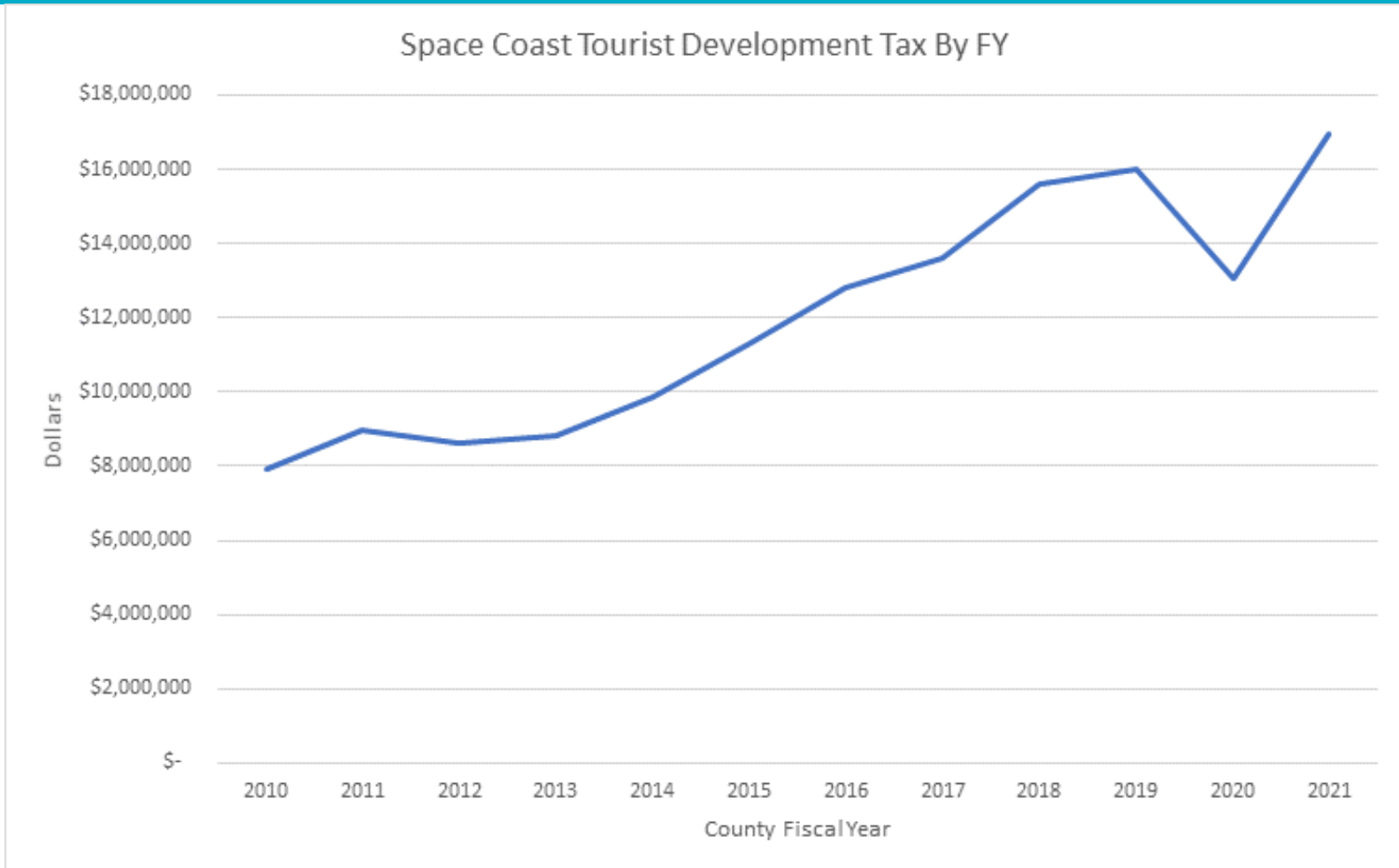




Brevard County Board of County Commissioners
Tourism Development Office



ACTUAL TOURIST DEVELOPMENT TAX COLLECTED 2010-2021



TDO BUDGET ANALYSIS

- 2020-21 the County had the highest TDT revenue in history
 - October 2020 - February 2021, revenues down 28%.
 - March 2021 – September 2021, revenues up 92%.
- Major factors impacting growth
 - People’s desire to have outdoor experiences and return to traveling.
 - Significant marketing campaign throughout 2021.
 - 16% increase in hotel inventory from 2019 – 2021.
- Budgeted \$15 million for 2021-22 due to uncertainty in the marketplace
 - Likelihood is we will exceed 2020-21 actual revenue.
 - Concern is whether summer of 2022 will match summer of 2021.



PROJECTED FY 2022-23 TDT ALLOCATION

		Advertising/ Promotion	Beach Improve- ment	Capital Facilities	Cultural Events	Zoo	Visitor Info Ctr	Stadium
First 2 cents	6,800,000							
Advertising/Promotion (25%)		1,700,000						
Beach Improvement (30%)			2,040,000					
Capital Facilities (35%)				2,380,000				
Cultural Events (10%)					680,000			
Third cent	3,400,000							
Beach Improvement (65%)			2,210,000					
Brevard Zoo (25%)						850,000		
Tourist Info Center (10%)							340,000	
Fourth cent	3,400,000							
Promotion/Advertising (remaining less \$350,000)		3,050,000						
Capital Renovations and structural repairs/maintenance								350,000
Fifth cent	3,400,000							
Promotion/Advertising (100%)		3,400,000						
	17,000,000	8,150,000	4,250,000	2,380,000	680,000	850,000	340,000	350,000



TDO FUTURE PROJECTIONS

- Accommodations
 - Over 1800 new hotel rooms projected for 2022/2023.
 - Would bring total to over 12,350 hotel rooms.
 - There are approximately 3,900 vacation rental units, generates 1/3 of TDT.
- Port Canaveral
 - 2nd largest cruise port in the United States.
 - Will home port 13 ships by the end of 2022, generate in excess of 2.1 million total passengers.
- Melbourne International Airport
 - TUI (UK Tour Operator) – approximately 150,000 passengers.
 - Allegiant Airlines - three domestic markets (Concord, NC; Nashville, TN; and Pittsburgh, PA).

