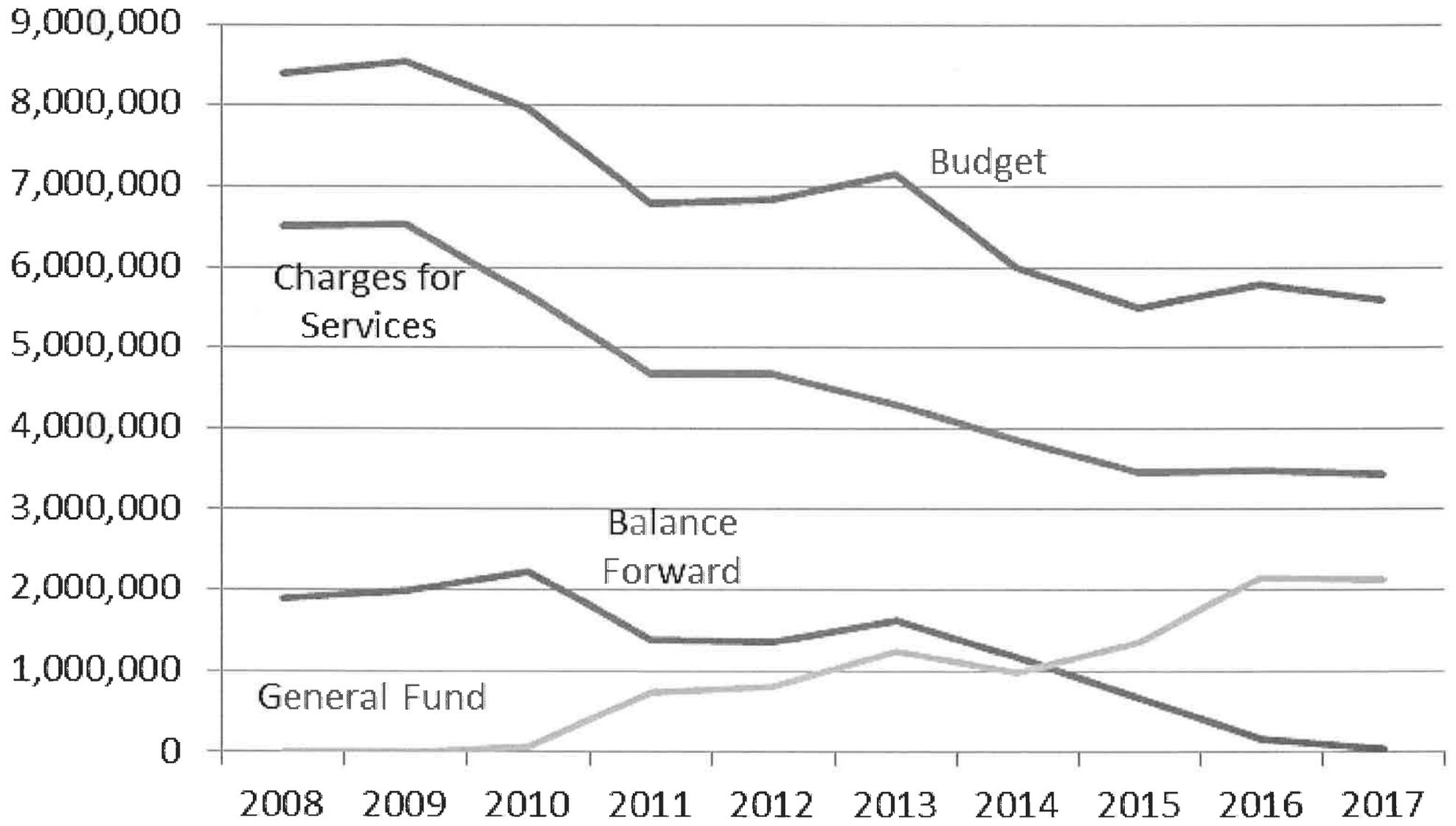


# 10 Year Revenue History

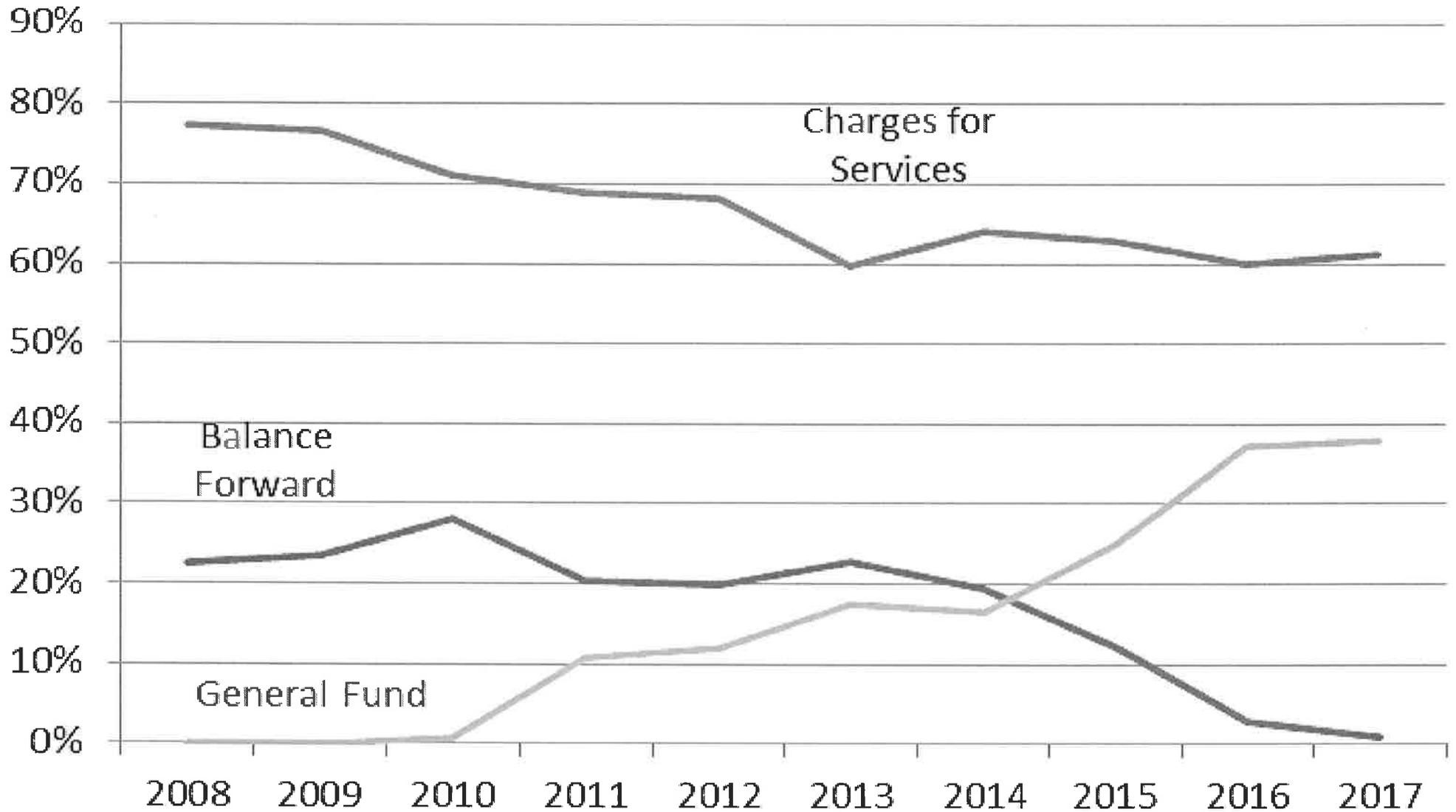
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>Charges for Services</b>	6,381,943	5,985,517	5,334,146	4,470,362	4,419,769	4,267,951	3,741,376	3,443,482	3,457,410	3,420,895
<b>Miscellaneous Revenue</b>	120,240	550,746	333,453	205,745	252,475	16,618	115,696	16,454	16,336	0
<b>Balance Forward</b>	1,897,832	2,000,106	2,239,800	1,390,603	1,361,573	1,628,998	1,162,634	675,599	157,656	50,000
<b>General Fund</b>	0	0	63,251	730,485	812,572	1,246,400	987,713	1,365,504	2,156,405	2,129,057
<b>Departmental Transfers</b>	26,885	0	978,155	884,027	907,302	848,285	796,093	960,276	1,050,529	1,448,335
	<b>8,426,899</b>	<b>8,536,370</b>	<b>8,948,805</b>	<b>7,681,222</b>	<b>7,753,691</b>	<b>8,008,252</b>	<b>6,803,512</b>	<b>6,461,316</b>	<b>6,838,336</b>	<b>7,048,287</b>

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>Charges for Services</b>	77%	77%	71%	69%	68%	60%	64%	63%	60%	61%
<b>Balance Forward</b>	23%	23%	28%	20%	20%	23%	19%	12%	3%	1%
<b>General Fund</b>	0%	0%	1%	11%	12%	17%	16%	25%	37%	38%
	<b>8,400,014</b>	<b>8,536,370</b>	<b>7,970,650</b>	<b>6,797,195</b>	<b>6,846,389</b>	<b>7,159,967</b>	<b>6,007,419</b>	<b>5,501,040</b>	<b>5,787,807</b>	<b>5,599,952</b>

# 10 Year Revenue History Negating Departmental Transfers



# 10 Year Revenue History Negating Departmental Transfers



# Accomplishments

- Upgraded the permitting system for online permitting.
- Upgraded and improved the Libraries central database system (CARLX).
- Migrated our Email to the cloud (Microsoft 365) - \$238K install, \$73K per year.
- Implemented Patient Care Reporting for Fire Rescue.
- Implemented Mobile Data Terminals for Fire Rescue.
- Upgraded the Computer Aided Dispatch System.
- Re-implemented and centralized Geographical Information Systems.
- Expanded Fleet Maintenance software to Public Works and Mosquito Control.
- Upgraded the County's central Financial Management System (SAP).
- Developed over 50 applications to improve efficiency.
- Upgraded the Internal Website (BEACH) to latest software revision.
- Increased Wi-Fi availability throughout the County.
- Increased Network bandwidth across the County while still decreasing spending.
- Re-implemented backup/restore systems with significant increase in efficiency.
- Tablets utilized for Field Work with Permitting, Public Works, Utilities, etc...
- Implemented Video Recording for Transit Services.
- Improved Contract Management system to alert for contract expirations.

# Accomplishments (Continued)

- Proceeding with L6S project in order to reduce or eliminate paper paystubs.
- Career Ladder instituted for IT Department that provides a development plan for personnel in order to secure critical legacy business knowledge and to reduce attrition. Additional career ladder in progress for other positions.
- Geographic Information Systems consolidation.
- Proceeding with L6S project to facilitate electronic Board agendas.
- Awarded Voice over Internet Protocol RFP to Bright House.
- Libraries implemented Microsoft Academic Licensing in order to provide Office 365 applications to staff at substantial discounts.
- Libraries implemented cloud-based resource subscriptions to patrons.
- Libraries now provide downloadable audiobooks to patrons.
- Developing modules for employee recruitment and onboarding in the Cloud.
- Migrating in-house software tools to ASP.net using C# and MVC in order to stabilize high risk platforms and provide consistent maintainable code.
- In 2014/15, IT experienced high attrition and began outsourcing high-end talent for 3 to 6 months. We retained some of this talent by hiring full-time.

# STRENGTHS

- **Awesome Team - We Have the Right People on the Bus**
- **Enterprise Grade Servers and Storage - Reliability and Expandability**
- **Common Vision of Customer Service**

# WEAKNESSES

- **Website Management - No Webmaster**
- **Resource Depth**
- **Historical Knowledge**
- **Aging Infrastructure**

# OPPORTUNITIES

- **Lean Six Sigma Efficiency Projects**
- **Wireless Infrastructure**
- **Network Infrastructure Consortium**

# THREATS

- **Attractive Local IT Market**
- **Advancing Sophistication of Security Attacks**
- **Rapidly Advancing Technology - Training and Upgrade Requirements**
- **Hardware and Software Acquisition Cloud-based and Subscription Trend**

# Critical Needs

- **Enterprise Data Storage Controllers - \$500K**
  - Propose \$250K FY 2017-18 and FY 2018-19
- **Microsoft Office 365 Suite - \$123,546**
  - In Response to Office 2010 Expiration
- **Webmaster - \$80,000**



# Utility Services Department

May 2017 Budget Workshop

# MISSION STATEMENT

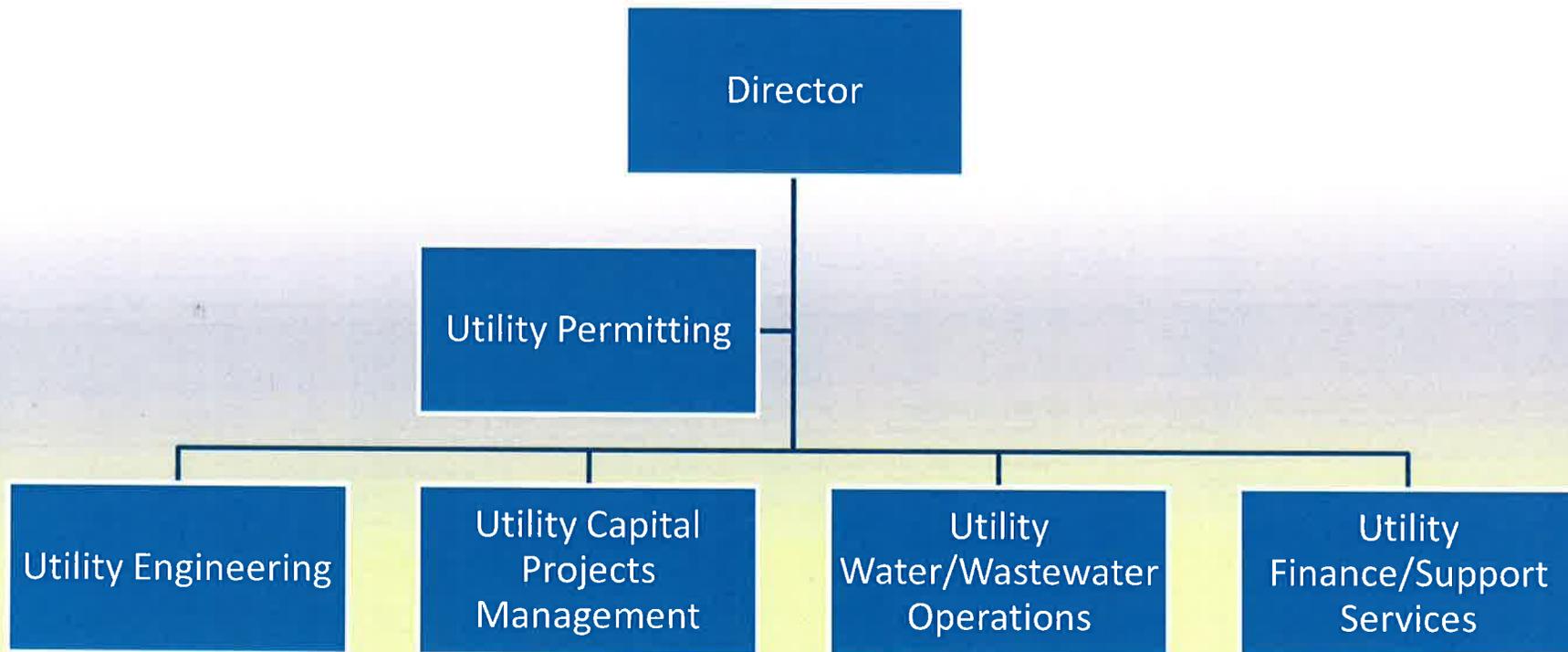


Brevard County Utility Services provides for the protection of the public health through the operation and maintenance of publicly owned water and wastewater systems.



# PROGRAM/SERVICE OVERVIEW

# Utility Services Organizational Plan



# Utility Services Programs



County Water and Wastewater

Barefoot Bay Water and Wastewater

# County Water and Wastewater Services



- Operate and Maintain County Utility Systems:
  - Wastewater Treatment Plants
  - Wastewater Collection System
  - Reclaimed Water System
  - Water Treatment Plants (Mims and San Sebastian Woods)
  - Wells & Raw Water Lines
  - Water Distribution Systems
- Financial management and billing functions
  - Water & Sewer Services Billing Office in Mims
  - Sewer Billing through Cocoa & Melbourne
- Meet regulatory compliance and operate water/wastewater laboratory
- Implement \$148M Capital Improvement Program over next ten years

# Barefoot Bay Water and Wastewater Services



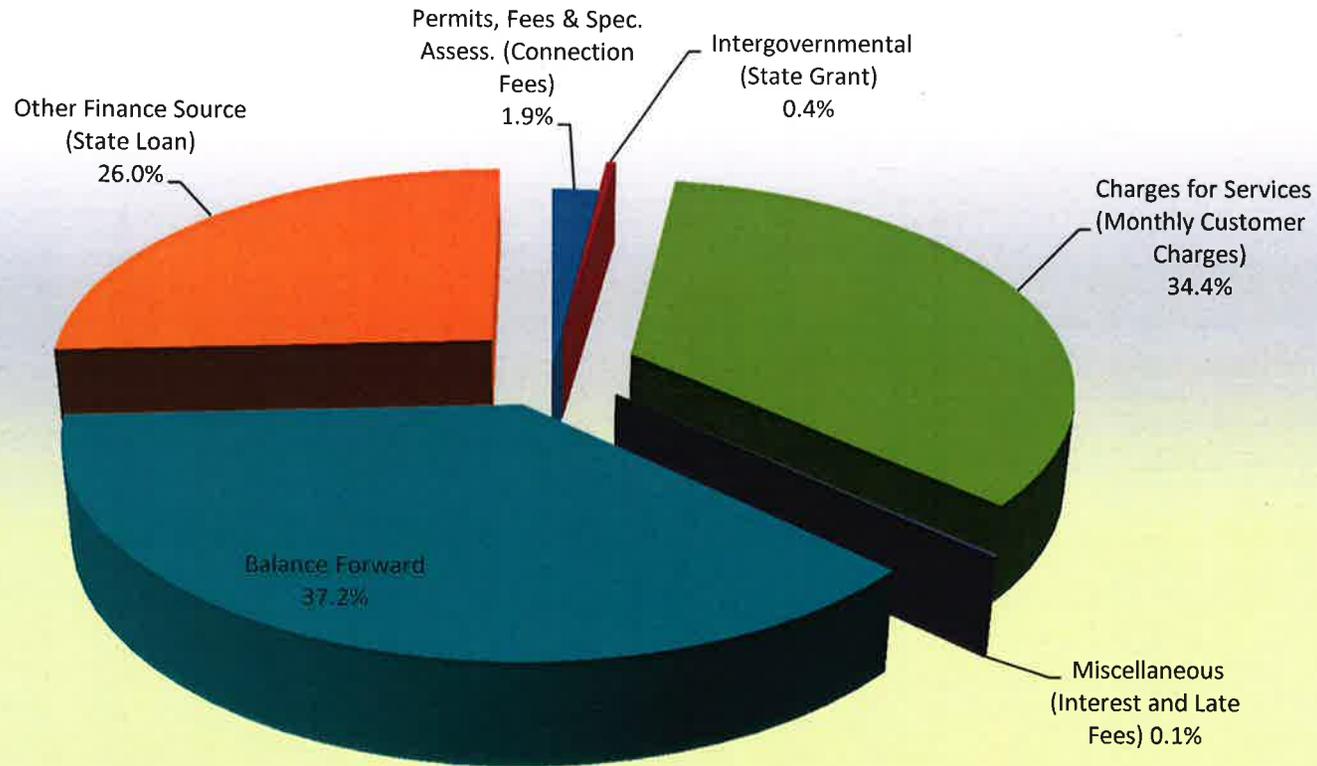
- Operate and Maintain Barefoot Bay Utility System:
  - Wastewater Treatment Plant
  - Wastewater Collection System
  - Reclaimed Water System
  - Water Treatment Plant – Barefoot Bay and Snug Harbor
  - Wells & Raw Water Lines
  - Water Distribution System
- Financial management and billing functions of utility
  - Water & Sewer Billing Office in Barefoot Bay
  - This office also handles water billing for San Sebastian Woods (not part of Special District)
- Meet regulatory compliance
- Implement \$4M Capital Improvement Program over next five years



# **FUNDING SOURCES (COLORS OF MONEY)**



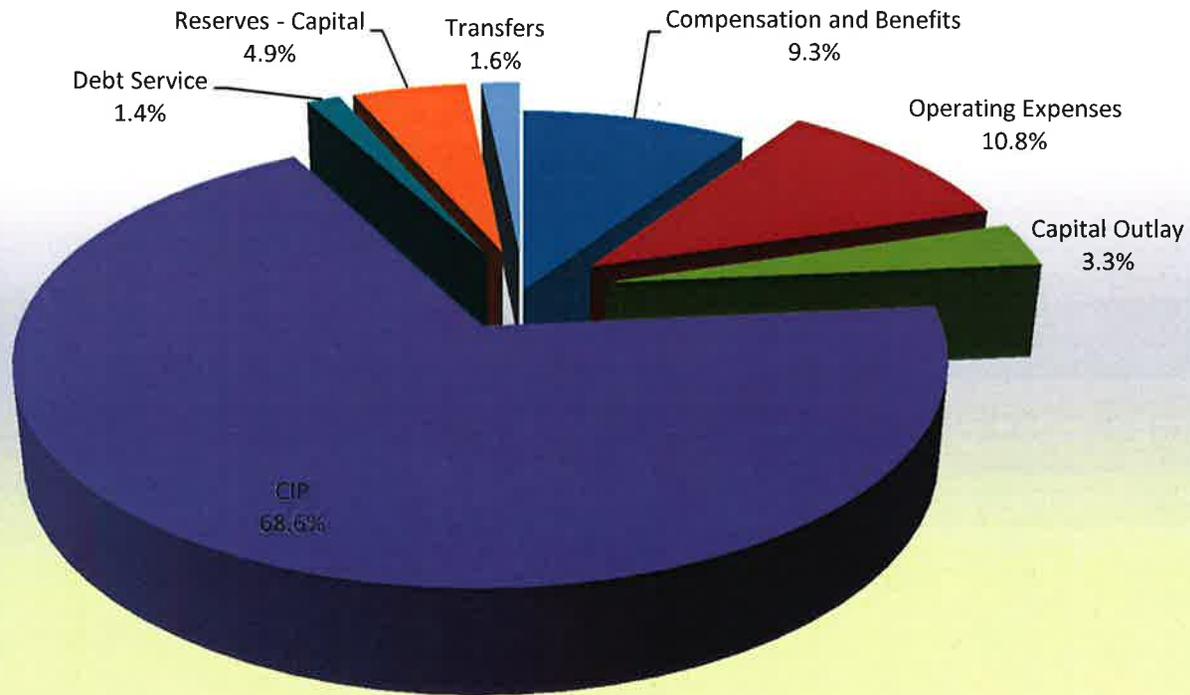
# Utility Services FY 16-17 Budget \$109,062,262



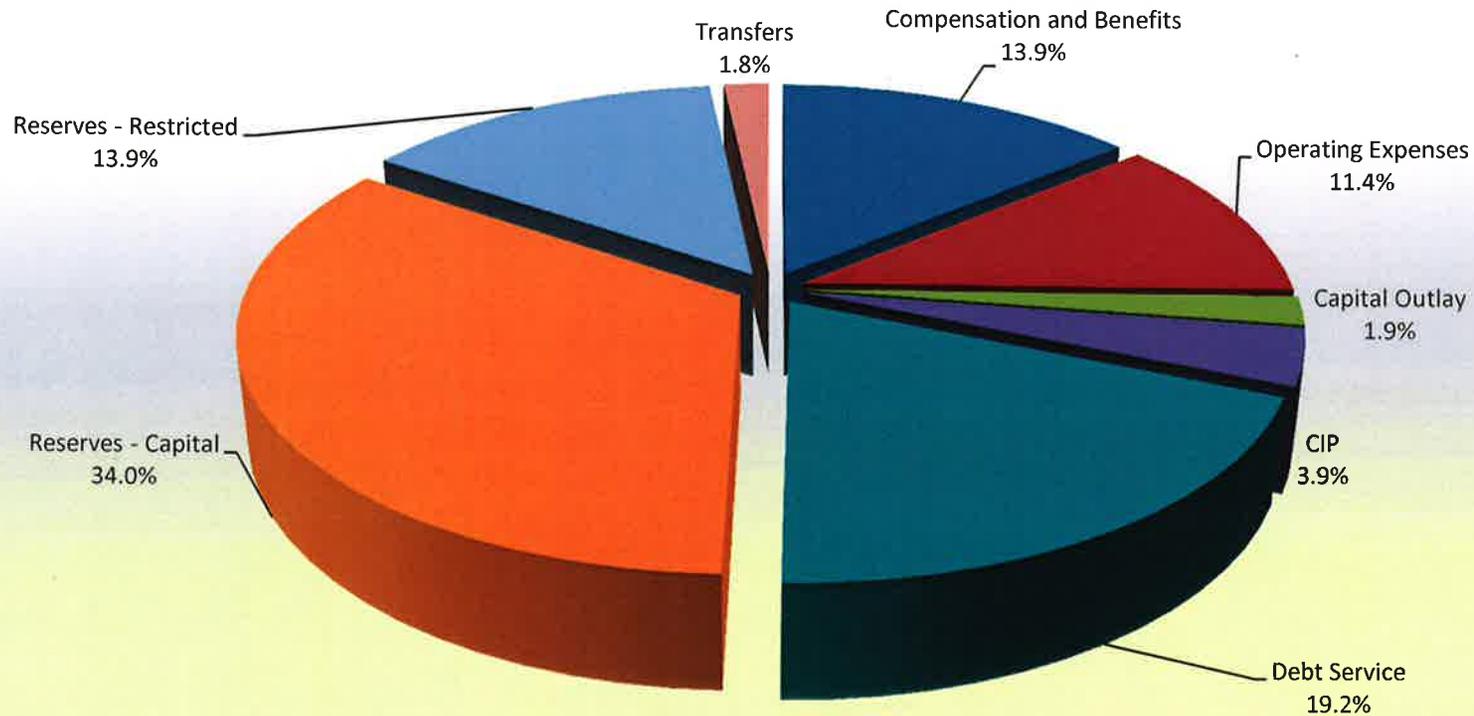


# **PROGRAM BUDGETS BY MAJOR ROLL-UPS**

# COUNTY WATER & WASTEWATER SERVICES



# BAREFOOT BAY WATER & WASTEWATER SERVICES





## CRITICAL NEEDS

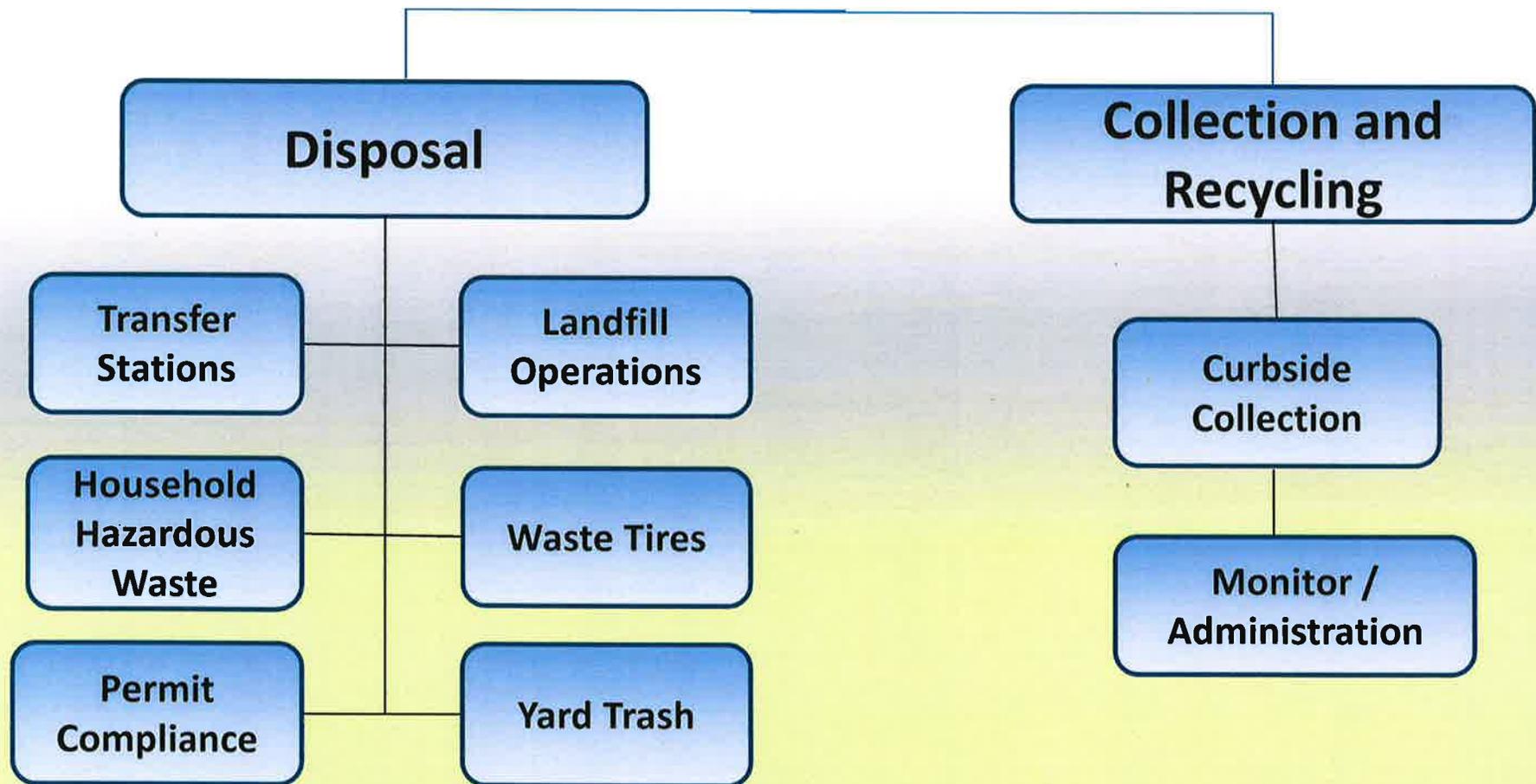
- Approval of long term infrastructure improvement program in December 2013
- Obtained State Revolving Fund loan to fund expansion of South Central Wastewater Treatment Plant doubling capacity
- Completion of \$26M revenue bonds funded projects by September 2017
- Complete renovation of South Beaches Wastewater treatment plant September 2017



# ***Solid Waste Management Department***

**To protect public health by providing an efficient and environmentally sound Solid Waste Management System.**

# Programs and Services



# Department Budget

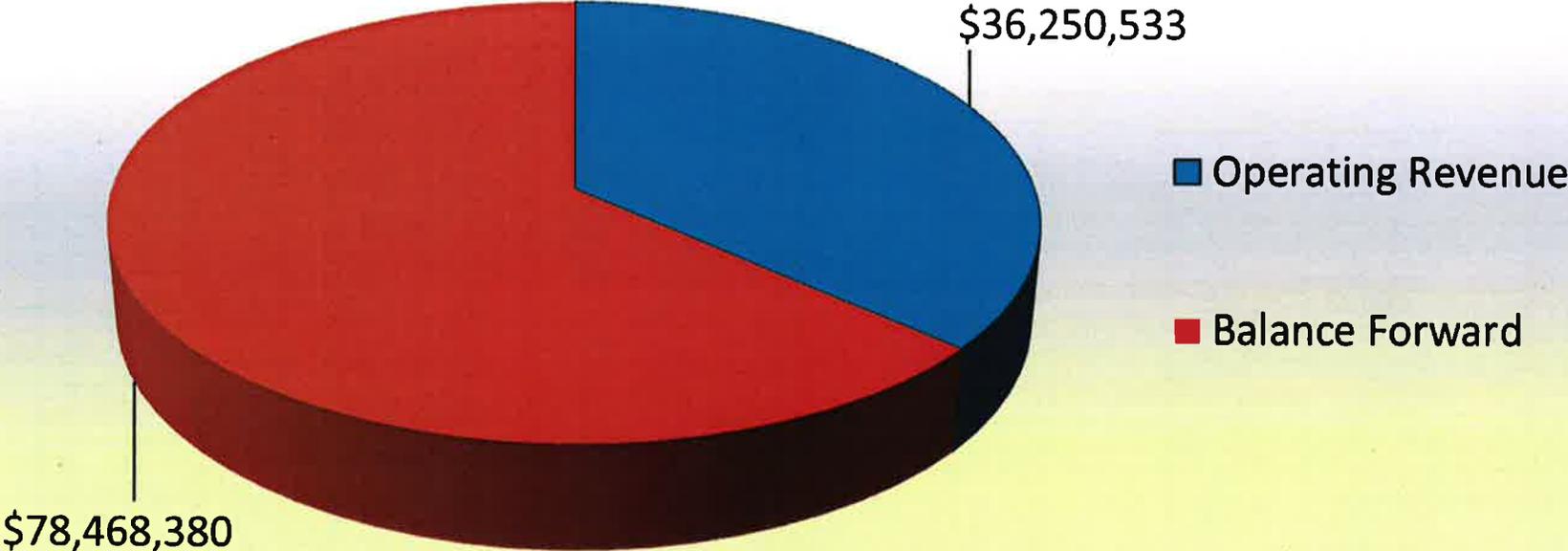


- Each cost center is required to submit a budget request by line item (salaries and fringe benefits are exempt) with justifications.
- Each originator is required to defend the budget which they are responsible for.
- Equipment is reviewed for determining if the life can be extended.

# Department Budget



Revenues - \$100,174,784

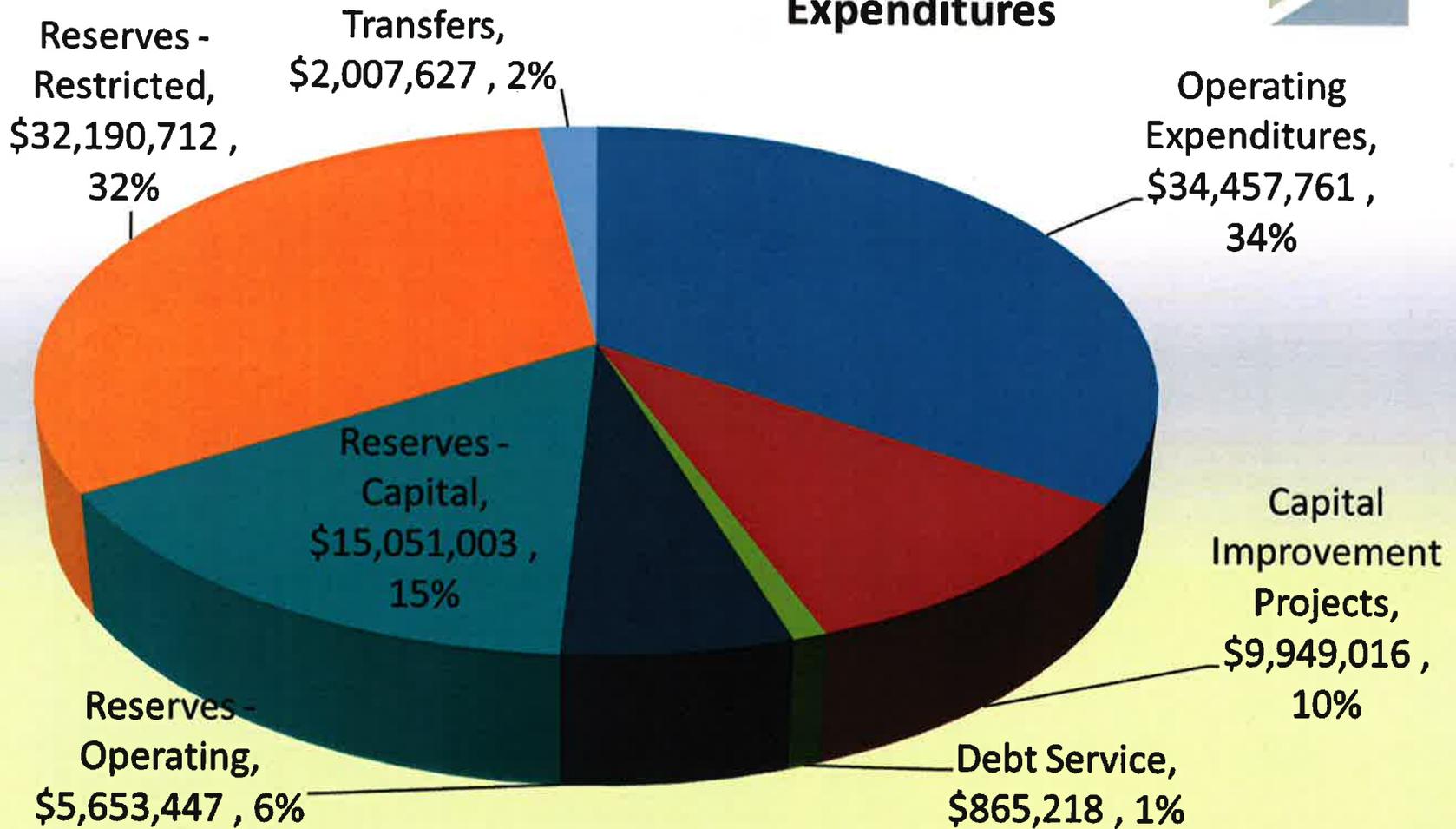


Total number of employees is 144

# Department Budget

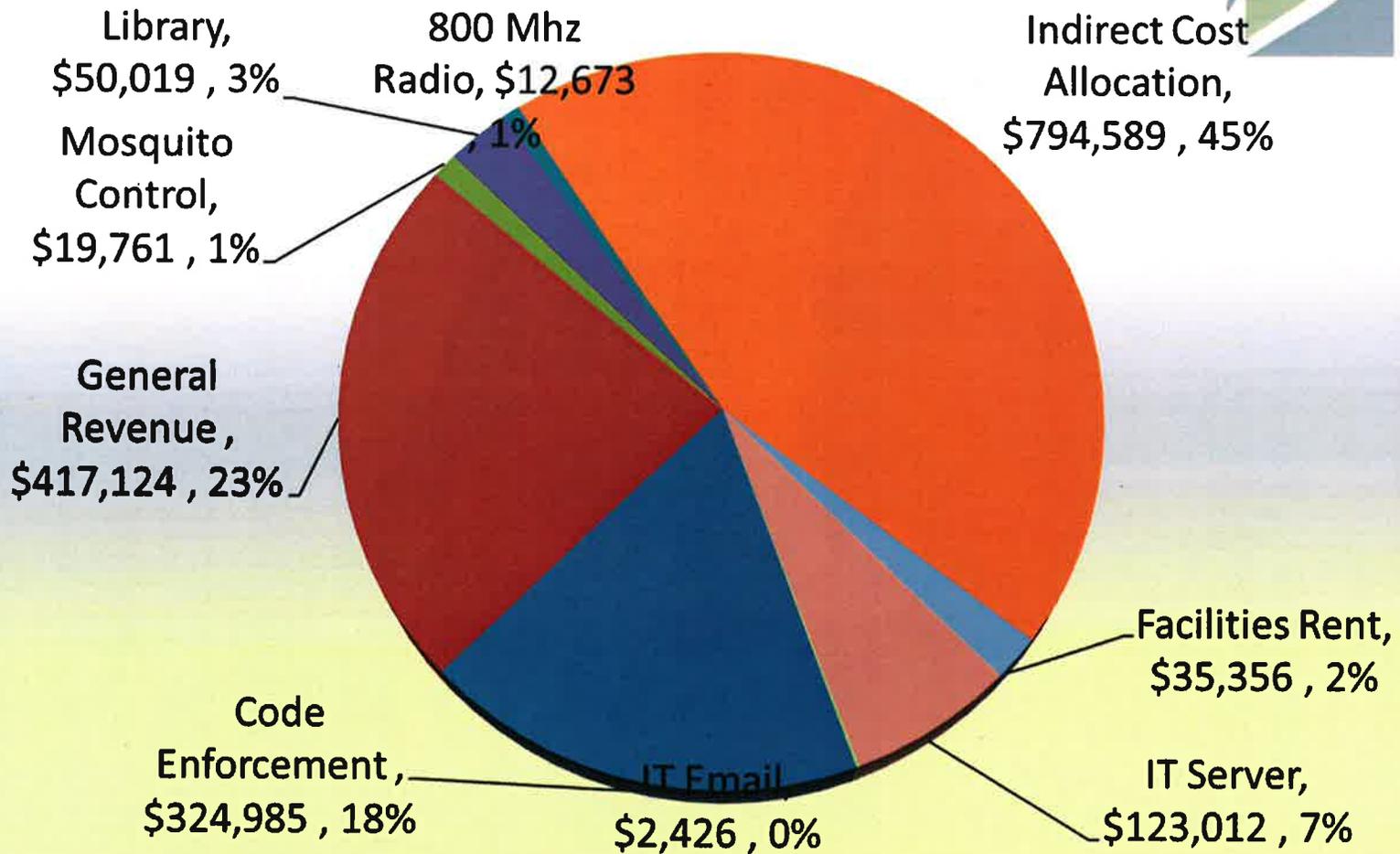


## Expenditures



# Payment of Services

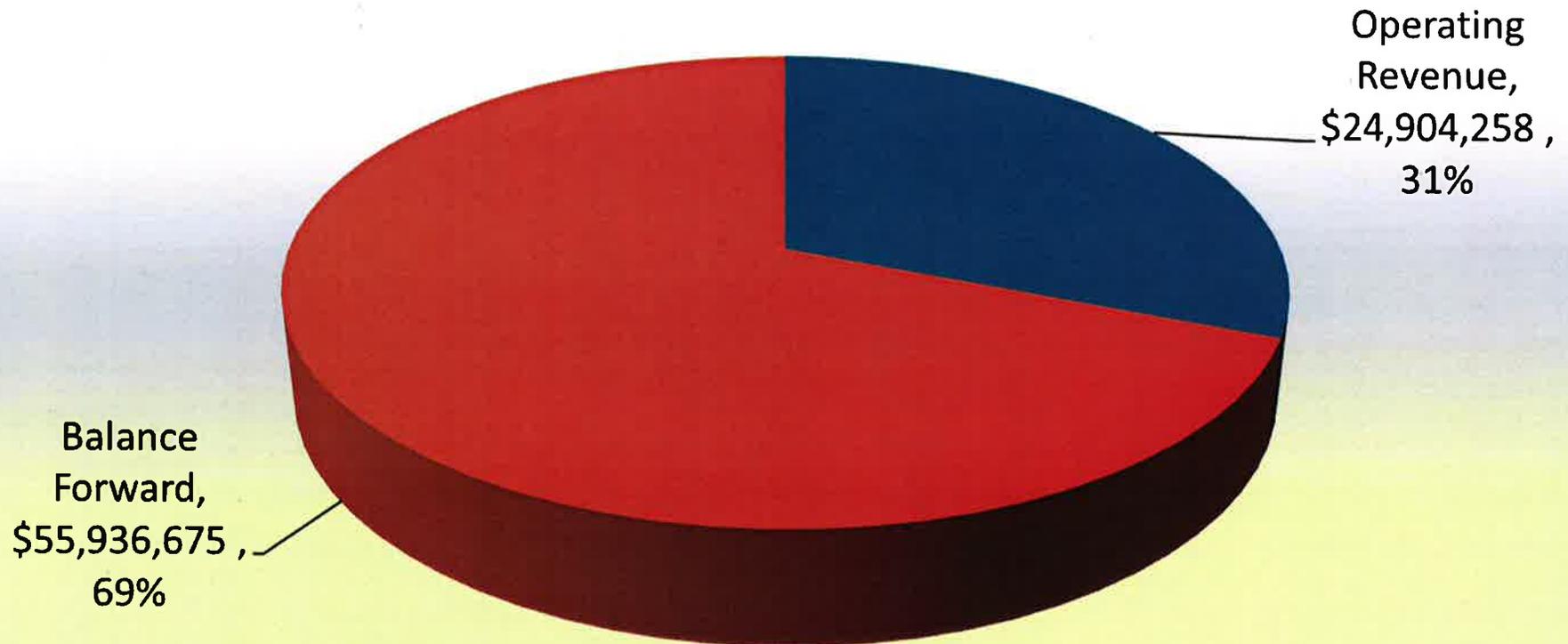
## \$1,779,945



# Disposal Budget



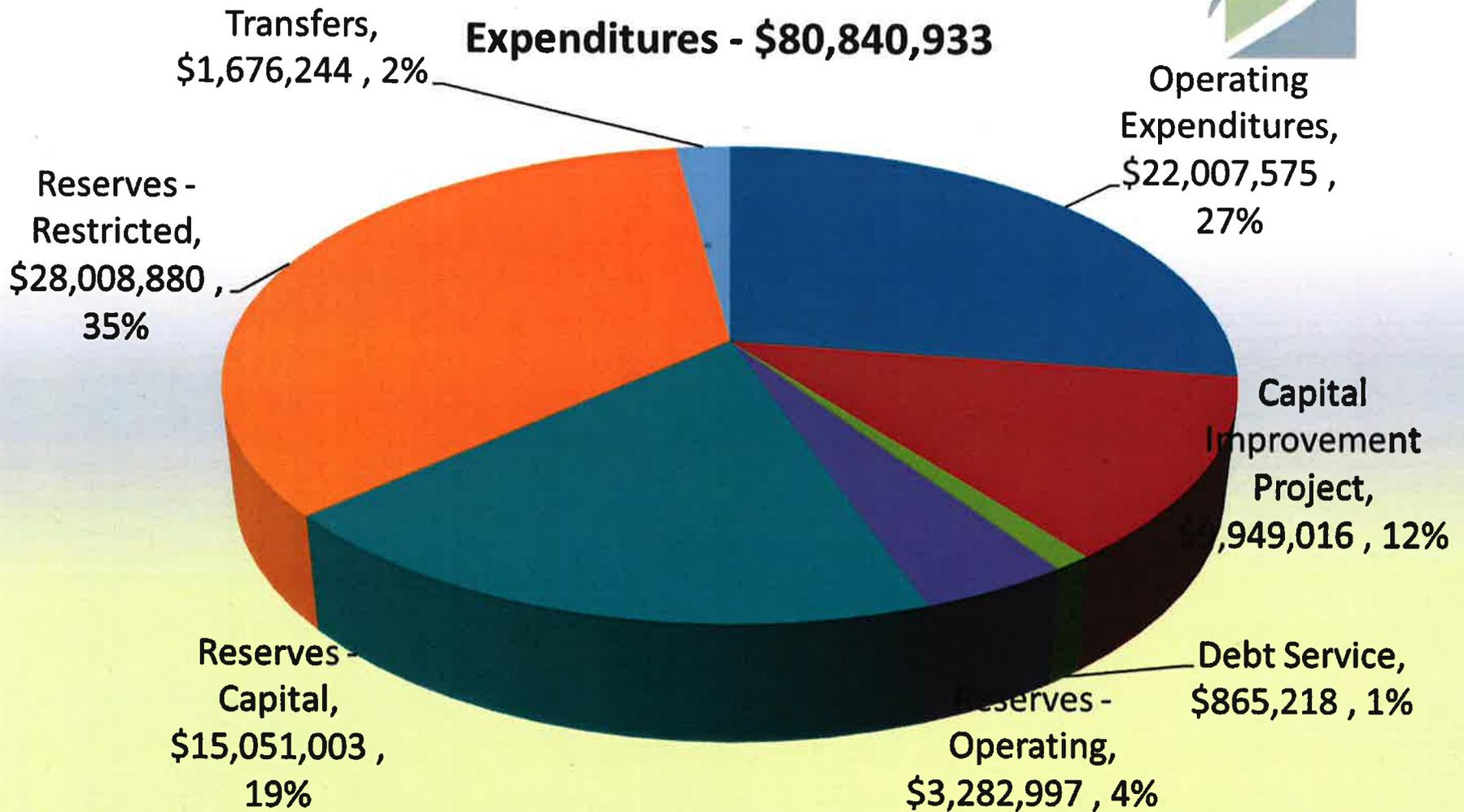
**Revenues - \$80,840,933**



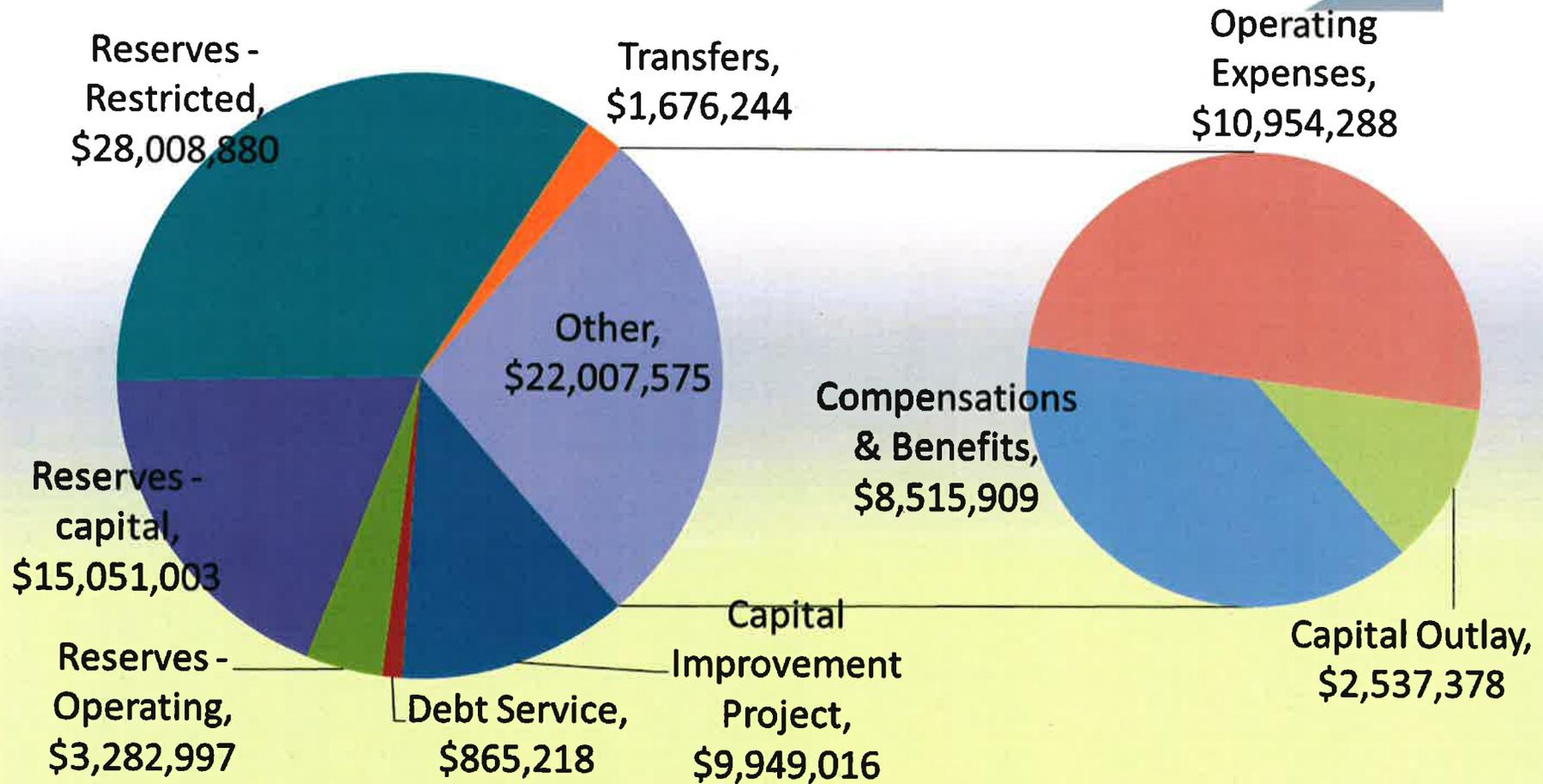
# Disposal Budget



**Expenditures - \$80,840,933**



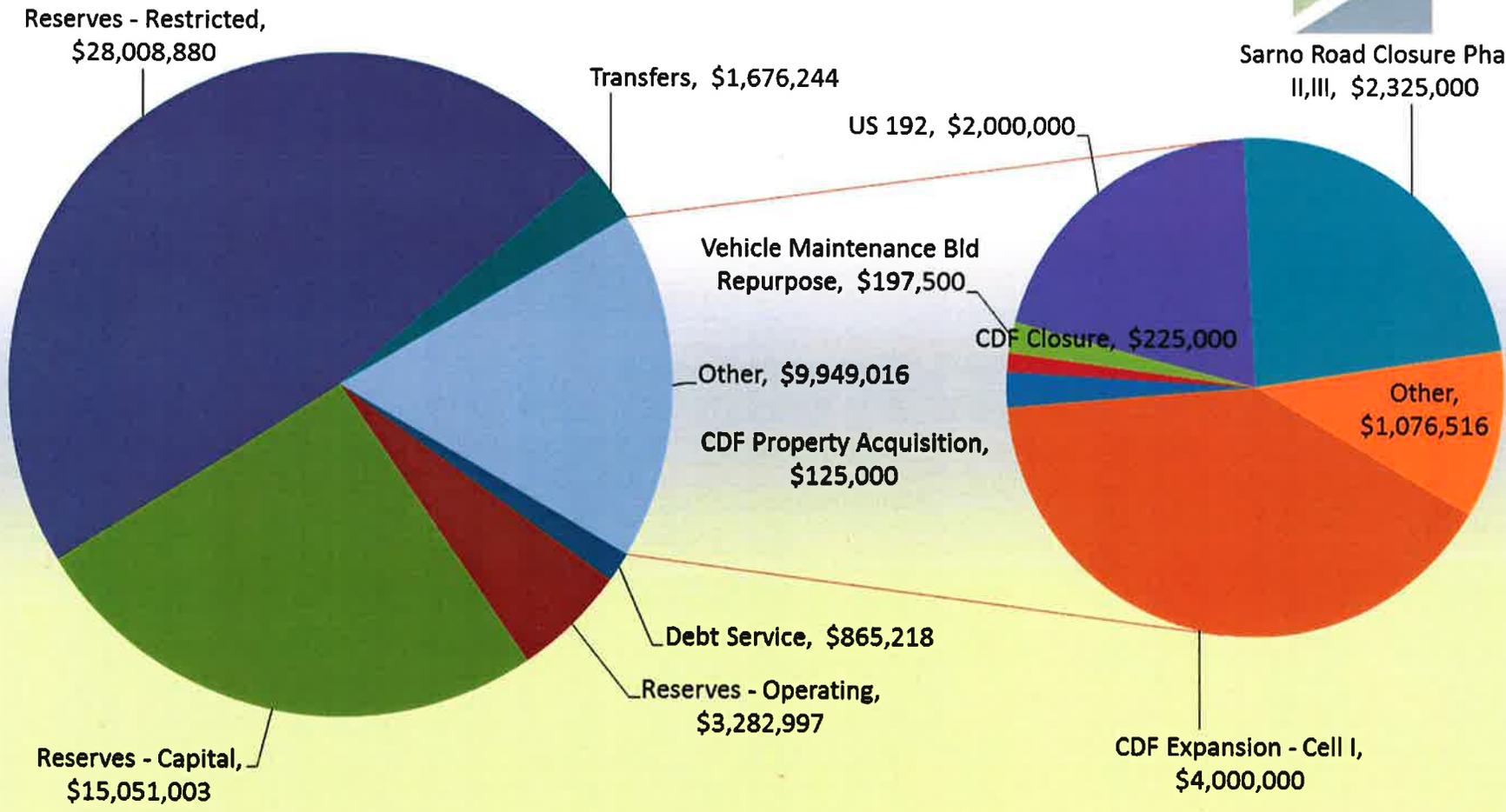
# Disposal Budget – Operating Expenditures



# Disposal Budget - CIP



Sarno Road Closure Phase II,III, \$2,325,000



# Disposal – Trends & Issues



- Completed construction of cell 1 Central Disposal Facility (expansion area). Pending FDEP certification.
- Completed construction of new scalehouse, entrance road and improvement to Adamson Road.
- US 192 Permitting & Construction.

# Disposal – Trends & Issues



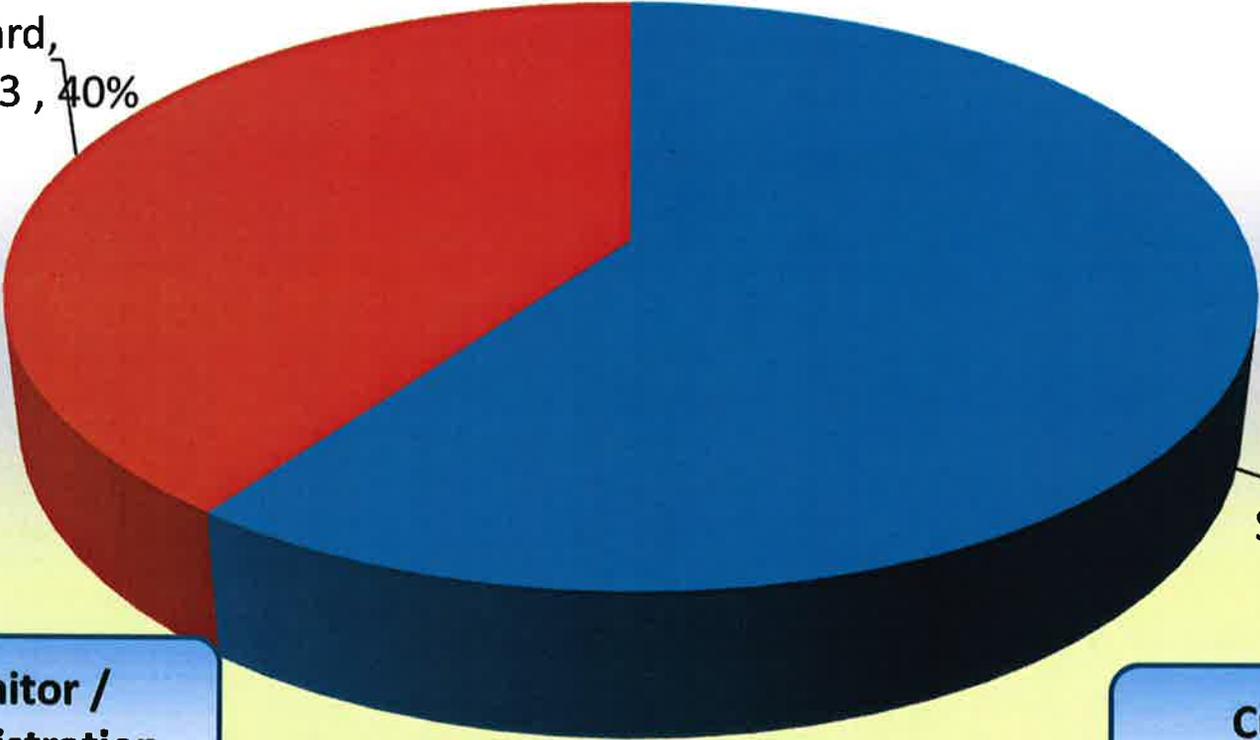
- Future cell 2 in the Central Disposal Facility will be needed in about four years, reserves will increase in order to pay as much as possible in cash.
- Titusville transfer station is currently in need of major repairs. The transfer station is being evaluated with an option to replace the same with a modern one on the same property.

# Collection Budget



Revenues - \$19,333,851

Balance Forward, \$7,763,403 , 40%



Operating Revenue, \$11,570,448 , 60%

Monitor / Administration

Curbside Collection

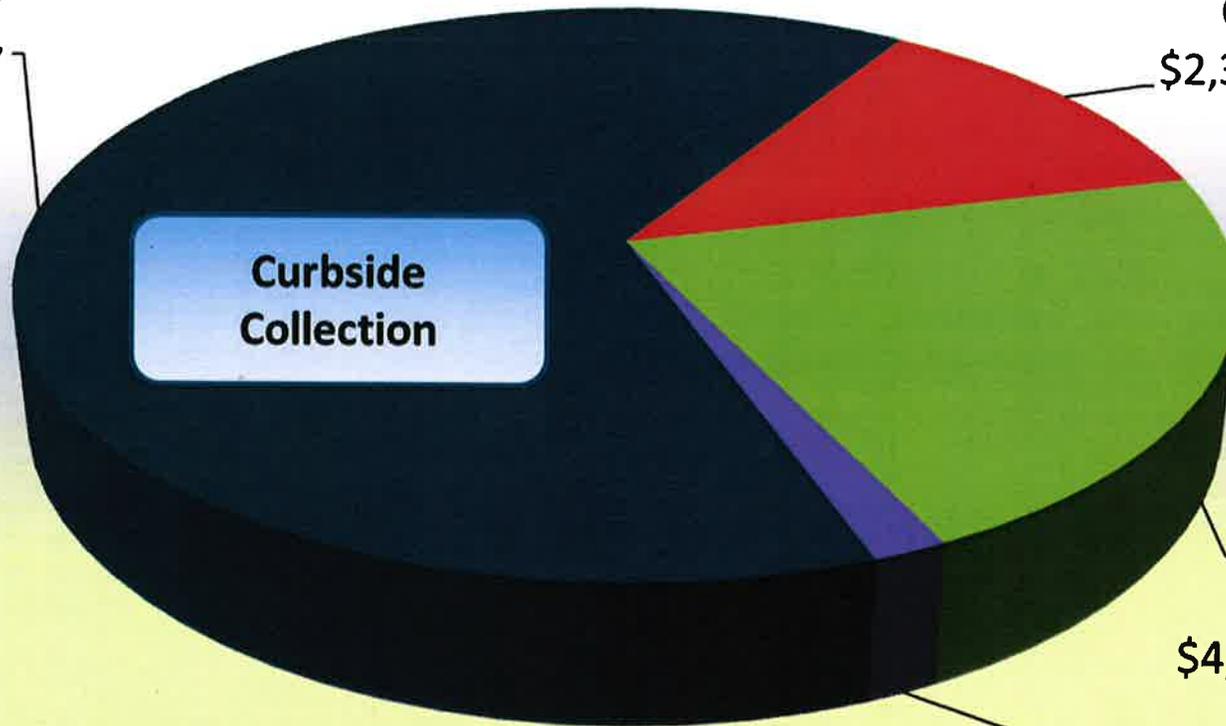
# Collection Budget



**Expenditures - \$19,333,851**

Operating  
Expenditures,  
\$12,450,186 ,  
64%

Reserves -  
Operating,  
\$2,370,450 , 12%



Reserves -  
Restricted,  
\$4,181,832 , 22%

Transfers,  
\$331,383 , 2%

# Collection – Trends & Issues



- Meeting Future Recycling Goals.
  - 60% by 2016.
  - 70% by 2018.
  - 75% by 2020.
- Rates were approved for two years.
  - 0% increase in year one.
  - 3% increase in year two.

# Collection – Trends & Issues



- In 2015 the Board of County Commissioners voted not to increase the assessments.
  - The past approved rates resulted in a decrease of \$430,000 in the disaster reserves.
  - The current reserves were \$4.84M and have been reduced to \$0 pending FEMA reimbursement.
  - Local share for the Hurricane Matthew is estimated at \$1.6M.
- An increase in the rates are needed.

# Questions



- Any questions or comments?



# Valkaria Airport 2017



# Valkaria Airport

1. Airport Overview
2. FAA GRANTS & FDOT JPA's
3. 2017 FINANCIAL BUDGET
4. TRENDS & ISSUES
5. Questions

## X-59 MISSION STATEMENT

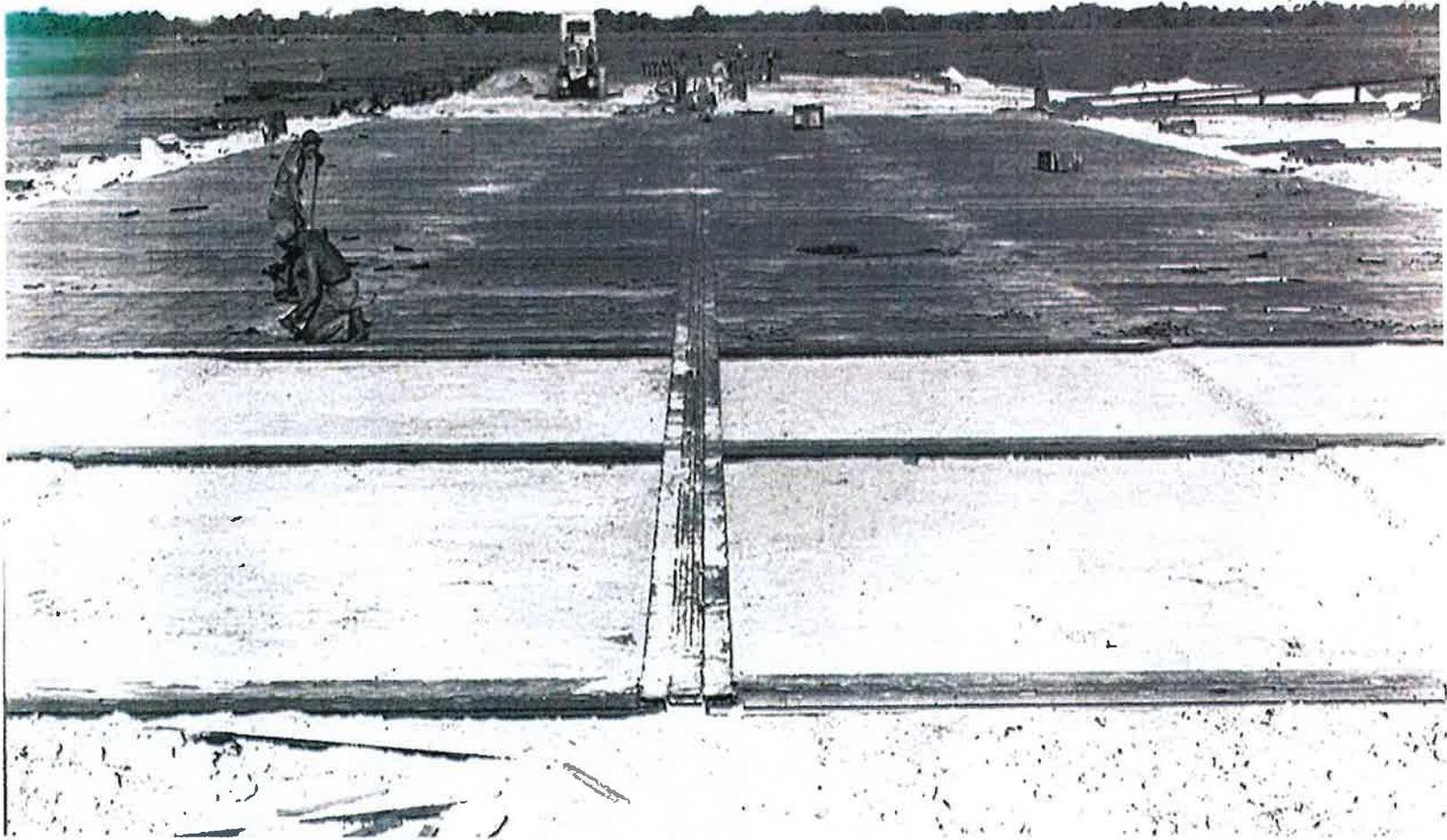
Provide a safe and secure operating airport, twenty-four hours per day/seven days per week, both airside and landside. Provide a pilot briefing area, aviation fuel, hangar space, tie-downs, retail merchandise and other ancillary services to meet the demands of airport users.



# Airport History

- **“VALKARIA SATELLITE FIELD”** Built 1942 at a cost of \$6,514,000  
875 Acres, 1,500 Naval Personal & 150 Aircraft
- 6 Runways and a wood aircraft carrier deck
- 2,200 Pilots Trained (Fighter Tactics, Gunnery & Deck Landing)





**Wooden Aircraft Carrier Deck**

# History

- Declared Surplus 1946
- 631 Acres Conveyed/Quitclaim To BREVARD COUNTY in **1958**
- Locator **X-59** “GENERAL AVIATION AIRPORT”



# Valkaria Airport Today

- 659 Acres
- 4 Asphalt Runways & 4 Grass Runways
- 5 Taxiways and Apron
- Helicopter Operations Area
- 25 Asphalt Tie-Downs & Numerous Grass Tie-Downs
- Airport Office/Trailer and small flight planning area
- Fuel Farm - 100LL, Jet-A, Auto Fuel & G Bear
- 71 Hangars(no vacancies)
- Aircraft Mfg., Maintenance & Avionics Repair Ctr.
- BCMC & Habitat Golf Course
- Multiple Recreational Areas

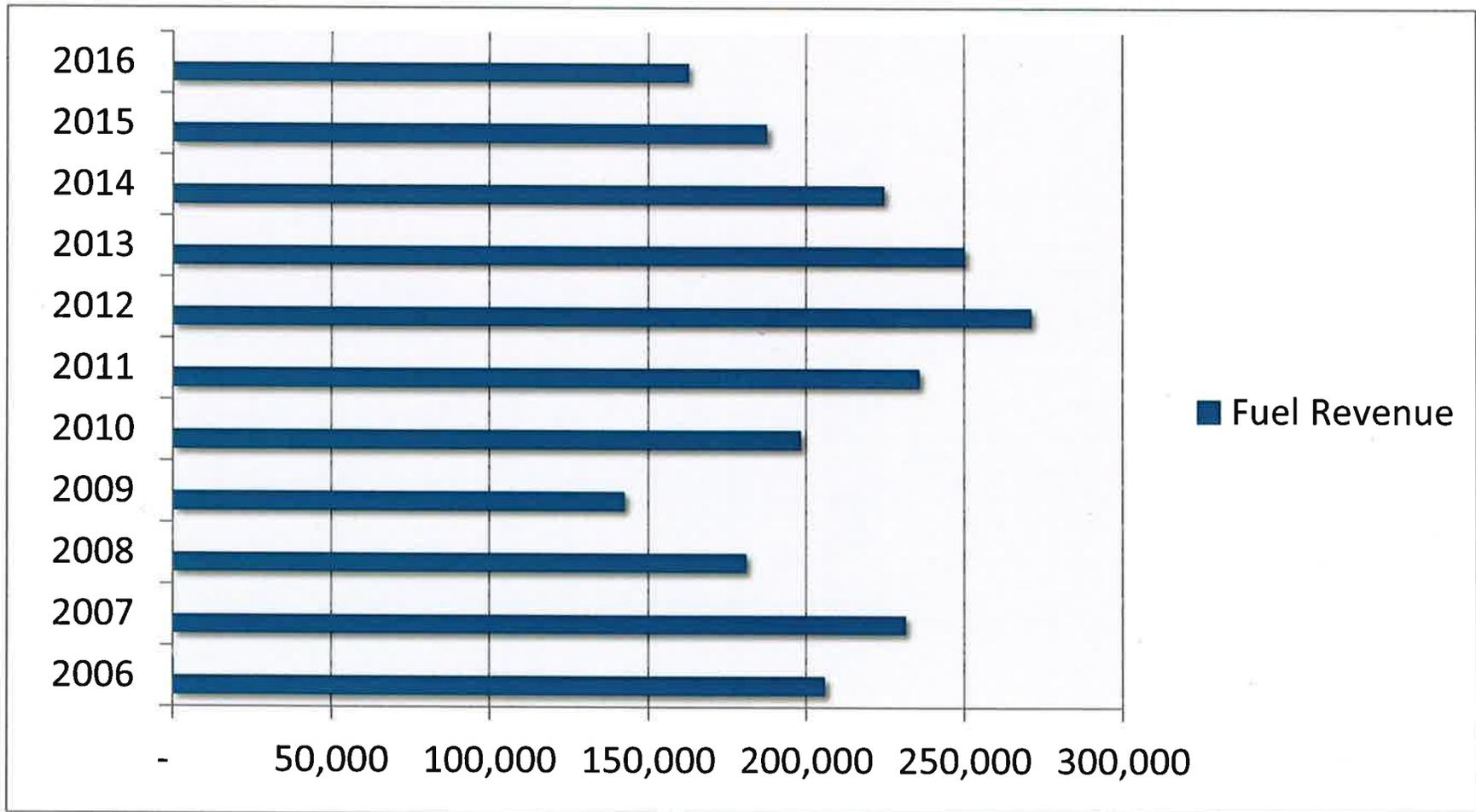
# Based Aircraft - 2017

- 103 Single Engine Airplanes
- 4 Multi-Engine Airplanes
- 1 Glider
- 3 Helicopters
- 3 Gyrocopters
- 15 Ultralights
- **53,000 Takeoffs & Landings/Yr. or 145 Ops/Day**

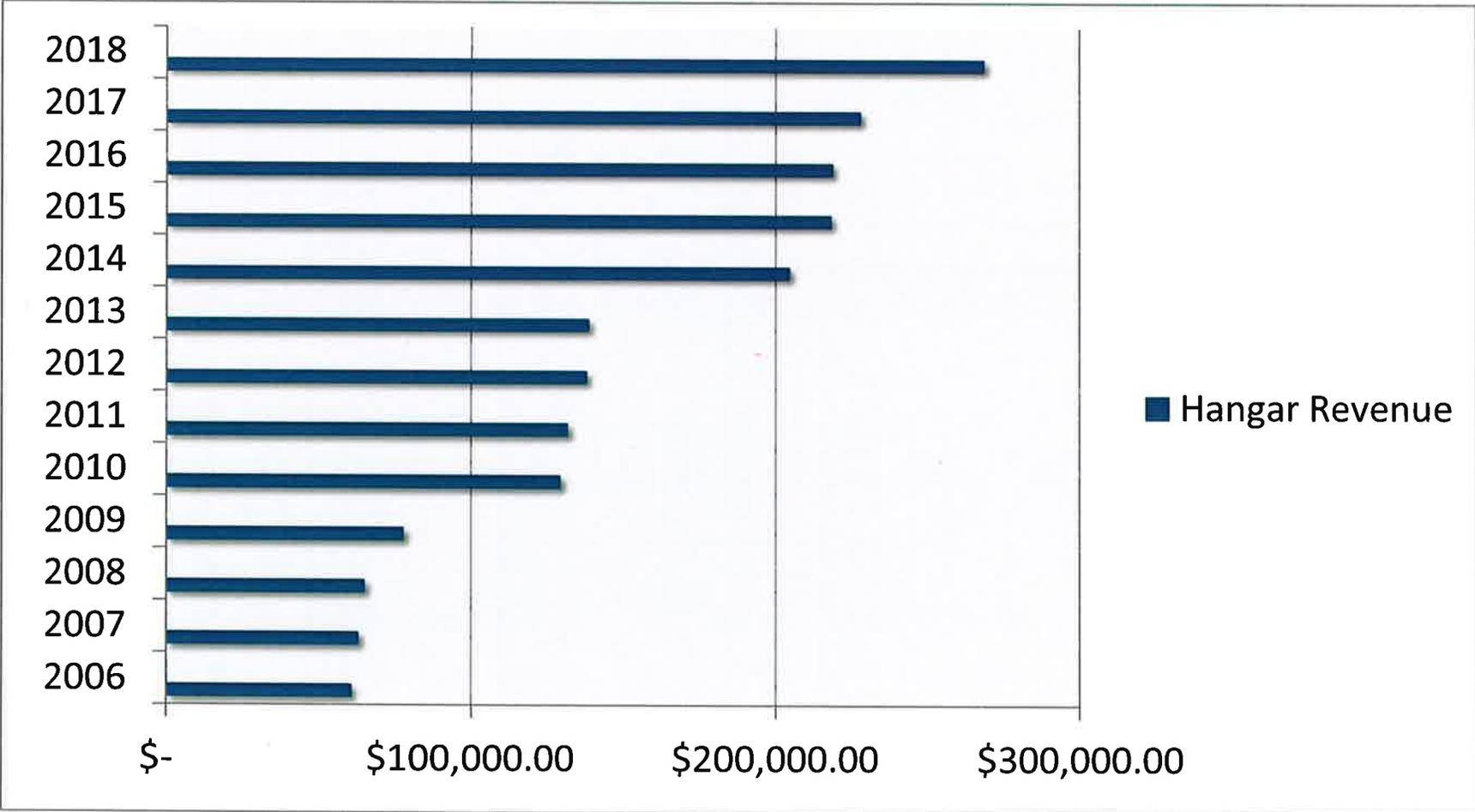
# Valkaria Airport X-59



# Fuel Revenue



# Hangar Revenue



# Capital Improvements

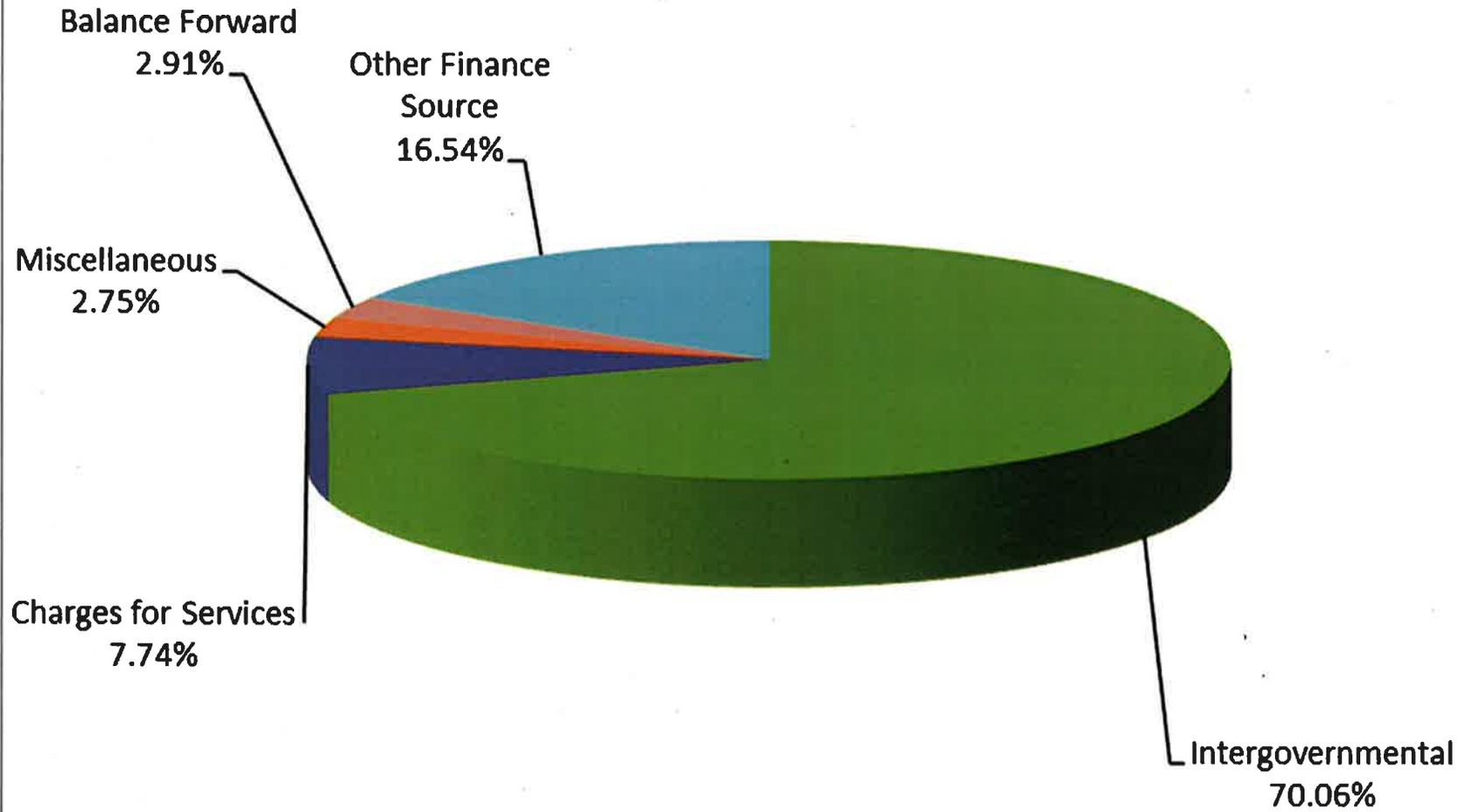
FY 2008  2017

	FAA	FDOT	Airport Match	Total
Total	\$8.13M	\$6.35M	\$1.56M	\$13.34M
Avg/YR	\$903k	\$705k	\$173k	\$1.48M

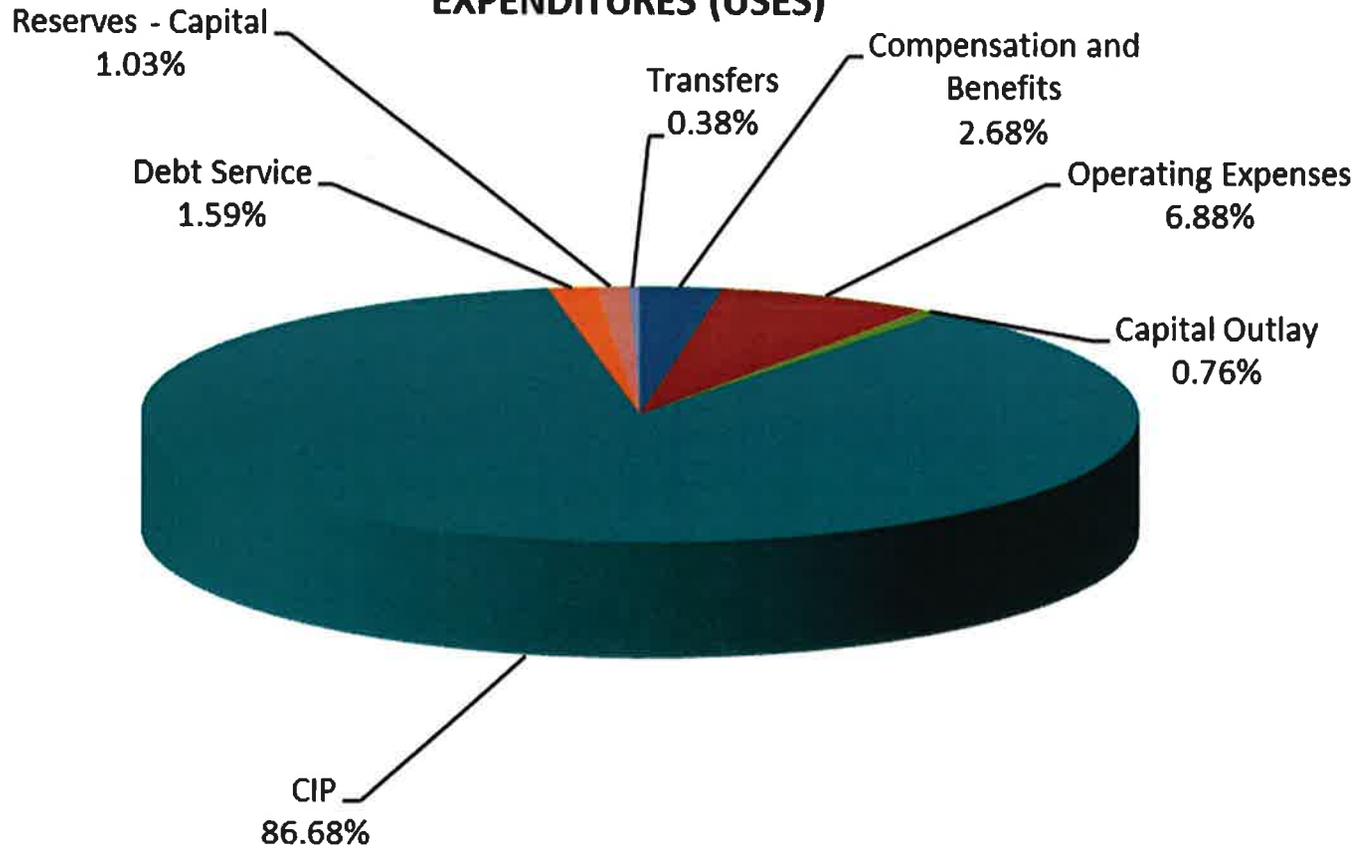
- FAA grants' are typically Funded **90% Federal, 8% State and 2% Airport**
- FDOT JPA's are typically funded **80% State and 20% Airport**
- **No County General Funds have been used!**

	Project	FAA	FDOT	MATCH	TOTAL
1	Operational and Maintenance Costs to Comply with Enhanced Federal Security Requirements.		\$301,115	\$75,279	\$376,394
2	Install Weather Observation System(AWOS)		\$60,000	\$15,000	\$75,000
3	Airport Master Plan Update		\$60,000	\$15,000	\$75,000
4	Design, Engineering And Construction of T-Hangars To Include An Office And Flight Planning Area.		\$800,000	\$200,000	\$1,000,000
5	Construction Of Access Road To Fuel Farm and Installation of Fuel Tanks		\$133,000	\$33,250	\$166,250
6	Rehabilitation of Airfield Markings; Installation of Visual Aids; Exhibit "A" Property Map.	\$129,000	\$5,432	\$1,358	\$135,790
7	Construct Taxiway - Environmental Assessment; Install PAPI's and Runway End Lights on Runway 14-32	\$161,556	\$5,956	\$1,701	\$169,213
8	Conduct Environmental Assessment on Parallel Taxiway "A"		\$812	\$203	\$1,015
9	Security Enhancements to Include Security Surveillance System and Lighting		\$50,000		\$50,000
10	Rehabilitate Main Apron and Taxiway B – Design	\$109,315	\$9,072	\$1,151	\$119,538
11	Design and Construction of Hangars D & E		\$1,634,000	\$408,500	\$2,042,500
12	Rehab Main Apron; Rehabilitate Taxiway "B"; Construct Parallel Taxiway "A" (Design)	\$3,243,719	\$136,577	\$34,144	\$3,414,440
13	Rehab Runway 10/28 (Design); Construct Parallel Taxiway "A" & Associated Wetland Mitigation	\$2,354,989	\$210,851	\$40,189	\$2,606,029
14	Rehabilitate Runway 10/28, install PAPIs and Airfield Signage; Wildlife Hazard Assessment; Wildlife Hazard Management Plan"	\$1,766,758	\$153,237	\$38,586	\$1,958,581
15	Airport Master Plan and Airport Layout Plan Update	\$149,996	\$13,333	\$3,333	\$166,663
16	Update fuel farm equipment, pumps, and credit card reader		\$104,000	\$26,000	\$130,000
17	Design Hangar F		\$120,000	\$30,000	\$150,000
18	Design Airport Administration & Flight Services Facility		\$120,000	\$30,000	\$150,000
19	Design Rehab RWY 14/32	\$223,659	\$19,881	\$4,970	\$248,510
20	Construct General Aviation Terminal & Flight Services Facility		\$2,421,075	\$605,269	\$3,026,344
21	Construct Hangar F		\$1,920,000	\$480,000	\$2,400,000
22	Construction - Primary RWY-14/32 Rehabilitation, Light and Improve RSA	\$4,315,424	\$383,593	\$95,898	\$4,794,915
	<b>Total</b>	<b>\$12,454,416</b>	<b>\$8,661,934</b>	<b>\$2,139,831</b>	<b>\$23,256,182</b>

## REVENUE (SOURCES)



### EXPENDITURES (USES)



## COMPLETE BUDGET 16-17

Intergovernmental	\$4,636,843
Charges for Services	\$511,963
Miscellaneous	\$182,183
Statutory Reduction	(\$266,550)
Balance Forward	\$183,260
Transfers - General Revenue	\$0
Other Finance Source	\$1,040,000
<b>TOTAL REVENUES</b>	<b>\$6,287,699</b>
Compensation and Benefits	\$168,690
Operating Expenses	\$432,630
Capital Outlay	\$47,500
CIP	\$5,450,000
Debt Service	\$100,000
Reserves - Capital	\$65,000
Transfers	\$23,879
<b>TOTAL EXPENDITURES</b>	<b>\$6,287,699</b>

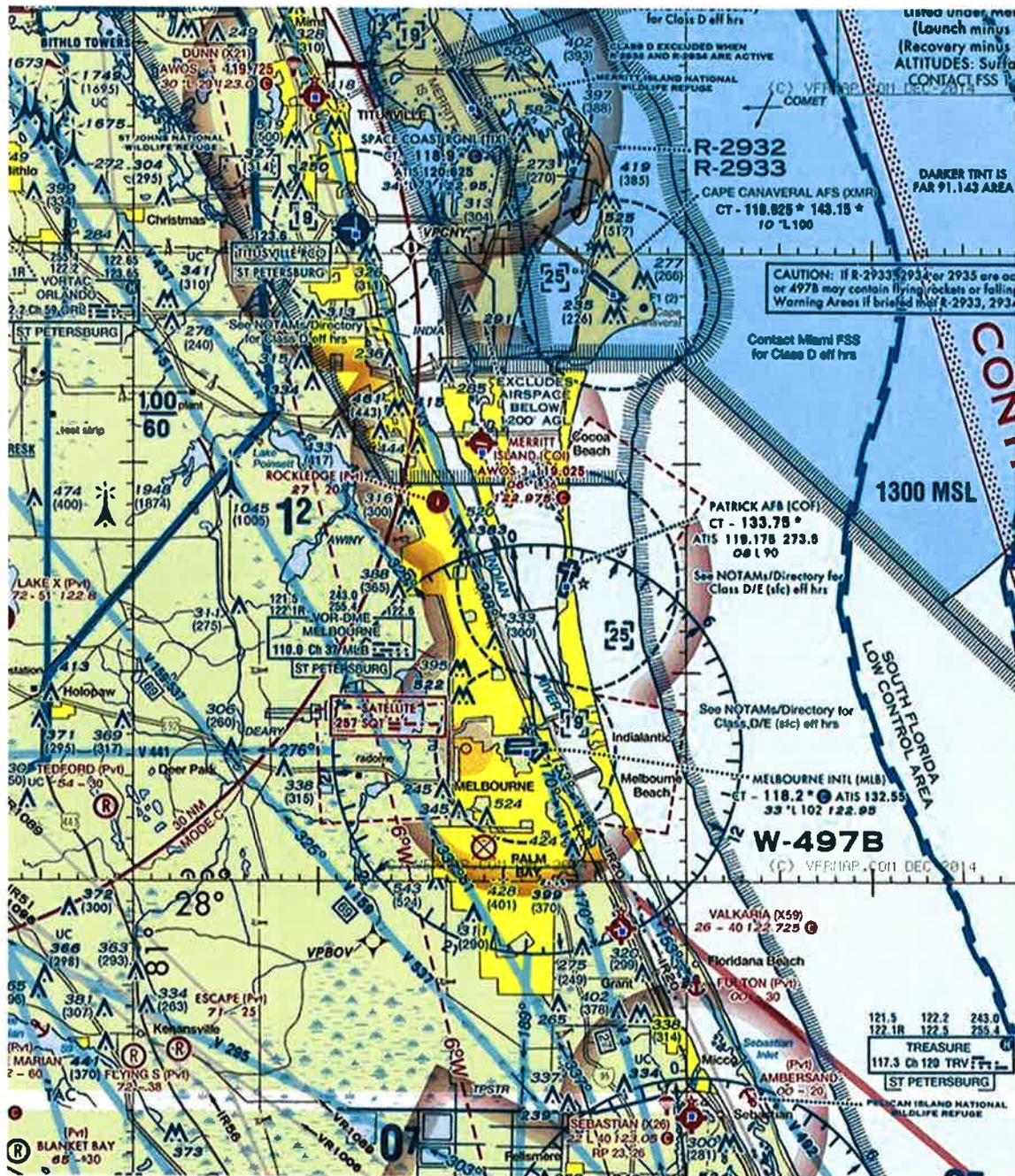
# 2017 Capital Improvement Program

## CAPITAL IMPROVEMENTS PROGRAM

DESCRIPTION	FUNDING SOURCE	TOTAL COST
VALKARIA AIRPORT		
General Aviation Terminal and Flight Services Facility	Florida Department of Transportation	\$2,400,000
	Loan Proceeds	\$600,000
T-Hangar F Complex	Florida Department of Transportation	\$1,680,000
	Loan Proceeds	\$420,000
Rehabilitate Runway 14-32 Design Phase	Federal Aviation Administration	\$225,000
	Florida Department of Transportation	\$20,000
	Charges for Services	\$5,000
<b>TOTAL FUNDED FOR PROGRAM:</b>		<b>\$5,350,000</b>

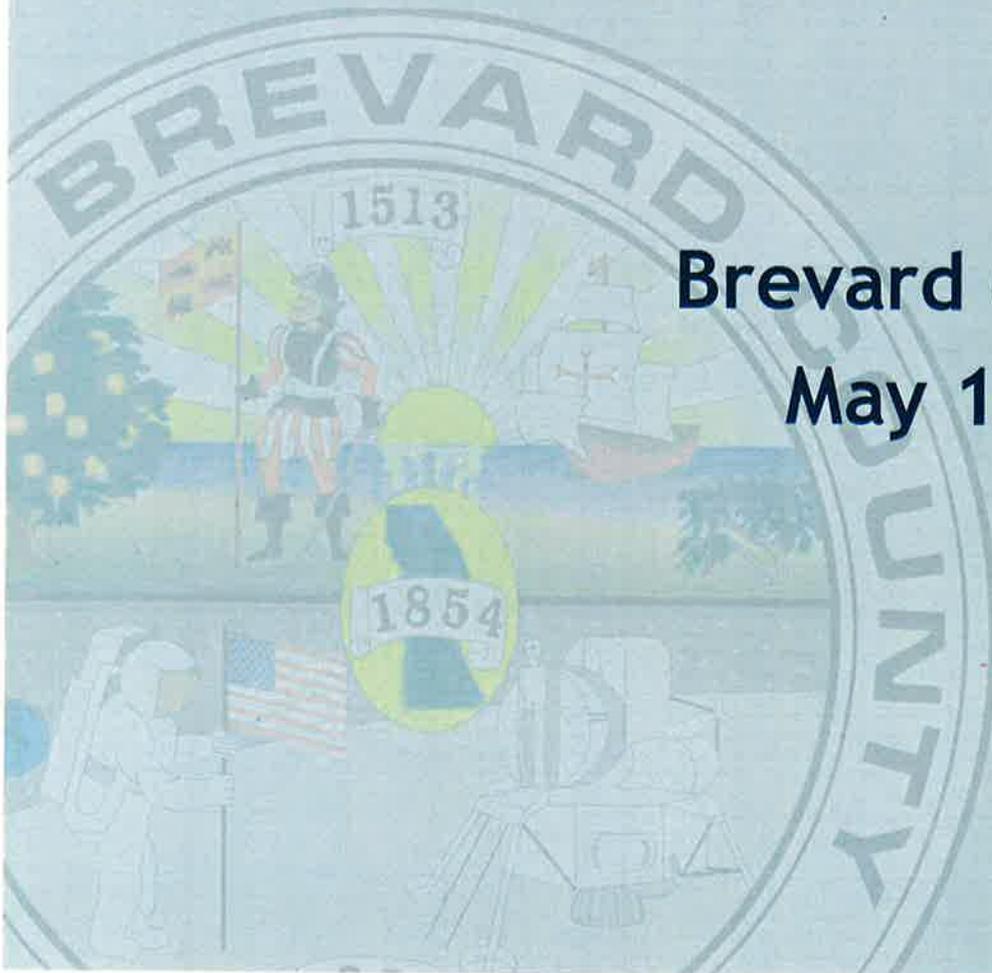
# TRENDS & ISSUES

- Fuel Sales increased by 20% since 2008
- Demand for hangars remains very high
- Maintenance & Capital costs increasing
- All Revenues sources increasing 😊
- Hangar F construction moved to 2018
- Need GPS Approach
- Staff retainage



# Tourism Development Office Budget Presentation

Brevard County, FL  
May 11, 2017



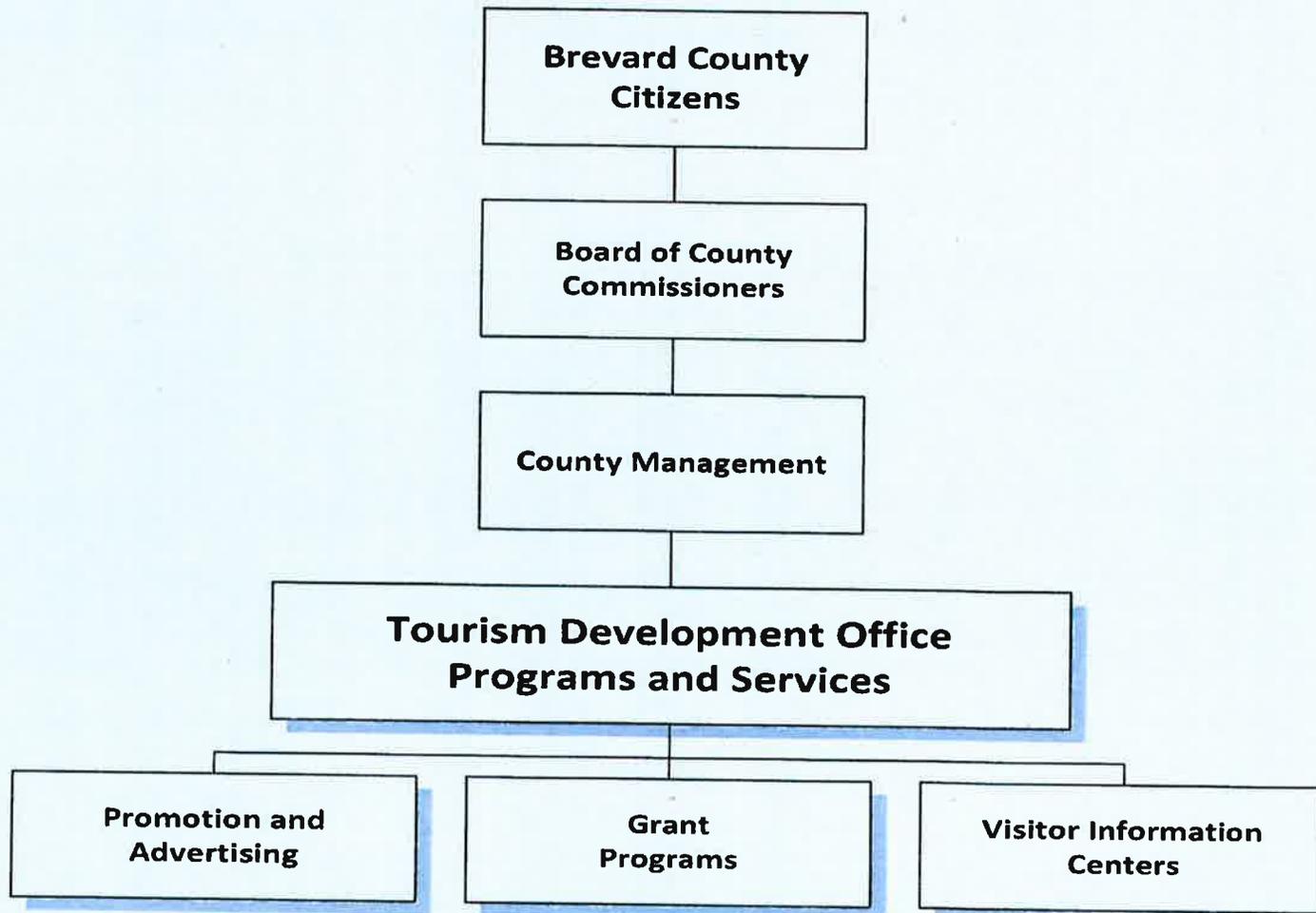
# Presentation Outline

- Tourism Development Office's Mission
- Programs and Services
- Program Revenue
- Program Expenditures
- Accomplishments
- Trends & Issues
- Challenges & Opportunities
- Major Projects/Initiatives
- Q & A

# Mission Statement

To promote growth, development and quality of tourism in Brevard County, encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for the use of the Tourism Development Tax.

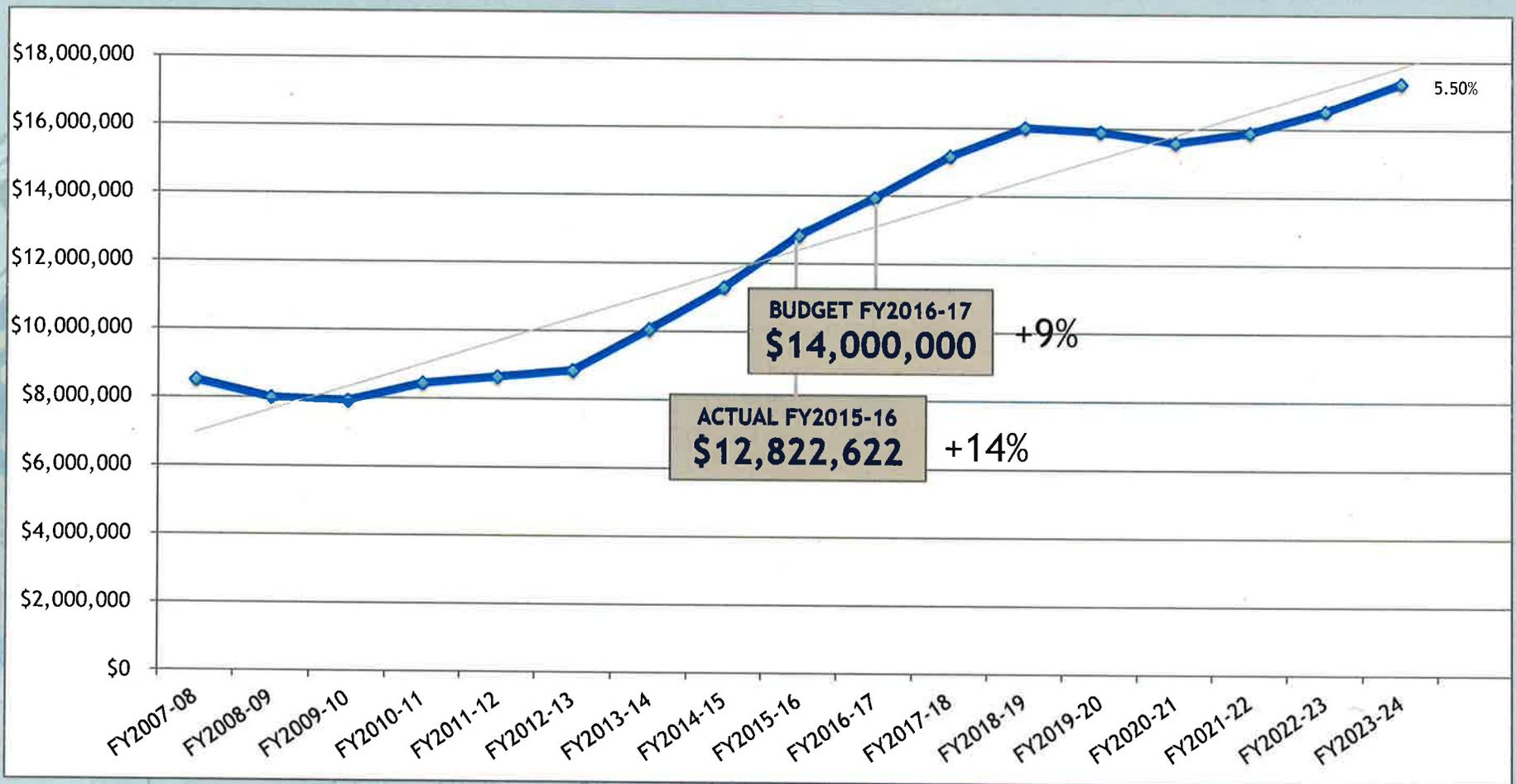
# Programs and Services



# Tourist Development Tax

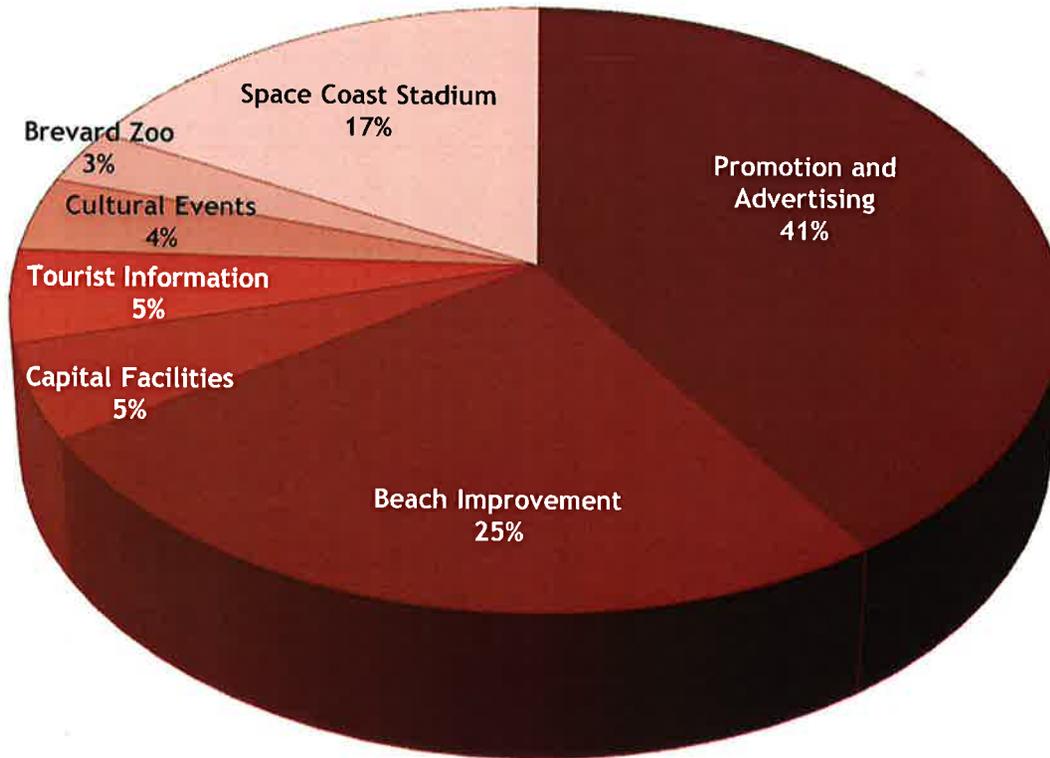
- Five percent (5%) tax assessed on short-term transient rentals of six months or less including hotels, campgrounds, condos, homes, etc.
- In addition to the State (6%) and Local Option (.5% School, .5% Lagoon) Sales and Use Taxes.
- Authorized by Florida Statute 125.0104.
- Implemented through local County referendum:
  - *First two pennies - 1986*
  - *Third penny - 1989*
  - *Fourth penny - 1994*
  - *Fifth penny - 2005*
- Revenues are restricted to only authorized uses defined by Florida Statute 125.0104, directed by Brevard County Code Chapter 102, Article III - Local Option Tax Plan (Tourist Development Plan).

# Tourist Development Tax Collections



# Tourist Development Tax Allocation

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## First Two Pennies (1986):

- Promotion/Advertising - 45%
- Beach Improvement - 35%
- Capital Facilities - 7.5%
- Tourist Information Center - 7.5%
- Cultural Events - 5%

## Third Penny (1989):

- Beach Improvement - 55%
- Brevard Zoo - 15%
- Cultural Events - 10%
- Capital Facilities - 10%
- Tourist Information Center - 10%

## Fourth Penny (1994):

- Space Coast Stadium
- Promotion/Advertising - up to \$350k

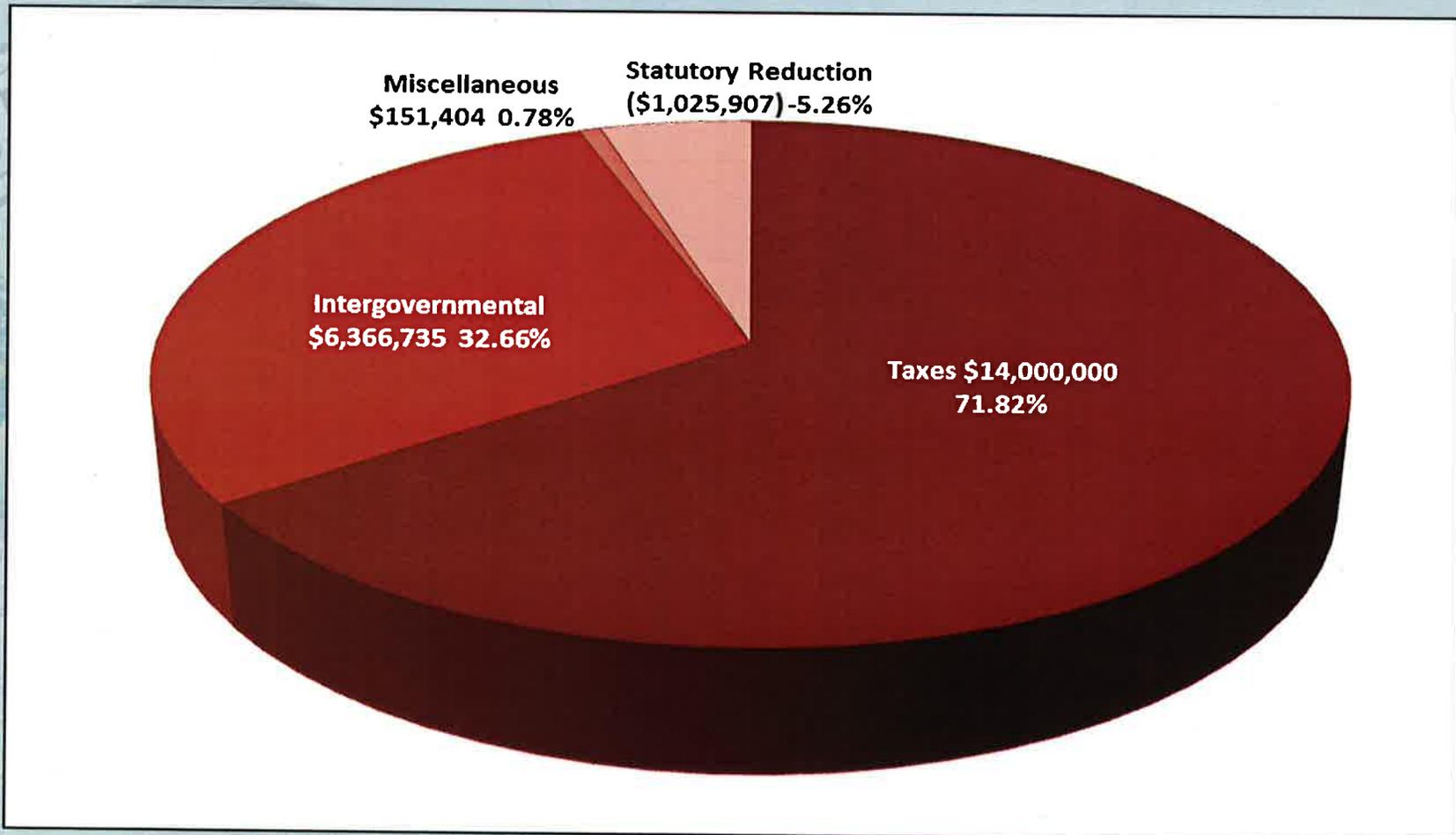
## Fifth Penny (2005):

- Promotion/Advertising - 100%

# Tourism Development Office Program Revenue

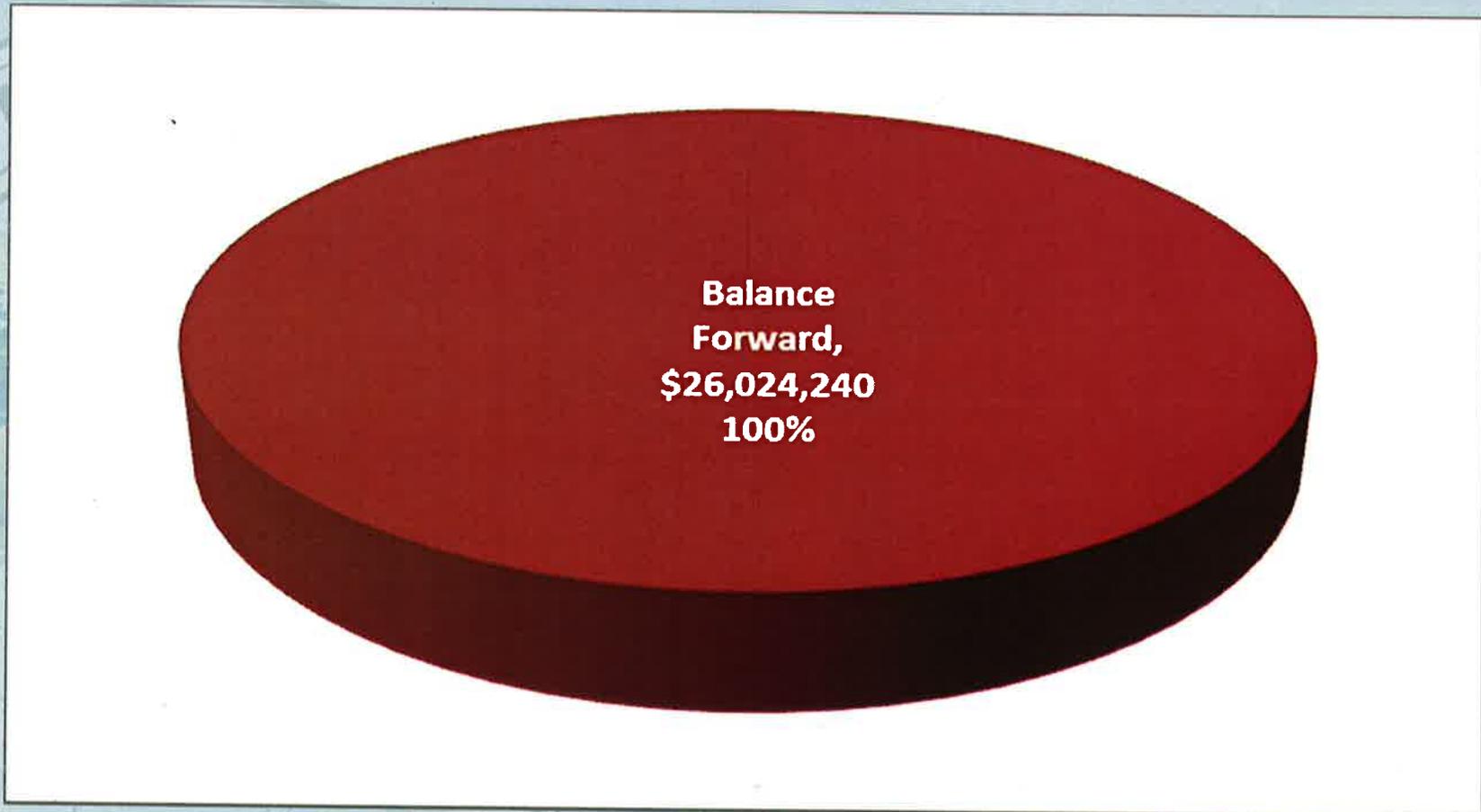
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## Fy2017 Operating Revenue - \$19,492,232



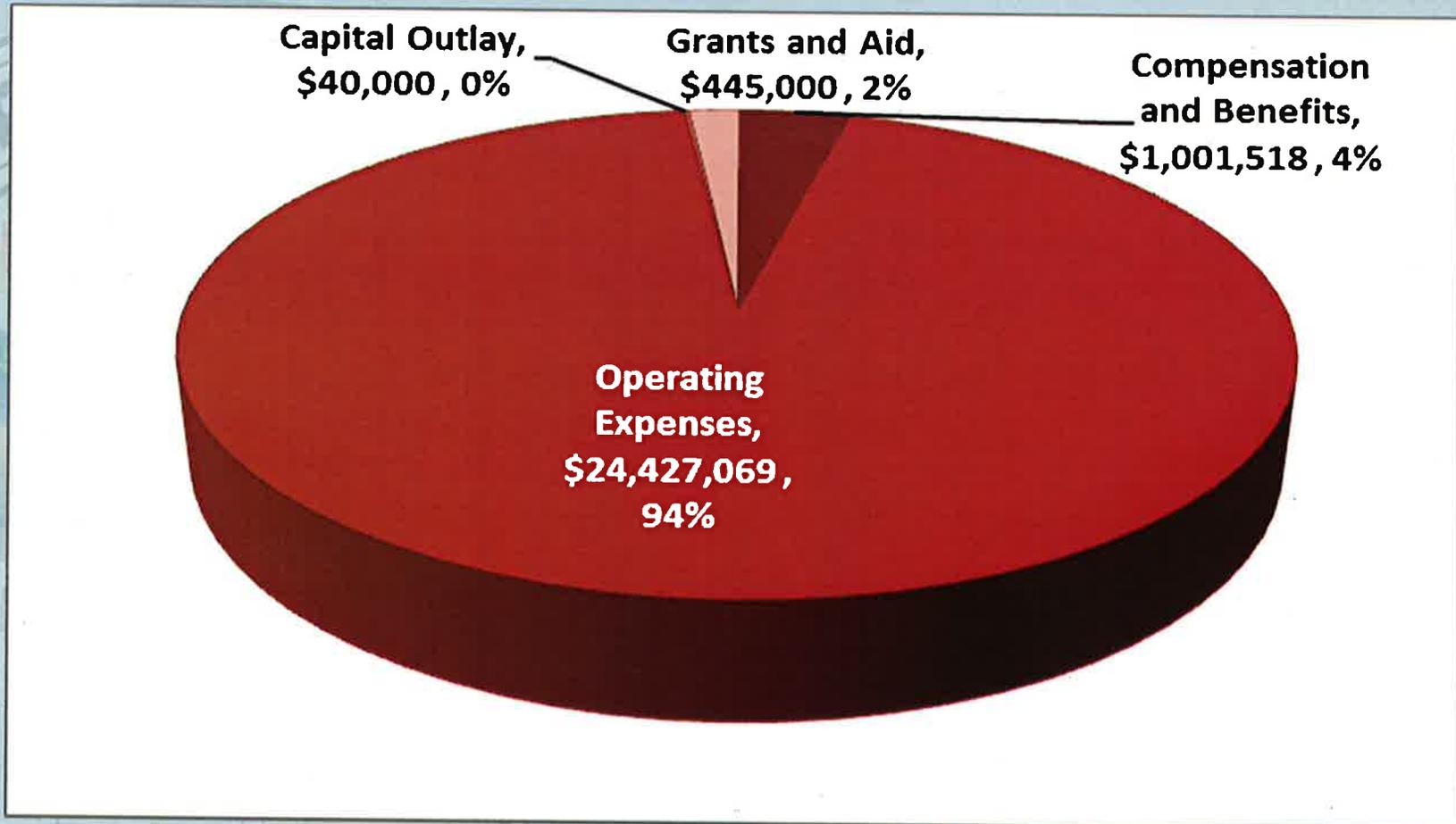
# Tourism Development Office Program Revenue

<sup>9</sup>Fy2017 Non-Operating Revenue - \$26,024,240



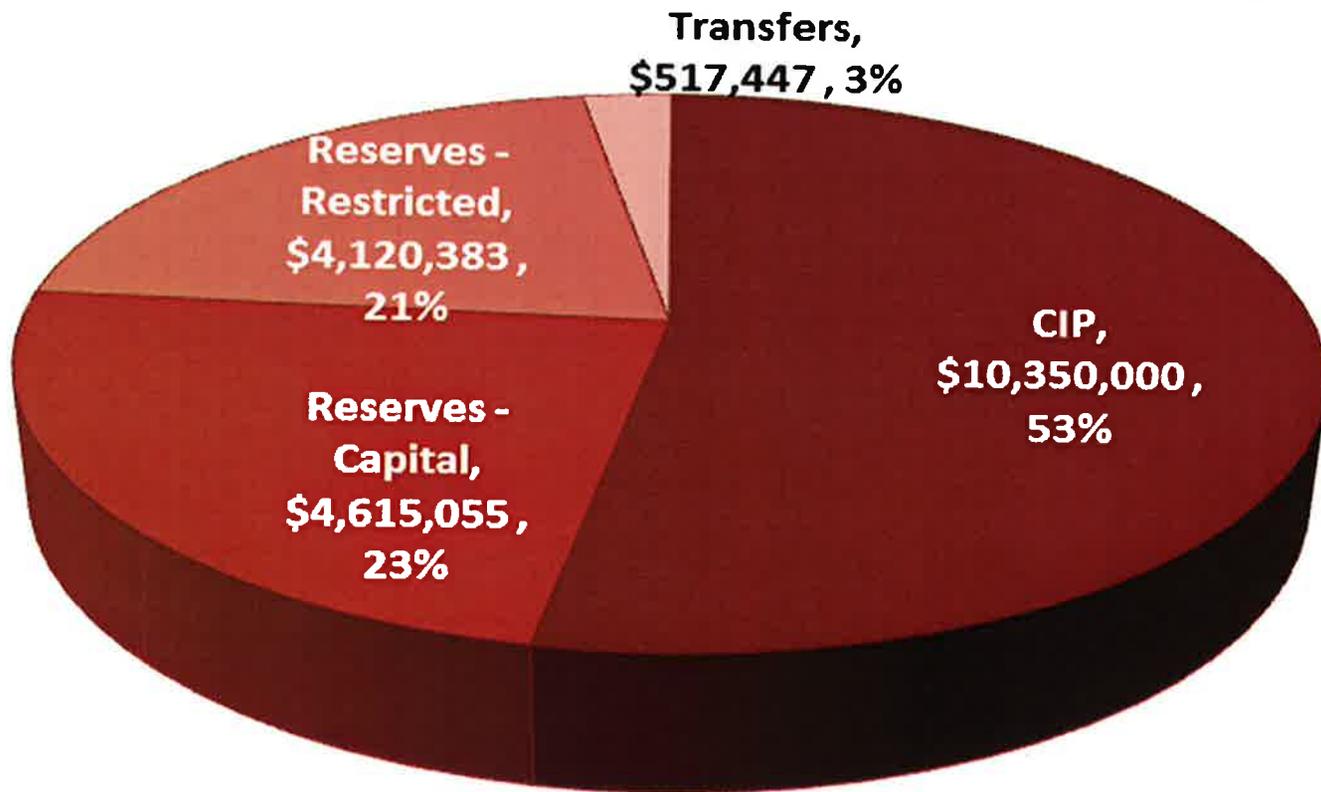
# Tourism Development Office Program Expenditures

<sup>10</sup> **Fy2017 Operating Expenditures - \$25,913,587**



# Tourism Development Office Program Expenditures

Fy2017 Non-Operating Expenditures - \$19,602,885



# Direct Benefits from Tourism

- 12
- **Tourists spent approximately \$2.1 billion in Brevard County in 2016, up from \$1.5 billion in 2010\***
    - Lodging - 24.74% - \$549,720,000
    - Food & Beverage - 23.67% - \$525,950,000
    - Retail - 14.52% - \$322,630,000
    - Recreation - 11.50% - \$255,530,000
    - Transportation - 22.16% - \$492,400,000
  - **\$96.8 million in local tourism-related tax revenues\***
    - Tourist Development Tax - 5% sales on Lodging - \$12,822,622
    - School Infrastructure Tax - .5% sales tax - \$11,110,000
    - Local Fuel Tax - \$2,552,000
    - Property Tax, Hotels - \$4,536,345
  - **Tourism Employment - 26,500 jobs**

\*SOURCE: Tourism Economics, An Oxford Economics Company

# Accomplishments

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- TDO Office Reorganization
- Increase Promotion/Advertising Budget
- New Marketing Team
- In-House Research/Analytics
- Content-oriented Marketing
- Data-driven Campaigns
- Facebook/Instagram Partnership
- Airbnb Collections

# Challenges & Opportunities

- 14
- **Hotel Development**
    - Cocoa Beach/Cape Canaveral
    - Viera
    - Downtown Titusville
    - Palm Bay
  - Amateur/Youth Sports
  - Space-related Tourism - Rocket Launches & Mission to Mars
  - Cruise-related Tourism
  - Destination Brand Identity
  - On-going Research and Data Collection/Analysis
  - Eco-Tourism
    - Indian River lagoon
    - Trails
  - Orlando-Melbourne Int'l Airport Flight Lift
  - 4<sup>th</sup> Penny - Local Tourist Development Plan Change
  - Tourist Development Tax Compliance/Awareness

# Questions??

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