



BOARD OF COUNTY COMMISSIONERS

Inter-Office Memo

TO: Frank B. Abbate, County Manager

THRU: Jim Liesenfelt, Assistant County Manager *JL*

FROM: Mary Ellen Donner, Parks and Recreation Director *ME*

SUBJ: Citizen Efficiency and Effectiveness Recommendation #2024057

DATE: 04/01/2024

CEER #2024057 was received by the County from Susan B Connolly.

Citizen Statement:

Increase promotion of Harry T and Harriett V Moore Park for multi-stream revenues from tourism, education, historical sources

Citizen Recommendation:

Increase promotion of Harry T and Harriett V Moore Park for multi-stream revenues from tourism, education, historical sources

Staff Analysis:

The Harry T. and Harriett V. Moore Memorial Park is located in Mims, FL. There are two full-time and one part-time staff who promote the Park locally, regionally, State and nationwide. The Memorial Park is promoted across all types of media. Some examples include:

- Brevard County Parks and Recreation website
- Social media posts – Brevard County, Tenderfoot.tv, TDC
- Television – News 6, News 9, Channel 7, Fox 35, PBS
- Podcasts – Apple, Channel 13, CMG Orlando
- Magazines – Buneke, Merritt Island Now, Forum Magazine, Parents Magazine, Onyx Magazine
- Newspapers – Miami Herald, USA Today, Florida Today, Ebony News Today
- Websites – floridarentals.com, clickorlando.com, theaustralian.com, floridabeachbreak.com
- Promotional Materials – brochures, coloring books, bookmarks, fans
- Speaking Engagements / Display Tables – Rotary Clubs, Black Chamber of Commerce, Cocoa Chamber of Commerce, North Brevard Democratic Club, National Congress of Black Women, Brevard Caribbean American Sports & Cultural Association, local churches

- Schools – Brevard, Volusia, Michigan school districts, Brevard County schools, Brevard Teachers Federation, homeschools, visit various local elementary, middle and high schools
- Local Businesses – Starbucks, Jack & Jill, Dixie Crossroads, Loyd Have Mercy
- Libraries – throughout Brevard County
- Promote the Park through a collaboration with the Museums of Brevard
- Programs and Special Events at the Center that promote visitors to the Center – Car Show, Tea Party, Strategies of Successful Women, Movie Day, Juneteenth
- Assist with research for Moore related Books

Brevard County has a partnership with The Harry T. & Harriette V. Moore Cultural Complex, Inc. This organization promotes the Memorial Park through:

- Florida Today
- The Moore Gravesite Memorial
- Sponsored Special Events – Healthy Living Lifestyle, 5K Run/Walk
- Speaking Engagements
- Plays – Fearless Play at Titusville Playhouse, Harry T. Moore Play at Titusville High School

The Brevard County Tourism Development Office promotes The Harry T. and Harriett V. Moore Memorial Park on their website visitspacecoast.com and include the Park in their social media posts.

Brevard County Parks and Recreation Department will continue to seek to maximize the promotion of The Harry T. and Harriett V. Moore Memorial Park to increase tourism and educational / historical visits. The department will continue to seek additional multi-stream revenue sources.

Staff Recommended Action:

It is recommended that the Board of County Commissioners accept the recommendation.

Recommendation #2024057

Recommendation Details

Contact Information

Full Name: Susan B Connolly **Email Address:** sbconnolly@aol.com

Mailing Address: 3901 DIXIE HWY NE **Alt Email Address:**
PALM BAY fl 32905

Phone Number: 865-924-4238

Group/Organization: N/A

Recommendation Information

Recommendation Title: Increase promotion of Moore Memorial Park for multi-stream revenue
Areas Affected:

Department:

Problem Description:

Increase promotion of Harry T and Harriett V Moore Memorial Park for multi-stream revenues from tourism, education, historical sources

Recommendation Description

Increase promotion of Harry T and Harriett V Moore Memorial Park for multi-stream revenues from tourism, education, historical sources

Attachments

There are no attachments for this recommendation.

Administrative Action

Evaluation

Recommendation Timeline

User	Status	Date	Remarks
RACHEL HORST	Citizen Submitted	Jan 3, 2024	
Karen Conde	Department Assigned	Jan 4, 2024	PARKS AND RECREATION DEPARTMENT Assigned

Awaiting action from department director