



Brevard County Board of County Commissioners
Tourism Development Office

Budget Workshop, March 6, 2025



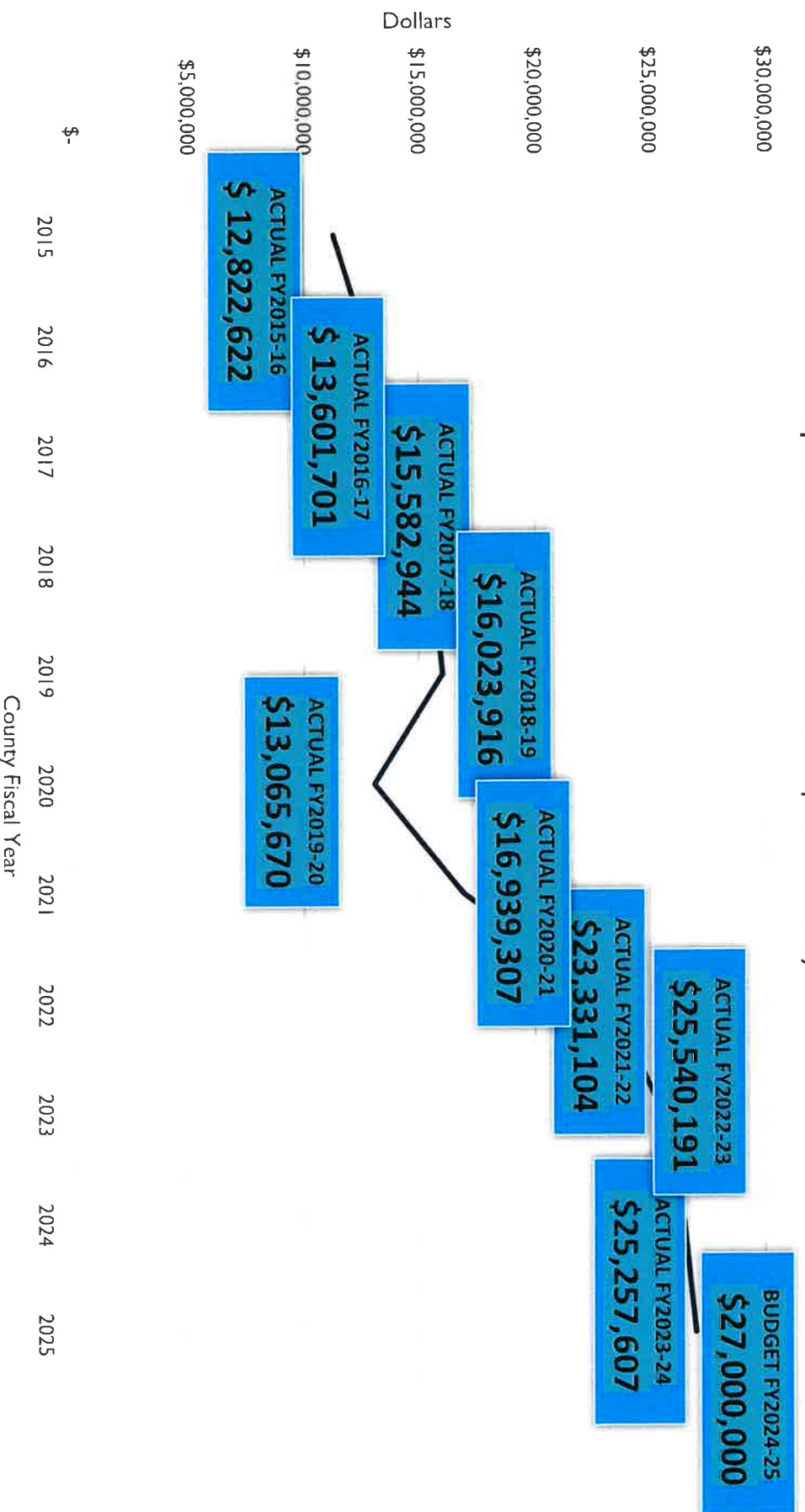
WHAT ARE TOURIST DEVELOPMENT TAX & THE TOURIST DEVELOPMENT COUNCIL

- The Tourist Development Council (TDC) is a 9-member Advisory Board appointed by the Board of County Commissioners.
- Each District appoints 1 member – either Owner/Operator of a tax collector property or Non-Owner with an interest in tourism industry.
- Chair of Board appoints a Commissioner to serve (who may be Chair of TDC), elected officer from largest municipality and one other municipality, one additional appointment by Chair. Note: must have min. 3 Owner/Operators, max. of 4.
- 5 sub-committees for Beaches, Cultural, Capital Facilities, Marketing and Sports (only Marketing and Beach active this year). Members selected by TDC, Chairs selected by TDC Chair.
- TDT Collections pay for Promotions/Marketing, Beach Renourishment, Capital Facilities Projects, Arts & Cultural Programs, Brevard Zoo, Space Coast Stadium



FY 2024-25 TDT BUDGET

Space Coast Tourist Development Tax By FY



TDT ALLOCATION

Brevard County Tourist Development Tax

FY Budget 2024-25

\$ 27,000,000

Less Statutory Reduction

\$ 25,650,000

Statutory Allocation:

\$ 23,058,000

1986 - 2% Tax (First Two Cents):

	Allocated %	% of Total Tax	
Fund 1441	25.0%	10.0%	\$ 2,305,800
Fund 1442	30.0%	12.0%	\$ 2,766,960
Fund 1443	35.0%	14.0%	\$ 3,228,120
Fund 1446	10.0%	4.0%	\$ 922,320
	100.0%	40.0%	\$ 9,223,200

1989 - 1% Tax (Third Cent)

Fund 1442	Beach Improvement	65.0%	13.0%	\$ 2,997,540
Fund 1447	Brevard Zoo	25.0%	5.0%	\$ 1,152,900
Fund 1445	Tourist Information Center	10.0%	2.0%	\$ 461,160
		100.0%	20.0%	\$ 4,611,600

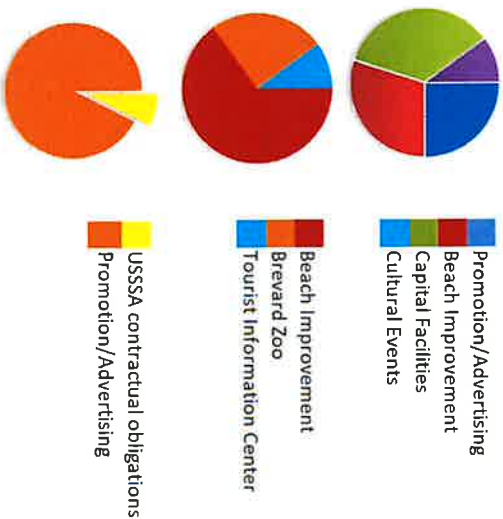
1994 - 1% Tax (Fourth Cent)

Fund 1448	USSSA contractual obligations	7.6%	1.5%	\$ 350,000
Fund 1441	Promotion/Advertising	92.4%	18.5%	\$ 4,261,600
	(100% less \$350,000)	100.0%	20.0%	\$ 4,611,600

2005 - 1% Tax (Fifth Cent)

Fund 1441	Promotion/Advertising	100.0%	20.0%	\$ 4,611,600
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\$ 23,058,000



Fund 1441	Promotion/Advertising	48.48%	\$ 11,179,000
Fund 1442	Beach Improvement	25.0%	\$ 5,764,500
Fund 1443	Capital Facilities	14.0%	\$ 3,228,120
Fund 1445	Tourist Information Center	2.0%	\$ 461,160
Fund 1446	Cultural Events	4.0%	\$ 922,320
Fund 1447	Brevard Zoo	5.0%	\$ 1,152,900
Fund 1448	USSSA contractual obligations	1.52%	\$ 350,000
		100.0%	\$ 23,058,000



48.48%	\$ 11,179,000
25%	\$ 5,764,500
14%	\$ 3,228,120
2%	\$ 461,160
4%	\$ 922,320
5%	\$ 1,152,900
1.52%	\$ 350,000
100.0%	\$ 23,058,000

*Tax Collection Forecast Less 5% Statutory Reduction

Administration Fees	\$ 1,971,000
Statutory Reduction of 5%	\$ 1,350,000
Tax Collector Fees	\$ 621,000
	\$ 3,942,000
	\$ 27,000,000



FY 2024-25 BUDGET BY FUND

• FY 2024-25 Budget by Fund	
• I440 – Administration Fees	\$ 2.1 million
• I441 – Promotions and Advertising	\$13.4 million
• I442 – Beach Fund	\$18.6 million
• I443 – Capital Facilities	\$13.7 million
• I444 – Marketing Disaster Fund	\$ 1.4 million
• I445 – Visitor Information Services	\$.6 million
• I446 – Cultural Events	\$ 1.2 million
• I447 – Brevard Zoo	\$ 1.2 million
• I448 – Stadium Facilities Maintenance	\$.5 million
• I450 – Stadium Capital Fund	<u>\$ 2.4 million</u>
• Net Total	\$55.1 million



BEACH FUND

- Beach Renourishment projects include \$52 million for Mid-Reach and South-Reach Beaches. Match not required due to Army Corps of Engineers obtaining emergency funds.
- \$25 million (\$18M from TDT) for South Beaches damaged by Ian.
- We had to borrow funds of about \$7 million. \$18 million came from the Beach Fund which brought the Fund to \$0.
- Reserves at \$8.85M.
- Note – average cost of sand has increased about 8% per year for the last 9 years.



INDIAN RIVER LAGOON GRANTS

- FY 2021-22 was the first year of the grant program where the full \$1 million was allocated
- Projects over \$50,000 must have a .75:1 match
- Grants are awarded to projects under \$50,000 with no matching funds
- \$1 million committed annually to Indian River Lagoon Grant program, but not for FY 2023-24, or 2024-25 at Board direction due to need to replenish funds due to storms.
- Recurring \$157,000 per year was awarded to KBB for 5 years to clean the causeways.
- \$150,000 was allocated for derelict vessel removal for FY 2024-25.



FY 2024-25 LIFEGUARD FUNDING

- Total cost of lifeguard program - \$3.742 million
- Amount used from TDT:
 - Marketing - \$556,393
 - Capital - \$710,000
 - Cultural - \$300,000
 - Total - \$1,566,393
- Amount used from County:
 - General Fund - \$1,941,068
 - Municipalities - \$234,614



CAPITAL FACILITIES

- Capital Facilities current projects include:
 - Aquarium - \$15M (\$1.5M per year for 10 years - beginning in 2025)
 - Cape Canaveral Lighthouse - \$775k
 - Brightline Train Station - \$5M
 - Veteran's Memorial Park Amphitheater - \$2.57M
 - Police Hall of Fame - \$5.7M (\$1M per year through 2028)
 - Palm Bay Sacrifice Park - \$250k
 - Viera Soccer Fields Astro turf - \$5M (annual payments of app. \$600k complete in 2029)



CAPITAL FACILITIES

Capital Facilities Fund 1443 Budget - 10 Year Projection

OT Growth Rate	3%											TOTAL
	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31	2031-32	2032-33	2033-34		
Funds Forward and Collections												
Tourism Development Tax Collection	\$ 27,000,000	\$ 27,810,000	\$ 28,644,300	\$ 29,503,629	\$ 30,388,738	\$ 31,300,400	\$ 32,239,412	\$ 33,206,594	\$ 34,202,792	\$ 35,228,876		
Capital Facilities Revenue	\$ 3,780,000	\$ 3,893,400	\$ 4,010,202	\$ 4,130,508	\$ 4,254,423	\$ 4,382,056	\$ 4,513,518	\$ 4,648,923	\$ 4,788,391	\$ 4,932,043		
Capital Facilities Revenue (Net)	\$ 3,296,660	\$ 3,297,710	\$ 3,396,641	\$ 3,498,540	\$ 3,603,497	\$ 3,711,601	\$ 3,822,949	\$ 3,937,638	\$ 4,055,767	\$ 4,177,440		
Starting Cash Balance (Carry Forward)	\$ 8,700,000	\$ 667	\$ 238,766	\$ 575,864	\$ 1,015,369	\$ 2,560,781	\$ 4,772,382	\$ 7,095,332	\$ 9,532,970	\$ 12,088,737		
Sub-Total	\$ 11,996,660	\$ 3,298,377	\$ 3,635,407	\$ 4,074,404	\$ 4,618,866	\$ 6,272,382	\$ 8,595,332	\$ 11,032,970	\$ 13,588,737	\$ 16,266,177		
Committed Projected Expenditures												
Altera Astro turf Park: Debt Service	\$ (559,237)	\$ (559,611)	\$ (559,543)	\$ (559,035)	\$ (558,085)							
Aquarium	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)		
JS Law Enforcement Foundation	\$ (1,000,000)	\$ (1,000,000)	\$ (1,000,000)	\$ (1,000,000)								
Brightline	\$ (5,000,000)											
Cape Canaveral Lighthouse	\$ (775,000)											
Veteran's Memorial Park	\$ (2,451,756)											
Lifeguards	\$ (710,000)											
Sub-Total	\$ (11,995,993)	\$ (3,059,611)	\$ (3,059,543)	\$ (3,059,035)	\$ (2,058,085)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)	\$ (1,500,000)		
Projected Balance/Available Funds	\$ 667	\$ 238,766	\$ 575,864	\$ 1,015,369	\$ 2,560,781	\$ 4,772,382	\$ 7,095,332	\$ 9,532,970	\$ 12,088,737	\$ 14,766,177		
Permanent Reserves	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000		

-15,000,000



USSSA

- USSSA operates Space Coast Stadium. Under 30-year contract, must generate 100,000 room nights annually or pay penalty.
- USSSA FY 2023-24 results – 95,086 room nights/reimbursement of \$443k from Stadium Repair Fund.
- USSSA required to spend capital maintenance funds (\$250,000) and contribute to Capital Repair Fund (\$250,000) annually.
- Ordinance requires \$350,000 in capital maintenance account annually.



MARKETING SUPPORT PROGRAM

- New for FY 2024-25 - cultural and sports events awarded marketing support based on out-of-county attendance.
- Funded from Cultural Fund - \$600,000; Advertising/Promotion - \$240,000.
- Events that generate over 5,000 out-of-county attendees – up to \$50k per event.
- Also includes sports events which are measured based on room nights – must have over 200 room nights to qualify.
- 44 Events were awarded \$805,000 for FY 2024-25
- Organizations can choose from marketing support or expense reimbursement.



MARKETING PLAN

- Recommended every year by the Marketing Committee and TDC, then approved by the Board as directed by statute and ordinance.
- Past 2 years - District 2/Cocoa Beach has received heavier coverage in both creative and media. Districts 1, 3, 4 and 5 (Melbourne, Titusville, and Palm Bay) are also highlighted within the campaign.
- Overarching use of “On Florida’s Space Coast” as the umbrella brand, highlighting beaches and space (launches, etc.).
- There is a mix of media used including billboards, digital, TV streaming, etc.
- Heavy use of our owned assets – Facebook, Launch App, Website.
- Leveraging of Public Relations that accounts for millions of dollars of free publicity.



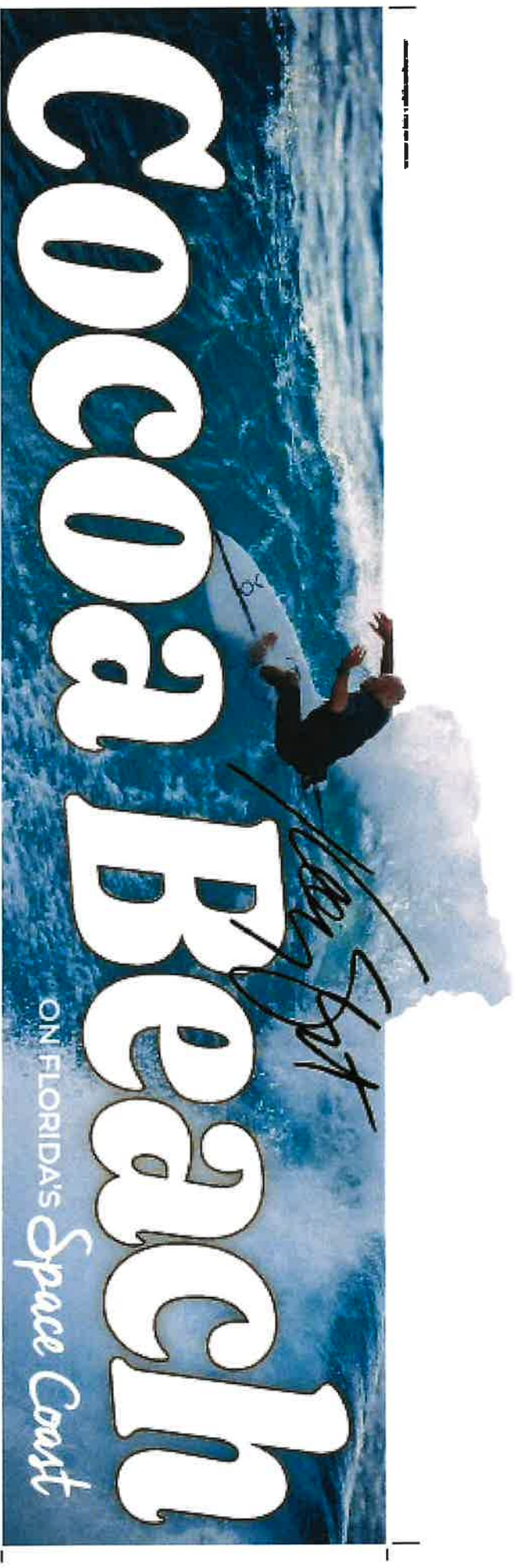
BILLBOARDS



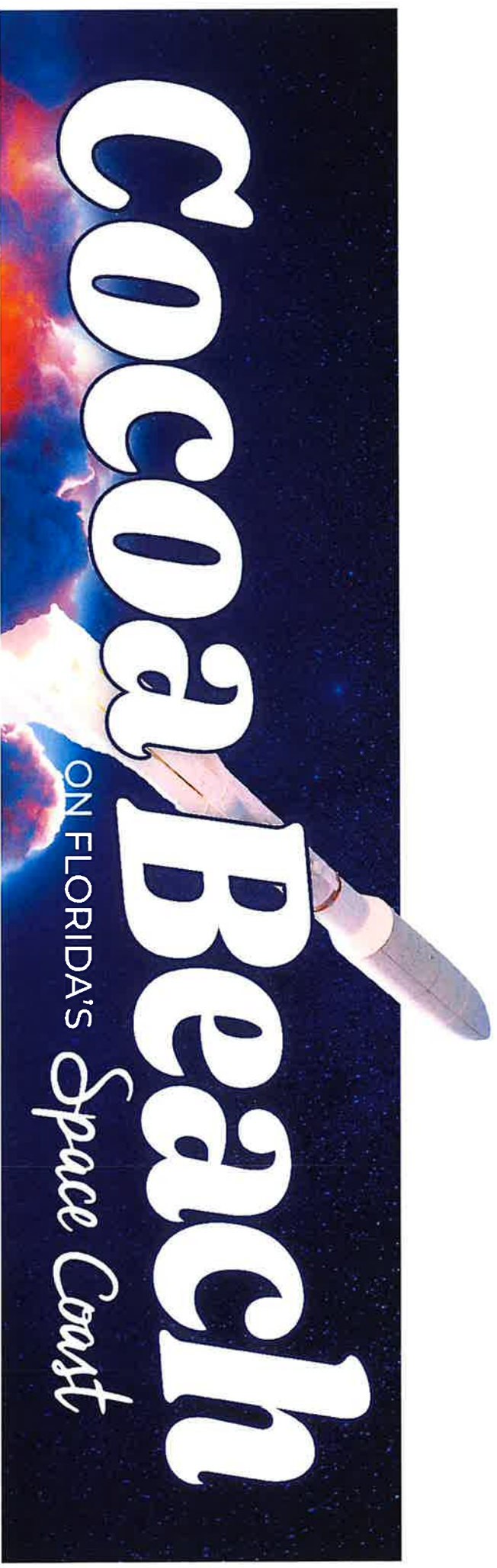
DIGITAL ADS



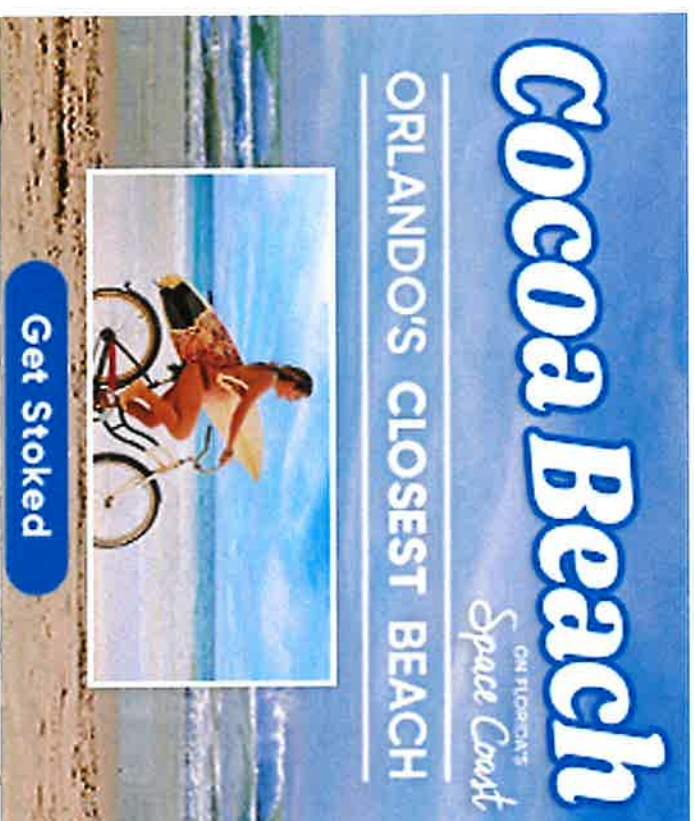
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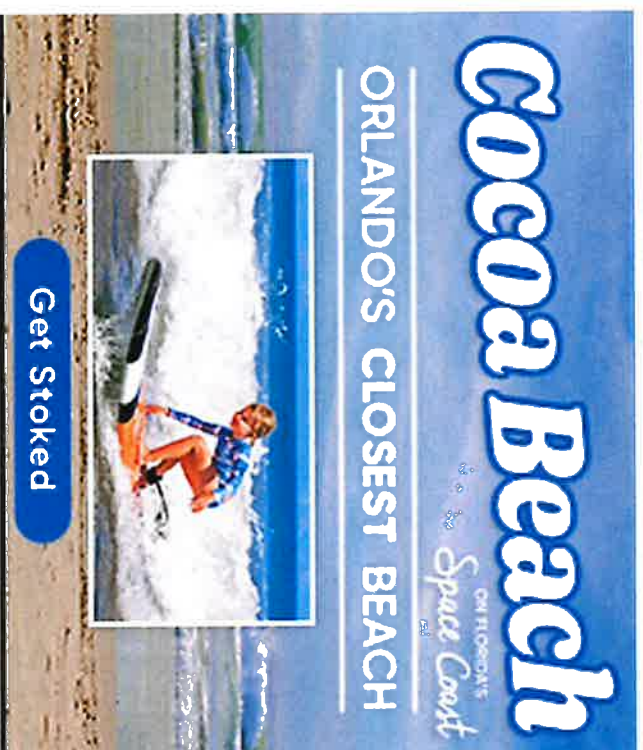
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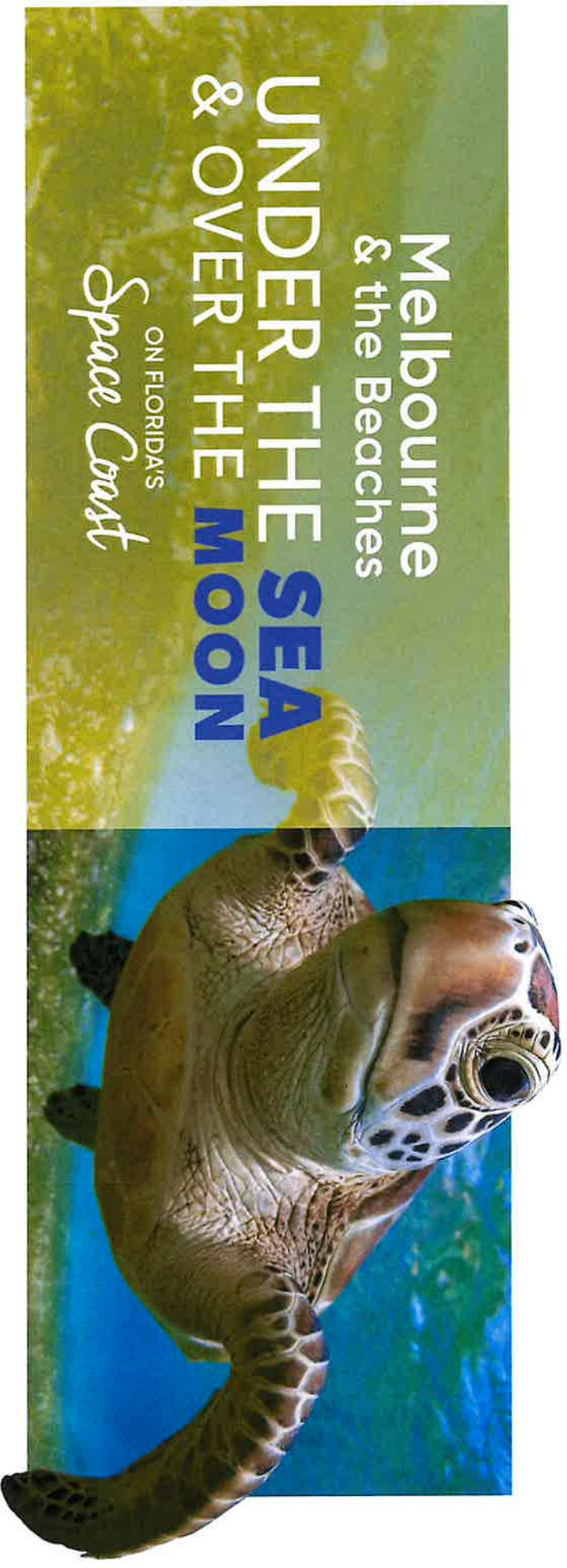
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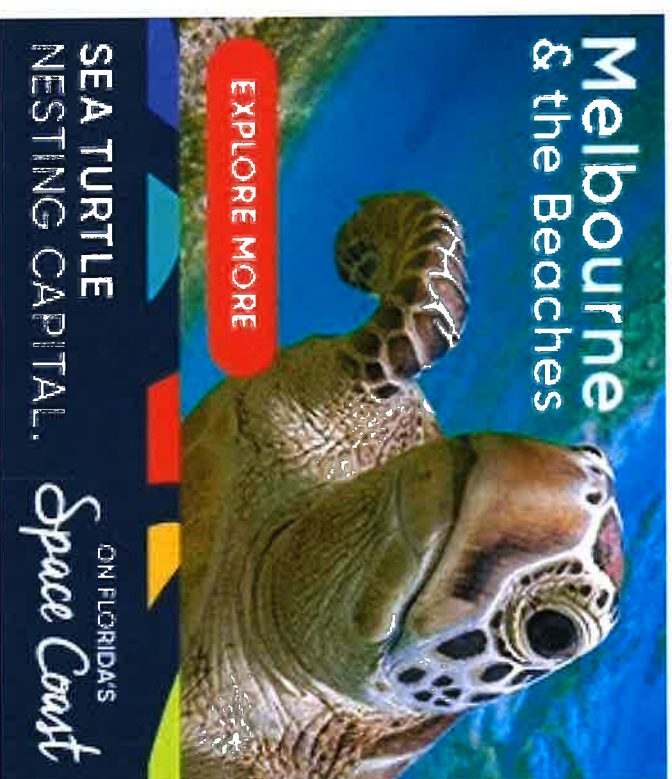
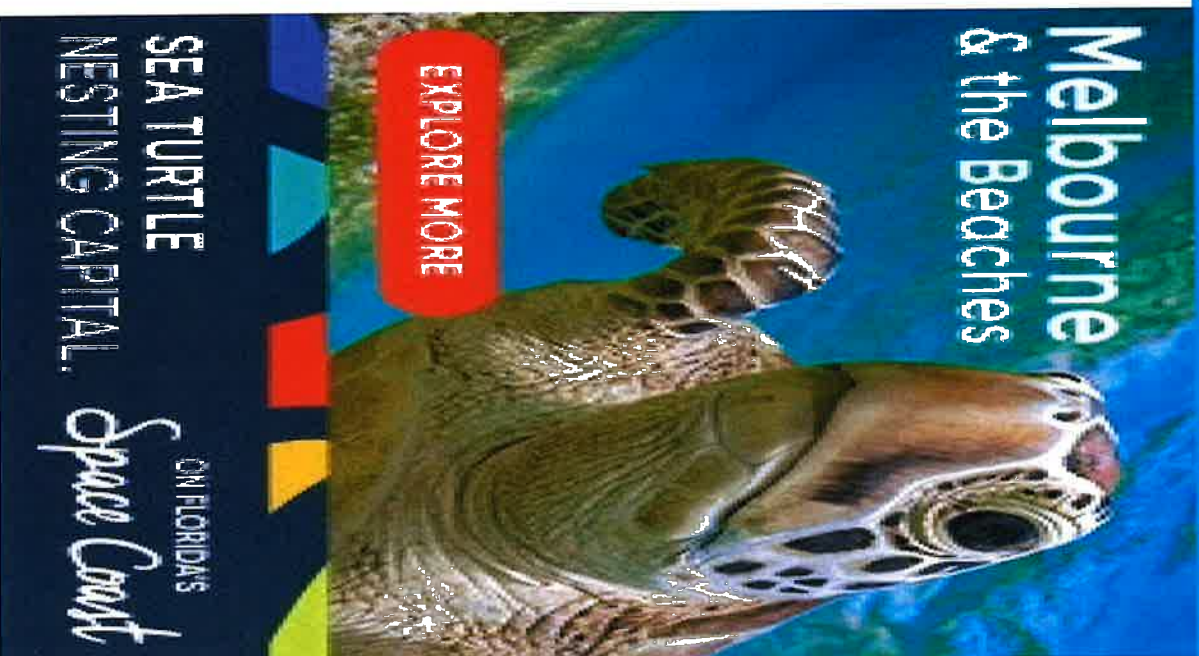
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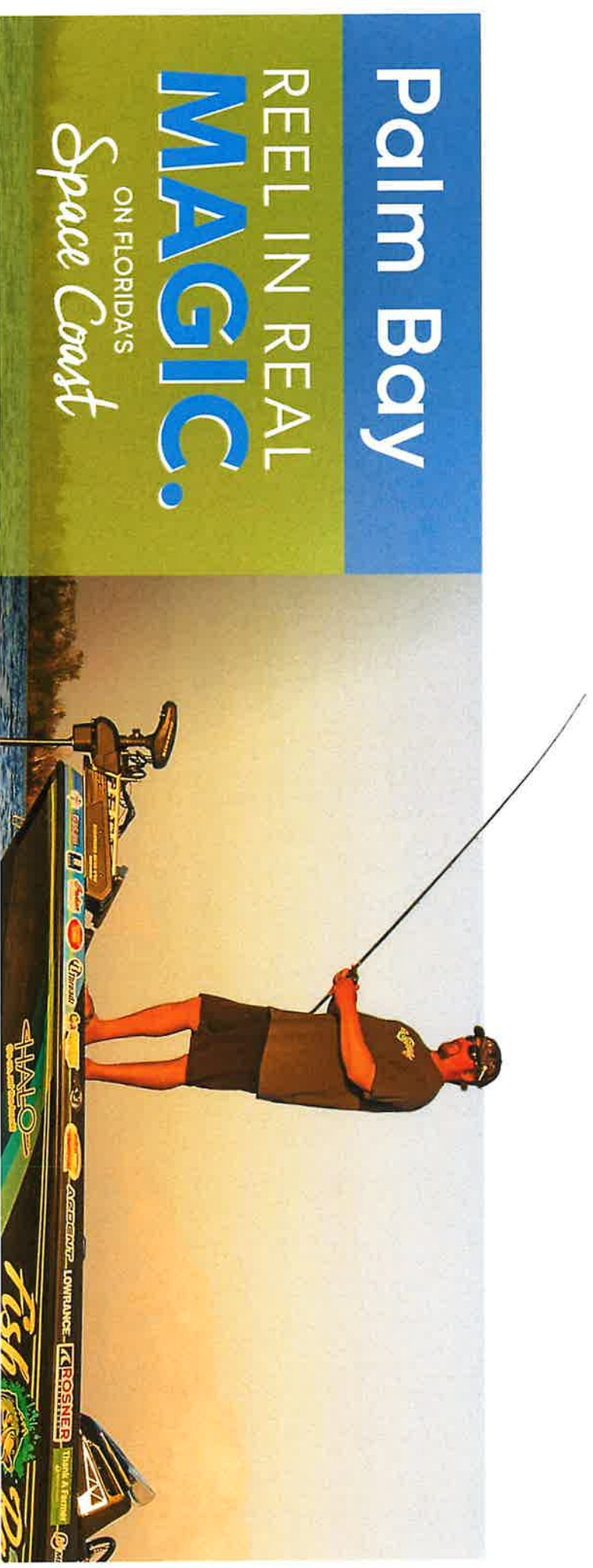
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DIGITAL ADS



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DIGITAL ADS



TOP SOURCE MARKETS

Out-of-State Source Markets - Visited Brevard	Share of Total 2023	Florida Source Markets - Visited Brevard	Share of Total 2023
1 Atlanta	3.94%	1 Orlando-Daytona Bch	13.67%
2 New York	3.14%	2 West Palm Beach-Ft. Pierce	9.25%
3 Washington-DC -Hagstrwn	1.81%	3 Tampa-St. Pete -Sarasota	8.48%
4 Charlotte	1.76%	4 Miami-Ft. Lauderdale	7.96%
5 Philadelphia	1.49%	5 Jacksonville	5.49%
6 Chicago	1.36%	6 Ft. Myers-Naples	1.08%
7 Boston -Manchester	1.08%	7 Gainesville	0.90%
8 Detroit	1.01%	8 Tallahassee-Thomasville	0.93%
9 Greenville-Spart-Ashevl-And	1.01%	9 Mobile-Pensacola -Ft Walt	0.56%
10 Raleigh-Durham -Fayetteville	1.00%	10 Panama City	0.33%
11 Dallas-Ft. Worth	0.94%		
12 Nashville	0.82%	International Source Markets	
13 Savannah	0.81%	1 Canada	
14 Indianapolis	0.78%	2 United Kingdom	
15 Houston	0.76%	3 Germany	
16 Cleveland-Akron -Canton	0.75%	4 Ireland	
17 Minneapolis-St. Paul	0.70%		
18 Los Angeles	0.68%		
19 Denver	0.64%		
20 St. Louis	0.61%		

** Highlighted markets note marketing spend in the past



ADVERTISING CAMPAIGN OVERVIEWS

CREATE ADVERTISING CAMPAIGNS THAT INCREASE DESTINATION DEMAND AND INFLUENCE OVERNIGHT STAYS FROM KEY MARKETS

Annual Campaign - \$2,770,000

Brand awareness placements such as out of home (billboards), airport signage, search keywords and paid social media.

Seasonal Campaigns - \$5,719,000

Layered media placements to raise awareness, generate leads, and increase conversions. Includes TV & streaming, radio & audio, programmatic digital, custom content outlets, paid social media.

- *Estimated budget by season: Fall/Winter - \$1,160,000
Spring - \$1,735,000
Summer - \$2,824,000*
- *Destination events will receive some level of support depending on the size of the event. The expenses for promotion of events are included in the budget by season.*
- *Note: For the Fall Campaign, began campaign after November 5 elections. Extended into January to promote winter travel.*
- *Ongoing monitoring of economic conditions will continue into next year, and we will be flexible in adjusting, removing or adding to our target markets and re-allocating budget as needed to respond appropriately and maximize spending.*



PUBLIC RELATIONS AND OTHER

GENERATE POSITIVE EARNED MEDIA FOR THE DESTINATION

BUDGET: \$3,691,000

- Public Relations Initiatives - \$250,000
 - Coverage on Good Morning America, NBC Nightly News, Kelly Clarkson Show, Conde Nast Top 25 in the World
 - 8.3 billion media impressions
 - \$76 million in media equivalent
- Space Coast Film Commission
- Strategic Partnerships - \$200,000
- Sports - \$100,000
- International – \$960,000
- Travel Industry Relations – \$45,000
- Research - \$220,000
- Travel, Memberships, Tax Collector - \$305,000
- MSP, Sacrifice Park, and Lifeguards - \$1,611,000



FUTURE OUTLOOK

- Hotel Inventory – App. 3,000 additional rooms planned by 2027.
- Port Canaveral – will home port 16 ships in 2025.
- Melbourne International Airport – new service from TUI UK, Allegiant Airlines, Sun Country, and new terminal.
- Launches – We're number 1! 93 launches in 2024.
- Best fiscal years in history – what's next, \$30+ million?
- 6th penny allowed at \$30 million – would add \$6 million.
- Future major tourism projects: major hotels like Westin Cocoa Beach/Margaritaville/Westgate Pier, Convention Center, Aquarium, Brightline Station.



THANK YOU!!!

Q & A

