



Brevard County Board of County Commissioners

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Legislation Text

File #: 2856, **Version:** 1

Subject:

Approval, Re: TDC Marketing Funds for the 2021 Great Florida (Melbourne) Air Show

Fiscal Impact:

\$67,500 from the Marketing Fund 1441

Dept/Office:

Tourism Development Office

Requested Action:

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

Summary Explanation and Background:

The 2021 Melbourne Air Show is being held at the Melbourne International Airport on May 15-16 after not holding the show in 2020 due to COVID-19. The Air Show is a closed, gated show that is limiting capacity in order to practice social distancing. There are traditionally large crowds that gather outside of the airport, but in the area, so they can view the show. The tickets for the gated area are \$50 per person and there are VIP options available. The show falls in a typical need period of mid-May which is post Easter and pre-Memorial Day weekend. The event organizer has a long history of experience with operating air shows, but this is their first show in Brevard County. The most recent show they conducted was in Maine. The show will feature the Blue Angels which is the first time this demo team has been in Brevard in several years. They will be flying new FA-18 aircraft. It is estimated the show will generate approximately 10,000 attendees per day in the gated area (capacity restricted) and a possibility of a large number of people in the surrounding area outside the gate. It is expected approximately half the audience will come from outside of Brevard County. Using the number of people going to the gated event (20,000 for both days) and 50% of that number outside the gate for both days (10,000) - and estimating 60% of those people coming from outside the county and 50% staying overnight for an average of 2 nights, would result in visitor spending of approximately \$1.5 million, or an ROI of 22:1.

The Cultural Committee voted 7-0 (2 committee members had not yet been appointed) to approve at the

March 30 meeting and the TDC at the April 28 meeting voted 7-1 to award these funds on the basis of the ROI, the event occurring during a need period and having the potential to generate significant out of town business.

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. The tourist oriented special event 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