



**Brevard County Board of County Commissioners
Tourism Development Office**

Board Workshop, January 16, 2025



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): | | <u>Allocated %</u> | <u>% of Total Tax</u> | |
| Fund 1441 | Promotion/Advertising | 25.0% | 10.0% | \$ 2,305,800 |
| Fund 1442 | Beach Improvement | 30.0% | 12.0% | \$ 2,766,960 |
| Fund 1443 | Capital Facilities | 35.0% | 14.0% | \$ 3,228,120 |
| Fund 1446 | Cultural Events | 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% | \$ 4,611,600 |
| 2005 - 1% Tax (Fifth Cent) | | | | |
| Fund 1441 | Promotion/Advertising | 100.0% | 20.0% | \$ 4,611,600 |
| | | | | \$ 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 |
| *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 |



GRANT HISTORY

- Grants have been part of the Tourism Development Office since 1986, and funds have been allocated in different ways.
- Beach, Capital and Cultural events were all designated for funding with the first two cents. Sports was added in 1994 with the additional Marketing cents.
- In 2024, the Board of County Commissioners merged the Cultural and Sports grants to establish the new Marketing Support Program.



FY 2023-24 CULTURAL GRANTS

- Grant Program established to provide support for cultural events from the Cultural Event Fund (4% of TDT).
FY 2023-24 - \$600,000.
- Program guidelines and applications reviewed by Cultural Committee of the TDC and approved by TDC and Board.
- Minimum eligibility of at least 1,000 out-of-county attendees.
- Funds provided to event organizers for out-of-county marketing (50%) and other event expenses (50%).
- Awarded funds were by reimbursement after the event was held (applicant spends the awarded money, sends receipts to TDO staff and receives a check up to awarded amount).



FY 2024-25 CULTURAL BUDGET

| | |
|--|--------------------|
| 1446 - Cultural Fund | |
| FY 2024-25 | |
| <i>Brevard Cultural Alliance (BCA)</i> | \$202,000 |
| <i>Marketing Support Program</i> | \$600,000 |
| <i>Lifeguard Transfer</i> | \$300,000 |
| <i>Remaining Unallocated Funds</i> | \$65,610 |
| <i>Transfer to the Tax Collector</i> | \$32,400 |
| TOTAL EXPENSES | \$1,200,010 |



FY 2023-24 SPORTS GRANTS

- Grant Program established to generate room nights from sports events. FY 2023-24 - \$240,000 from Marketing Fund. Generated over 16,000 room nights.
- Program guidelines and applications reviewed by Sports Committee of the TDC and approved by TDC and Board.
- Minimum eligibility of at least 200 room nights. Based award on \$15 per room night up to \$25,000 maximum per event.
- Tourism Office received grants from Florida Sports Foundation for eligible events – nearly \$30,000.
- Funds provided to event organizers for out-of-county marketing and other event expenses – on reimbursement after the event is held.



FY 2024-25 MARKETING SUPPORT PROGRAM

- New for FY 2024-25 (initial recommendation from a commissioner and approved by TDC and Board of County Commissioners) - cultural and sports events combined and awarded marketing support based on out-of-county attendance or room nights.
- Cultural events that generate over 5,001 out-of-county attendees (as measured by TDO software tool) – up to \$50k per event.
- Marketing support is provided by the Tourism Office marketing team. The event organizer does not receive reimbursement directly.
- Sports events must have over 200 room nights to qualify. If the event meets the qualifications and does not require marketing support (invitational event where no marketing is needed), it could receive a paid sponsorship.
- Criteria and budget approved by TDC and Board - \$840,000.
- 44 Events were recommended for FY 2024-25 - \$805,000 (list provided).



FY 2024-25 MARKETING SUPPORT PROGRAM

| | |
|-----------------------------------|-----------|
| From Cultural Fund - 1446 | \$600,000 |
| From Advertising/Promotion - 1441 | \$240,000 |
| Approved Sub-Total for MSP | \$840,000 |
| Recommended list of Events | \$805,000 |
| Remaining | \$35,000 |



FY 2024-25 MARKETING SUPPORT PROGRAM TDC AWARD RECOMMENDATIONS

Marketing Support Program
FY 2024-25

| Cultural Events | 2024 OOC# | Marketing Support |
|--------------------------------------|-----------|-------------------|
| Thunder on Cocoa Beach | 75,883 | \$50,000 |
| Cocoa Beach Air Show | 62,141 | \$50,000 |
| Maxwell King Center | 32,918 | \$25,000 |
| Space Coast State Fair | 25,020 | \$25,000 |
| Merritt Island Wildlife Refuge | 24,583 | \$20,000 |
| Museum of Dinosaurs | 21,450 | \$20,000 |
| Brevard Regional Arts Group/Henegar | 21,070 | \$20,000 |
| Titusville Playhouse | 16,520 | \$20,000 |
| Renaissance Fair | 16,333 | \$20,000 |
| Valiant Air Command | 14,290 | \$20,000 |
| Beach n' Boards | 13,520 | \$20,000 |
| American Police Hall of Fame | 9,860 | \$15,000 |
| Wizard of Oz Museum | 9,640 | \$15,000 |
| Cocoa Village Main Street | 7,087 | \$15,000 |
| Cocoa Beach Main Street | 6,716 | \$15,000 |
| Cape Canaveral Lighthouse | 6,500 | \$15,000 |
| Melbourne Main Street | 6,011 | \$15,000 |
| US Space Walk of Fame Foundation | 5,891 | \$15,000 |
| Brevard Symphony Orchestra | 5,470 | \$15,000 |
| Moore Center | 5,355 | \$15,000 |
| Cocoa Village Playhouse | 5,292 | \$15,000 |
| Florida Surf Museum (Surfing Santas) | 5,289 | \$15,000 |
| Space Coast Symphony Orchestra | 5,184 | \$15,000 |
| City of Palm Bay | 5,148 | \$15,000 |
| | | |
| | | \$485,000 |

Total Awards **\$805,000**

| | |
|---|----------|
| 5,001 – 10,000 (200 - 1,000 room nights) | \$15,000 |
| 10,001 – 25,000 (1,001-1,500 room nights) | \$20,000 |
| 25,001 – 50,000 (1,501+ room nights) | \$25,000 |
| 50,001+ | \$50,000 |

| Sports Events | 2023 Room Nights | Marketing Support |
|---|------------------|-------------------|
| Space Coast Spring Games Softball Inv. | 7,496 | \$25,000 |
| Bless the Babies Bowl Inv. | 2,000 | \$25,000 |
| Florida Marathon - open | 1,272 | \$20,000 |
| Cocoa Beach Half Marathon - open | 1,163 | \$5,000 |
| Space Coast Clash Soccer Inv. | 1,011 | \$20,000 |
| C1N 7 v 7 National Champ. Inv. | 1,000 | \$15,000 |
| Cocoa Beach Spring Training - open | 1,000 | \$15,000 |
| Cocoa Beach Triathlon - open | 820 | \$15,000 |
| Softball Mag Spring Training - open | 578 | \$15,000 |
| Central Brevard Soccer Hurricane Classic Inv. | 500 | \$15,000 |
| Central Brevard Soccer Winter Classic Inv. | 500 | \$15,000 |
| Space Coast Cup Soccer Inv. | 500 | \$15,000 |
| Columbia Classic Golf Inv. | 453 | \$15,000 |
| ESA Surf - open | 453 | \$15,000 |
| Moon Golf Inv. | 434 | \$15,000 |
| Softball Mag Seniors - open | 428 | \$15,000 |
| USA Beach Running - open | 294 | \$15,000 |
| Moon Golf Jr. All-star Inv. | 285 | \$15,000 |
| Florida Cup Juniors Soccer Inv. | 250 | \$15,000 |
| Florida Cup Soccer Inv. | 250 | \$15,000 |
| | | |
| | | |
| | | \$320,000 |

*Event started prior to approval, will support future events.

| | | |
|--------------------------|-------|-----|
| Cocoa Beach Art Show | 3,340 | \$0 |
| Native Rhythms Festival | 3,220 | \$0 |
| 321Fest | 2,678 | \$0 |
| Green Gables | 2,445 | \$0 |
| Field Manor | 2,363 | \$0 |
| Surfside Playhouse | 1,756 | \$0 |
| Melbourne Municipal Band | 1,687 | \$0 |
| Space Coast Pride | 1,464 | \$0 |
| Space Coast Art Festival | 1,397 | \$0 |
| EGAD | 1,383 | \$0 |
| Melbourne Art Festival | 1,272 | \$0 |



FY 2024-25 MARKETING SUPPORT PROGRAM TDC AWARD RECOMMENDATIONS

Cultural

| Event Name: | | Start Date | End Date | Support Level | Location |
|--|----------|------------|------------|------------------|--------------------------|
| Space Coast Symphony | Cultural | 10/1/2024 | 9/30/2025 | \$15,000 | Space Coast |
| King Center | Cultural | 10/1/2024 | 9/30/2025 | \$25,000 | Melbourne |
| Merritt Island Wildlife Refuge | Cultural | 10/1/2024 | 9/30/2025 | \$20,000 | Merritt Island |
| Museum of Dinosaurs | Cultural | 10/1/2024 | 9/30/2025 | \$20,000 | Cocoa Beach |
| Henegar Center | Cultural | 10/1/2024 | 9/30/2025 | \$20,000 | Melbourne |
| Titusville Playhouse | Cultural | 10/1/2024 | 9/30/2025 | \$20,000 | Titusville |
| Valiant Air Command | Cultural | 10/1/2024 | 9/30/2025 | \$20,000 | Titusville |
| American Police Hall of Fame | Cultural | 10/1/2024 | 9/30/2025 | \$15,000 | Titusville |
| Wizard of Oz museum | Cultural | 10/1/2024 | 9/30/2025 | \$15,000 | Cocoa Beach |
| Cape Canaveral Lighthouse | Cultural | 10/1/2024 | 9/30/2025 | \$15,000 | Merritt Island |
| US Space Walk of Fame Foundation | Cultural | 10/1/2024 | 9/30/2025 | \$15,000 | Titusville |
| Harry T. & Harriette V. Moore Center | Cultural | 10/1/2024 | 9/30/2025 | \$15,000 | Mims |
| Cocoa Village Playhouse | Cultural | 10/1/2024 | 9/30/2025 | \$15,000 | Cocoa Village |
| Green Gables | Cultural | 10/1/2024 | 9/30/2025 | | Melbourne |
| Field Manor | Cultural | 10/1/2024 | 9/30/2025 | | Merritt Island |
| Surfside Playhouse | Cultural | 10/1/2024 | 9/30/2025 | | Cocoa Beach |
| Melbourne Municipal Band | Cultural | 10/1/2024 | 9/30/2025 | | Melbourne |
| EGAD | Cultural | 10/1/2024 | 9/30/2025 | | Eau Gallie Arts District |
| Brevard Symphony | Cultural | 10/15/2024 | 9/30/2025 | \$15,000 | Space Coast |
| Space Coast State Fair | Cultural | 10/31/2024 | 11/17/2024 | \$25,000 | Space Coast Daily Park |
| Native Rhythms Festival | Cultural | 11/8/2024 | 11/10/2024 | | Wickham Park |
| Melbourne Main Street - Various Events | Cultural | 11/9/2024 | 4/12/2024 | \$15,000 | Downtown Melbourne |
| Space Coast Art Festival | Cultural | 11/9/2024 | 11/10/2024 | | The Avenue, Viera |
| Cocoa Beach Art Show | Cultural | 11/28/2024 | 12/1/2024 | | Downtown Cocoa Beach |
| Cocoa Beach Main Street - Various Events | Cultural | 12/7/2024 | 4/27/2025 | \$15,000 | Cocoa Beach |
| Surfing Santas | Cultural | 12/24/2024 | 12/24/2024 | \$15,000 | Minutemen Beach |
| Brevard Renaissance Fair | Cultural | 1/18/2025 | 2/23/2025 | \$20,000 | Melbourne |
| City of Palm Bay - Multicultural Festival | Cultural | 1/25/2025 | 1/25/2025 | \$15,000 | Fred Poppe Park |
| Beach 'n Boards Fest | Cultural | 3/12/2025 | 3/16/2025 | \$20,000 | Cocoa Beach |
| 321Fest | Cultural | 3/21/2025 | 3/22/2025 | | Space Coast Daily Park |
| Cocoa Beach Main Street - Songwriters Fest | Cultural | 4/25/2025 | 4/27/2025 | \$15,000 | Cocoa Beach |
| Melbourne Art Festival | Cultural | 4/26/2025 | 4/27/2025 | | Wickham Park |
| Thunder on Cocoa Beach | Cultural | 5/15/2025 | 5/19/2025 | \$50,000 | Lori Wilson Park, CB |
| Cocoa Beach Air Show | Cultural | 7/12/2025 | 7/12/2025 | \$50,000 | Lori Wilson Park, CB |
| Space Coast Pride | Cultural | 9/27/2025 | 9/27/2025 | | Downtown Melbourne |
| | | | | \$485,000 | |



FY 2024-25 MARKETING SUPPORT PROGRAM TDC AWARD RECOMMENDATIONS

Sports

| | | | | | |
|------------------------------------|--------|------------|------------|------------------|-------------------------|
| Cocoa Beach Half Marathon | Sports | 11/10/2024 | 11/10/2024 | \$20,000 | Lori Wilson Park |
| Softball Magazine Seniors Open | Sports | 11/12/2024 | 11/14/2024 | \$15,000 | USSSA Stadium |
| Bless the Babies Bowl Invitational | Sports | 12/5/2024 | 12/8/2024 | \$25,000 | McKnight Sports Complex |
| Florida Cup Juniors | Sports | 12/7/2024 | 12/9/2024 | \$15,000 | Viera Regional |
| CBS Winter Classic | Sports | 1/25/2025 | 1/27/2024 | \$15,000 | Mitchell Ellington |
| Columbia Classic Golf Invitational | Sports | 2/7/2025 | 2/9/2024 | \$15,000 | Duran Golf Club |
| Florida Marathon | Sports | 2/8/2025 | 2/9/2024 | \$20,000 | Melbourne |
| C1N 7v7 National Champaignship | Sports | 2/8/2025 | 2/9/2024 | \$15,000 | Viera Regional |
| Cocoa Beach Spring Training | Sports | 2/14/2025 | 3/14/2024 | \$15,000 | Mitchell Ellington |
| Moon Golf Invitational | Sports | 2/16/2025 | 2/19/2024 | \$15,000 | Suntree Golf Club |
| Space Coast Spring Games Softball | Sports | 2/24/2025 | 2/25/2024 | \$25,000 | USSSA Stadium |
| Softball Magazine Spring | Sports | 3/20/2025 | 3/24/2024 | \$15,000 | Cocoa Beach |
| Space Coast Clash Soccer | Sports | 4/5/2025 | 4/8/2024 | \$20,000 | Viera Regional |
| ESA Surfing contest | Sports | 4/11/2025 | 4/12/2024 | \$15,000 | Paradise Beach |
| Cocoa Beach Triathlon | Sports | 4/13/2025 | 4/14/2024 | \$15,000 | Cocoa Beach |
| USA Beach Running | Sports | 5/3/2025 | 5/3/2024 | \$15,000 | Lori Wilson Park, CB |
| Florida Cup | Sports | 5/10/2025 | 5/11/2024 | \$15,000 | Viera Regional |
| Moon Golf Jr. All-star | Sports | 5/23/2025 | 5/25/2024 | \$15,000 | Viera East Golf |
| CBS Hurricane Classic | Sports | 8/16/2025 | 8/18/2024 | \$15,000 | Mitchell Ellington |
| | | | | \$320,000 | |



OPTIONS FOR THE BOARD

- Approve the new FY 2024-25 Marketing Support Program as is and recommended awards. 44 events - \$805,000.
 - Allow for reimbursement for events that have already occurred (using prior grant program as the criteria).
- Revert back to the previous program from prior year where cultural events and sports events have separate grant programs.
 - Due to timing, approve the recommended awards above as reimbursable grants.
- Any other option as directed by the Board.



THANK YOU!!!

Q & A

