



Brevard County Board of County Commissioners

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Legislation Text

File #: 5566, **Version:** 1

Subject:

Approval, Re: Tourist Development Council FY 2022-2023 Major Event Grant Program recommendation for Thunder on Cocoa Beach Boat Races

Fiscal Impact:

FY 2022-2023: \$49,996 for grants listed, is budgeted in the Cultural Fund 1446/293020.

Dept/Office:

Tourism Development Office

Requested Action:

It is requested that the Board of County Commissioners approve the Tourist Development Council's recommendation to approve funding for the FY 2022-2023 Major Event Grant Program application for \$49,996 for the Thunder on Cocoa Beach Boat Races.

Further, based on the facts specified for each grant, by approving this agenda item, the Board will make the legislative finding that Tourist Development Tax funds are authorized for cultural grants pursuant to section 125.0104(5)(a)3, Florida Statutes, and Section 102-119(3)d, of the Brevard County Code of Ordinances. Each of the tourist oriented cultural and special events have 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, it is requested that the Board grant the Tourism Development Office Director authority to negotiate and sign all necessary grant agreements upon County Attorney's Office and Risk Management approval, and related documents to support the grants, and authorize the County Manager to execute necessary budget change requests.

Summary Explanation and Background:

The Tourist Development Council Major Grant Program is a grant program administered by the Tourism Development Office. The Major Event Grant program was established for large special events that attracts a minimum of 25,000 attendees with 25% of attendees from outside of Brevard County. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's organizations through collaborative event and marketing support.

To qualify for the Major Event program, the event must meet the following criteria:

- Minimum of 25,000 attendees
- Minimum of 25% of attendees must be visitors from outside Brevard County
- Minimum of 40:1 Return on Investment (ROI)

- Must occur within the same week (7 consecutive days)
- Must have at least 1 year of prior event experience for measurement
- Must spend at least 40% of marketing budget outside of Brevard

The Major Event Grant Program Guidelines also require applicants to establish and track ROI by measuring visitor attendance and spending. The application has been approved by the TDC and will be on a reimbursement basis. The award is based on the approved funding tiers listed in the grant Guidelines. The tiers are determined by economic impact of the event, which is calculated by the attendance and event spending as determined by the TDO. Per the tier system, an applicant's event that produces a Total Attendance of 25,000-49,999 will be eligible for a grant of \$25,000. Events with Total Attendance of 50,000-99,999 will be eligible for \$50,000, events with Total Attendance of 100,000-199,999 will be eligible for \$75,000 and events attracting Total Attendance in excess of 200,000 will be eligible for \$100,000. The maximum funding request cannot exceed 20% of their most recent event budget as directed by the Board.

To be considered for this grant funding, the special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. The Cultural Committee at their October 20, 2022 meeting unanimously recommended the funding allocation. The Tourist Development Council at their November 16, 2022 meeting originally recommended the Board approve funding the FY 2022-2023 Major Event Grant Program application in a 7-0 vote on the Thunder for the Cocoa Beach Boat Races, as well as make the necessary legislative findings for the grant. The recommendation was to allocate \$53,795.80 for the Thunder on Cocoa Beach Boat Races.

On December 6, 2022 the Board voted 5-0 to return the grant application to the TDC for further review, with additional information to be provided by the applicant. The applicant filled out a new application and at the February 22, 2023 Tourist Development Council meeting, the Council voted 9-0 in favor of awarding funding to Thunder on Cocoa Beach Boat Races at a new funding award of \$49,996 as per the Guidelines which stipulate that it be no more than 20% of the event budget from the last time the event was held.

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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.