




520
Causeway &
The Beaches
Contract
Proposal

TOP VISITATION DRIVERS





- 50% Of All Advertisements Specifically Promote Cocoa Beach
- \$7 million on advertising Cocoa Beach this year

A large orange shape on the left side of the slide, consisting of a rectangle with a quarter-circle cutout on its right side.

Tourism on the steady incline

ACTUALS

FY20-21 - \$16,939,307

FY21-22 - \$23,331,104

FY22-23 - \$25,540,191

**FY23-24
PROJECTED**

\$26,200,000

**BUDGET
FOR FY24-
25**

\$27,000,000

KBB Beach Clean-Up Schedule

March 1-Oct 31

7AM - 11AM (2-man crew)
1 North end
1 South end

2PM - 8PM (2-man crew)
1 North end
1 South end

WEEKENDS

7AM - 11AM (2-man crew)
1 North end
1 South end

2PM - 8PM (3-man crew)
1 North end
1 South end
1 b/f

Nov 1-Feb 28

7AM - 11AM (1-man crew)
1 North and South ends

2PM - 6PM (1-man crew)
1 North and South ends

WEEKENDS

7AM - 11PM (1-man crew)
1 North and South ends

2PM - 6PM (1-man crew)
1 North and South ends







- 300 Tons of Trash in 2023
- 50 Tons as of March 2024







WASTE MANAGEMENT COST

\$21,292.50/Month

WASTE MANAGEMENT PICK-UP SCHEDULE

- **Feb 1-Sep 1**
 - 3/Week - 4th St. N – 4th St. S
 - 2/Week - Every other stub end and beach access
- **Sep 1-Feb 1**
 - 2/Week - Every stub end and beach access



Beach Bucket Foundation

Locations

- 1st. South – 13th St. South
- Sydney Fisher Park
- Alan Shepard Park

City Staff

Part Time Employee

- Thurs-Mon 6:30 am – 10:30

Full Time Employee

- Visits the beach stub ends Mon - Fri



Search Google Maps

🍴 Restaurants

🏨 Hotels

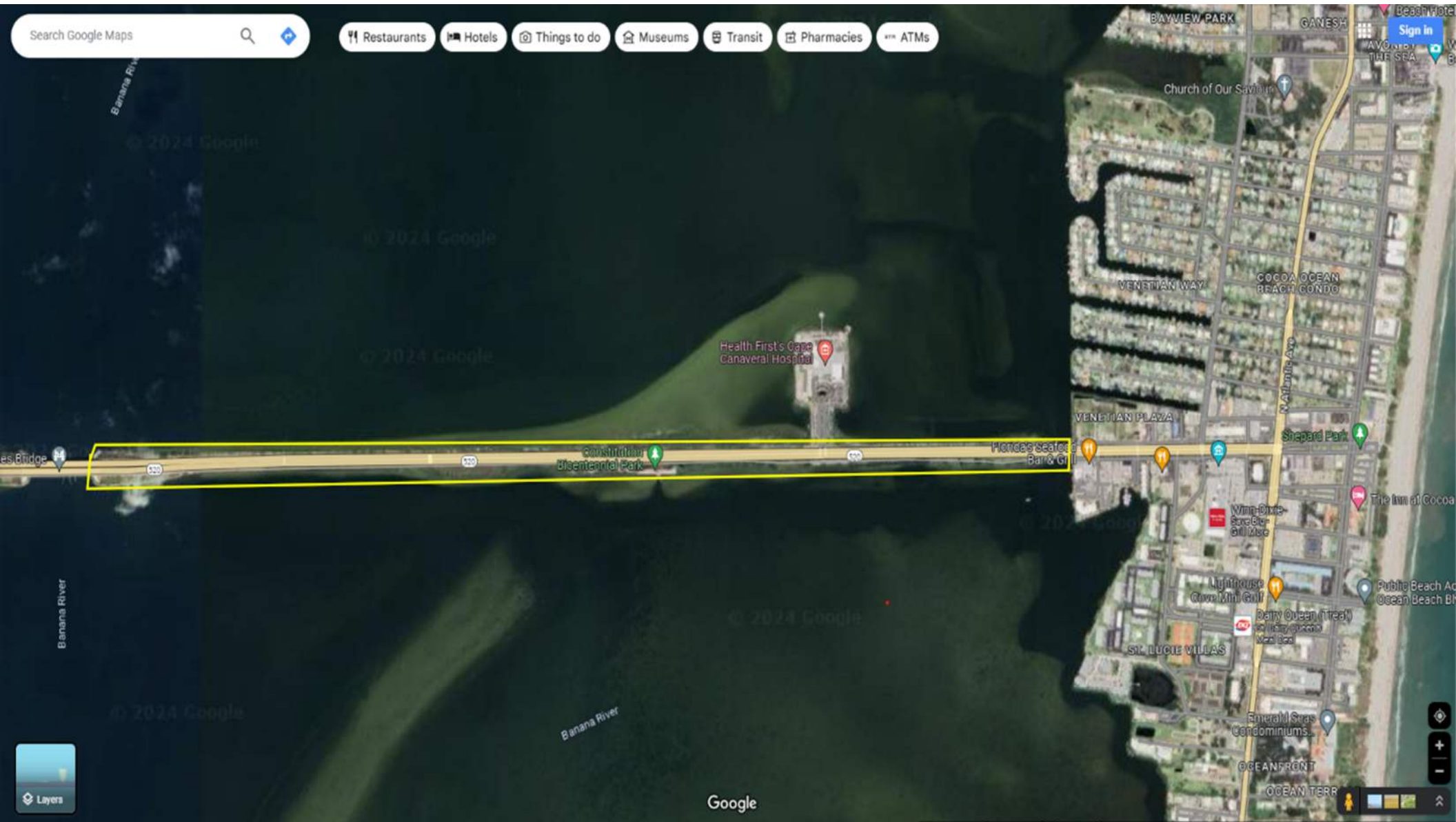
📍 Things to do

🏛 Museums

🚗 Transit

💊 Pharmacies

🏧 ATMs



Google



KBB SR 520 Clean-Up Schedule

- 1-Man Crew
- Once A Week – 8-10 Hours

2019

1 Vehicle Purchased @ \$10,415.00

- County Cost - \$5,000.00
- City Cost - \$5,415.00

2020

2 Vehicles Purchased @ \$10,800.00 each x 2 = \$21,600.00

- County Cost - \$5,000.00
- City Cost - \$16,600.00

2021

1 Vehicle Purchased @ \$11,175.00

- County Cost - \$5,000.00
- City Cost - \$6,175.00

2022

2 Vehicles Purchased @ \$10,705.29 each x 2 = \$21,410.58

- County Cost - \$5,000.00
- City Cost - \$16,410.58

2023

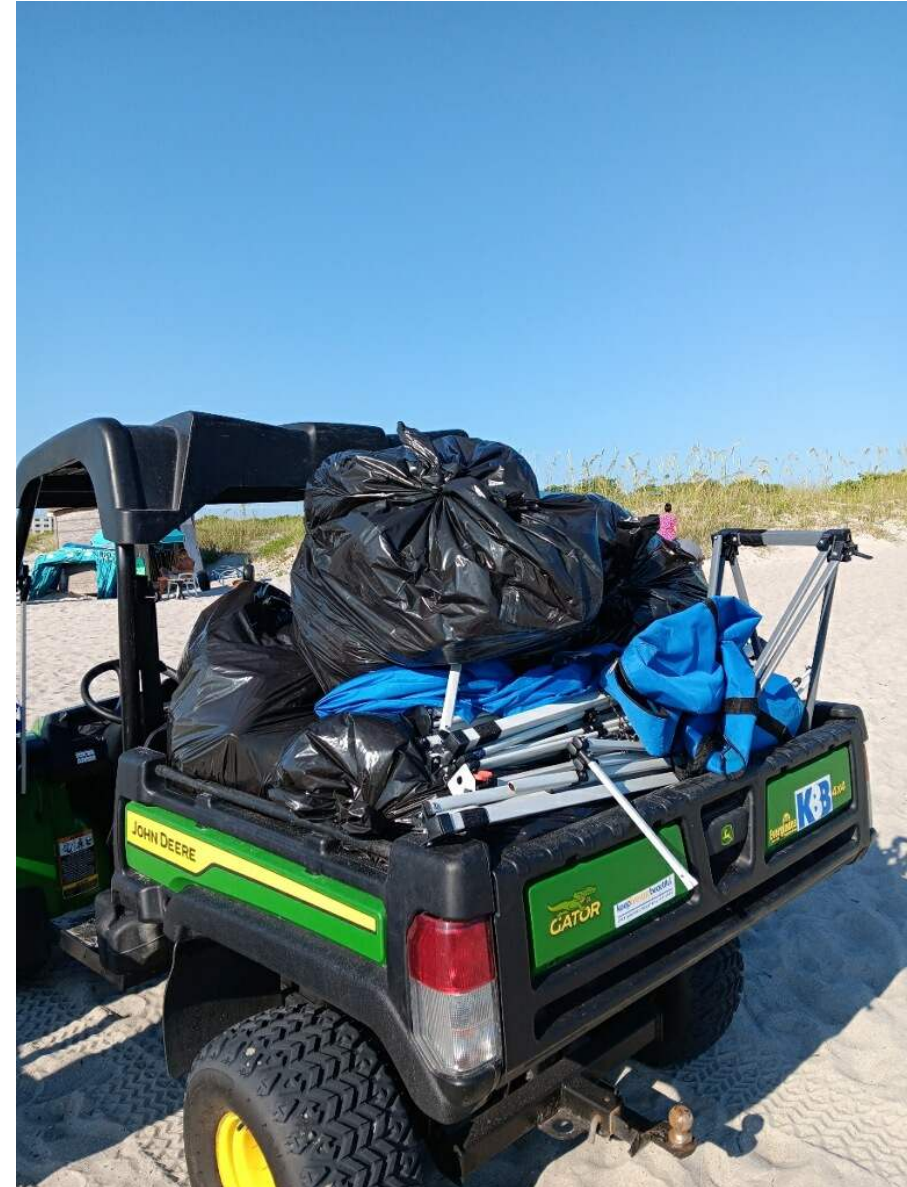
1 Vehicle Purchased @ \$12,633.92

- County Cost - \$0.00
- City Cost - \$12,633.92

2024

2 Vehicles Purchased @ \$13,862.03 each x 2 = \$27,724.06

- County Cost - \$0.00
- City Cost - \$27,724.06





City's Annual Contribution

- Waste Management - \$255,510.00
- Beach Vehicles (2) - \$27,724.06
- Personnel
 - Full Time Employee - \$47,400.00/Year
 - Part Time Employee - \$19,800/Year

TOTAL – \$350,434.06 towards trash clean up in 2024



Proposal

- 5 Year Contract
- \$260,120.00 Annually
- City to continue providing beach vehicles to KBB at no cost to the County



THANK YOU