

## Horst, Rachel

---

**From:** CEER@brevardfl.gov  
**Sent:** Saturday, January 31, 2026 3:22 PM  
**To:** Horst, Rachel  
**Subject:** A new CEER Recommendation has been submitted as ID #2026054

### Recommendation # 2026054

Dear CEER Administrator,

Speak Up Brevard Recommendation ID #2026054 has been submitted. Please login to the CEER Application to start the recommendation evaluation workflow.

#### Contact Information:

<b>Group/Organization</b>	WAVESaction
<b>Name</b>	Sandra Sullivan
<b>Address</b>	165 Dorset Lane, South Patrick Shores FL 32937
<b>Phone</b>	(954) 224-8624
<b>Email</b>	s2sully@gmail.com
<b>Alternate Email</b>	s2sully@gmail.com

#### Recommendation Information:

<b>Recommendation ID</b>	2026054
<b>Recommendation Title</b>	Tourism Beaches Funding
<b>Areas Affected</b>	County Tourist Parks
<b>Department Affected</b>	Parks And Recreation Department
<b>Current problem</b>	Certain parks in Brevard are Tourism Parks with Premium Amenities, such as Lifeguards, showers, bathrooms, playgrounds etc. These parks are more expensive to maintain and are a burden to Brevard County residents as well on the local cities (like Cocoa Beach, Lori Wilson) to provide Fire/Police services. These beaches are important to generating tourism revenue - to attract visitors - including those watching launches from the beach parks. The issue is Brevard County is giving away the Taxpayer paid parks Paid to Cities who then charge for parking - this is not a good solution. This creates double taxation because we pay for parks and recreation in our tax bill. Then as more cities have acquired over the years, former County parks, we have multiple taxation at each park. The Tourism Tax is now paying for lifeguards :) but the Beach Fund is being misused for Natural Resources expenses! instead of beach parks per state statute.
<b>Recommendation</b>	TDC Beach Fund should be appropriately funding our county owned "Tourism Beaches" Capital Projects and maintenance - as defined by the county own beaches with lifeguard services. This would give these beaches dedicated funding and ease

the burden on Parks budget. Of course, the Beach Fund also helps fund sand renourishment.

**Attachments**

No Documents were attached.

Please do not reply to this e-mail, as it will go to an unmonitored mailbox.

---



BOARD OF COUNTY COMMISSIONERS

**TO:** Jim Liesenfelt, County Manager

**FROM:** Peter Cranis, Director, Tourism Development

**SUBJ:** Citizen Efficiency and Effectiveness Recommendation #2026054

---

CEER #2026054, titled Tourism Beaches Funding, was received by the County from Sandra Sullivan.

**Citizen Statement:**

Certain parks in Brevard are Tourism Parks with Premium Amenities, such as Lifeguards, showers, bathrooms, playgrounds etc. These parks are more expensive to maintain and are a burden to Brevard County residents as well on the local cities (like Cocoa Beach, Lori Wilson) to provide Fire/Police services. These beaches are important to generating tourism revenue - to attract visitors - including those watching launches from the beach parks. The issue is Brevard County is giving away the Tax-payer paid parks Paid to Cities who then charge for parking - this is not a good solution. This creates double taxation because we pay for parks and recreation in our tax bill. Then as more cities have acquired over the years, former County parks, we have multiple taxation at each park. The Tourism Tax is now paying for lifeguards :) but the Beach Fund is being misused for Natural Resources expenses! instead of beach parks per state statute.

**Citizen Recommendation:**

TDC Beach Fund should be appropriately funding our county owned "Tourism Beaches" Capital Projects and maintenance - as defined by the county own beaches with lifeguard services. This would give these beaches dedicated funding and ease the burden on Parks budget. Of course, the Beach Fund also helps fund sand renourishment.

**Staff Analysis:**

This CEER is recommending that Tourism Development pay for some parks that have lifeguards. This topic has come up several times in the last few years, but never gained any traction with the Board of County Commissioners. Most parks do not have a very high percentage of tourists in them, even beach parks. The highest by far is Lori Wilson Park which is at 45% out-of-county visitors and the maintenance for this park is already paid for by the Tourism Development Office.



BOARD OF COUNTY COMMISSIONERS

We have compiled a list of all County-owned parks with lifeguard services as stated in the citizen recommendation (below) and show the expenses and revenues related to those parks. If the Tourism Office were to pay the portion allowed by state statute, based on the percentage of out-of-county visitors, it would only amount to \$82,340.47 out of \$408,683.52 in net expenses.

Name of Park	% of Out of County Visitors	District	Total Expense	Total Revenue	Delta	Potential TDT Contribution
Cherie Down Park	34%	2	\$76,235.87	\$563.68	\$75,672.19	\$25,728.54
Howard E. Futch Memorial Park	17%	5	\$226,047.43	\$30,260.62	\$195,786.81	\$33,283.76
Spessard Holland North & South	17%	3	\$143,375.12	\$6,150.60	\$137,224.52	\$23,328.17
		<b>Total</b>	<b>\$445,658.42</b>	<b>\$36,974.90</b>	<b>\$408,683.52</b>	<b>\$82,340.47</b>

\*Data is from Datafy which looks at domestic cellular devices where people are using GPS enabled apps. Fiscal Year 2025 Actuals.

**Staff Recommended Action:**

It is recommended that the Board of County Commissioners reject CEER #2026054 as it does not provide for the enhancement of the effectiveness and efficiency of County government and would have a significant impact on Beach Fund projects like beach renourishment, which has been established as a priority for the County.