



Brevard County Board of County Commissioners

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Legislation Text

File #: 2544, **Version:** 1

Subject:

Approval, Re: Awarding Tourism Development Tax Cultural Event Funds for the 2021 Cocoa Beach Air Show

Fiscal Impact:

\$94,169 from the Cultural Fund 1446/293020

Dept/Office:

Tourism Development Office

Requested Action:

Request the Board of County Commissioners approve the Tourist Development Council's recommendation to approve funding a grant for the 2021 Cocoa Beach Air Show, as well as make the necessary legislative findings that this is a special event, whose main purpose is the attraction of tourists, and that it will be promoted to tourists. Additionally, request authority for the Director, Tourism Development Office to negotiate and sign the necessary grant agreement, and related documents and authorize the County Manager to execute necessary budget change requests, to support the grants upon County Attorney and Risk Management approval.

Summary Explanation and Background:

The 2021 Cocoa Beach Air Show is being held in Cocoa Beach on April 17-18 for the first time since 2012. The Air Show is open to the public at no charge, although there are VIP tickets available for special viewing. The show is the first major event to happen in that area since COVID began and falls 2 weeks after Easter which is a need period. The event organizer has a long history of experience with operating air shows in Brevard County, as well as in other venues such as Ft. Lauderdale, Orlando, New York and Maryland. One of the special event's main purpose is the attraction of tourists and it will be promoted to tourists. It is estimated the show will generate approximately 40-50,000 attendees per day. Using the lower number of 40,000 and estimating 30% of those people coming from outside the county and staying overnight for an average of 2 nights, would result in visitor spending of approximately \$4.4 million, or an ROI of 44:1.

The TDC at the February 10 meeting voted 8-0 with 1 abstention due to a conflict to award these funds on the basis of the ROI, the event occurring during a need period, the event being open and free to the general public.

Further, based on the facts specified, request the BOCC make the legislative finding that Tourist Development Tax funds are authorized for this cultural grant pursuant to Section 125.0104(5)(a)3., Florida Statutes, and

Section 102-119(3)d, of the Brevard County Code of Ordinances because this tourist oriented special events has as one of its main purposes the attraction of tourists, and the entity and the Space Coast Office of Tourism both intend to ensure marketing and promotion of these events to Tourists. Additionally, request authority for the Director, Tourism Development Office to negotiate and sign all necessary grant agreements, budget change requests, and related documents to support the grants.

Clerk to the Board Instructions:

Please return a memo of the Board's action to the Director, Tourism Development Office and County Attorney's Office.