

TOURISM DEVELOPMENT OFFICE SUMMARY

MISSION STATEMENT:

To promote growth, development and quality of tourism in Brevard County, encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for the use of the tourism development tax.

PROGRAMS AND SERVICES:

ACCOMPLISHMENTS, INITIATIVES, TRENDS AND ISSUES AND SERVICE LEVEL IMPACTS:

Tourism Development Office:

- Advertise and promote tourism to Brevard County in Florida, nationally and internationally
- Finance beach improvement including funding the local share of the Brevard County Beach Restoration Project and county-wide beach clean-up
- Provide financial support for capital facilities projects projected to positively impact tourism and the community in Brevard County
- Provide visitor information programs including the operation of visitor information centers, gateway signs and structures, information kiosks and tourist information content
- Operate or support Visitor Information Centers at the Port, Cocoa Village, kiosks, and other locations
- Fund advertising assistance for tourist-oriented cultural and special events
- Promote participation by tourists in local arts and culture events and programs
- Provide funds for the financing of the Brevard Zoo Capital Improvement Plan
- Provide and manage reserve funds for capital repairs and maintenance of U S S A Space Coast Stadium complex

Accomplishments:

- Successfully operated as an in-house marketing agency, along with a digital agency to have increased reach, exposure and targeted advertising impressions
- Developed new cooperative advertising, promotion and trade show partners
- Leveraged partner funding to expand billboard buys both in state and out of state
- Developed Special Event Funding Policy for event organizers to request cooperative advertising funding
- Completed paid television advertising through programmatic ad platform The Trade Desk to place video advertising in digital streaming television
- U S S A will conduct amateur sporting events which will produce projected 75,000 annual room nights within the first two years and more than 100,000 annual room nights by year two three and beyond

- Continued to operate Sports Commission function internally to support amateur youth and adult sports events and organizers through our sports housing application to accurately track room nights from these events
- Completed Phase 2 of the Tourism Community Development Plan to finance community capital projects vetted to have a positive impact on the economy and tourism in Brevard County
- Established a process to review project proposals and have a consistent economic impact analysis and model to assist with project approval decision-making
- Provided \$500,000 to assist with the construction of reinterpreted Caretakers Cottage at the Cape Canaveral Lighthouse, the project will allow for more tours of the Canaveral Lighthouse and educate visitors on the establishment of the Kennedy Space Center
- Provided \$1.7 million to the City of Palm Bay to install a campground and a nature center at Fred Poppe Park
- Provided \$199,495 to the City of Indian Harbor Beach for the Oars and Paddles capital project
- Completed \$5 million renovation of the athletic fields at Viera Regional Park, which serves local soccer, lacrosse and football leagues, field conditions will be improved allowing for more consistent scheduling and league play while adding the opportunity for new events to draw more guests to the area

Initiatives:

- Update/revise operating procedures using the results of the audit and direction/guidance of new department and financial leadership
- Request For Proposal all marketing and Public Relations agency relationships
- Restructure organization under an Assistant Director and Marketing Director with the addition of 2 positions under the M D (Public Relations Manager and Travel Industry Relations Manager)
- Restructure marketing plan to include a focus on key source markets during different defined seasonal campaigns
- Addition of international representation in Canada, UK and Brazil

Trends and Issues:

- Tourism Tourist development tax revenue collections have continued to climb throughout fiscal year 2018-2019 and are expected to continue to increase slightly through fiscal year 2019-2020
- Issues affecting local tourism include the price of fuel, national and world events, weather events, and competition within the state, nationally and worldwide
- New hotel development is chasing the increased demand for hotel lodging and will provide a boost to tourist development tax revenue
- The expansion of cruise ship terminals and new ships at Port Canaveral have a significant impact, resulting in increased hotel room nights for pre and post cruises, as well as, increased day visitors from the port of calls

- New attractions opening at the major theme parks in Central Florida provide more opportunities to market to and reach a larger audience traveling to experience theme parks in Orlando
- Increase lift into Orlando and Sanford International Airports are projected, primarily from overseas markets. New service into Melbourne Orlando International Airport will add boost of tourists coming from specific markets
- The continued expansion of commercial space launches from Cape Canaveral and Kennedy Space Center, as well as new business and business relocations provide opportunities for more meetings and conventions

Service Level Impacts:

Not Applicable

TOURISM DEVELOPMENT OFFICE: SUMMARY

Tourism Development Office Revenue & Expense Category	Actual F Y 2017-2018	Final Budget F Y 2018-2019	Adopted Budget F Y 2019-2020	Difference	% Change
Taxes Revenue	\$15,582,944	\$16,866,108	\$16,600,000	-\$266,108	-1.58%
Permits, Fees & Special Assessments Revenue	\$0	\$0	\$0	\$0	0.00%
Intergovernmental Revenue	\$3,325,945	\$10,462,070	\$3,598,245	-\$6,863,825	-65.61%
Charges for Services Revenue	\$0	\$0	\$0	\$0	0.00%
Fines and Forfeits Revenue	\$0	\$0	\$0	\$0	0.00%
Miscellaneous Revenue	\$490,846	\$442,003	\$462,035	\$20,032	4.53%
Statutory Reduction	\$0	-\$1,388,446	-\$1,024,049	\$364,397	-26.24%
Total Operating Revenues	\$19,399,736	\$26,381,735	\$19,636,231	-\$6,745,504	-25.57%
Balance Forward Revenue	\$20,148,141	\$15,984,797	\$21,040,305	\$5,055,508	31.63%
Transfers - General Revenue	\$0	\$0	\$0	\$0	0.00%
Transfers - Other Revenue	\$44,684	\$567,884	\$570,389	\$2,505	0.44%
Other Finance Source Revenue	\$5,000,000	\$0	\$0	\$0	0.00%
Non-Operating Revenues	\$25,192,825	\$16,552,681	\$21,610,694	\$5,058,013	30.56%
TOTAL REVENUES	\$44,592,561	\$42,934,416	\$41,246,925	-\$1,687,491	-3.93%
Compensation and Benefits Expense	\$918,994	\$998,212	\$1,327,969	\$329,757	33.03%
Operating Expense	\$17,852,494	\$22,826,344	\$19,847,564	-\$2,978,780	-13.05%
Capital Outlay Expense	\$7,446	\$8,500	\$36,750	\$28,250	332.35%
Operating Expenses	\$18,778,935	\$23,833,056	\$21,212,283	-\$2,620,773	-11.00%
C I P Expense	\$8,342,589	\$10,462,181	\$8,100,000	-\$2,362,181	-22.58%
Debt Service Expense	\$44,684	\$567,884	\$570,389	\$2,505	0.44%
Reserves-Operating Expense	\$0	\$0	\$0	\$0	0.00%
Reserves - Capital Expense	\$0	\$1,313,563	\$2,514,736	\$1,201,173	91.44%
Reserves - Restricted Expense	\$0	\$2,122,634	\$4,639,230	\$2,516,596	118.56%
Grants and Aid Expense	\$370,259	\$3,494,089	\$3,045,038	-\$449,051	-12.85%
Transfers Expense	\$795,962	\$1,141,009	\$1,165,249	\$24,240	2.12%
Non-Operating Expenses	\$9,553,494	\$19,101,360	\$20,034,642	\$933,282	4.89%
TOTAL EXPENSES	\$28,332,429	\$42,934,416	\$41,246,925	-\$1,687,491	-3.93%

TOURISM DEVELOPMENT OFFICE: BUDGET VARIANCES

Tourism Development Office Revenue and Expense Category	Variance	% Variance	Explanation
Taxes Revenue	-\$266,108	-1.58%	FY 18-19 taxes are budgeted higher than actual projections, this decrease reflects a more accurate forecast
Permits, Fees & Special Assessments Revenue	\$0	0.00%	
Intergovernmental Revenue	-\$6,863,825	-65.61%	Decrease attributable to federal and state reimbursement dollars received in prior fiscal year
Charges for Services Revenue	\$0	0.00%	
Fines and Forfeits Revenue	\$0	0.00%	
Miscellaneous Revenue	\$20,032	4.53%	Increased interest revenue
Statutory Reduction	\$364,397	-26.24%	Variance associated with change in operating revenue
Balance Forward Revenue	\$5,055,508	31.63%	Increase due to receipt of Hurricane Matthew revenue and incomplete capital project funds carried forward to next year.
Transfers - General Revenue	\$0	0.00%	
Transfers - Other Revenue	\$2,505	0.44%	Change associated with intrafund transfers for administrative costs based projected expenses
Other Finance Source Revenue	\$0	0.00%	
Compensation and Benefits Expense	\$329,757	33.03%	Increase attributable to the addition of two positions, the cost of funding Maintenance technicians for Lori Wilson Park, as well as Cost of Living Adjustments and F R S rate increases
Operating Expense	-\$2,978,780	-13.05%	Due to less State contracted Beach renourishment projects in F Y 2020
Capital Outlay Expense	\$28,250	332.35%	Increased in order to fund computers and office equipment for two new positions
Grants and Aid Expense	-\$449,051	-12.85%	Due to completion of several local Tourist Tax Community Development projects
C I P Expense	-\$2,362,181	-22.58%	Deferred Palm Bay and Merritt Island Wildlife projects, dollars going from Capital Improvement Projects to Reserves
Debt Service Expense	\$2,505	0.44%	Increased debt payment for the Viera Regional Park project
Reserves-Operating Expense	\$0	0.00%	
Reserves - Capital Expense	\$1,201,173	91.44%	Attributable to unspent capital funds being set aside for future year projects
Reserves - Restricted Expense	\$2,516,596	118.56%	Hurricane Matthew reimbursement has been placed in reserves for emergencies
Transfers Expense	\$24,240	2.12%	Increase in salaries and the repairs for a vehicle, slight increase in debt service, and increased transfer to the Tax Collector

**TOURISM DEVELOPMENT OFFICE
PERFORMANCE MEASURES**

PROGRAM	OBJECTIVE	MEASURE	ACTUAL F Y 2017- 2018	ESTIMATED F Y 2018-2019	PROJECTED F Y 2019-2020
Tourism Development	Track tax growth as a %	Percentage growth from previous year	15%	2.8%	3.6%
Tourism Development	Track Tax as a dollar amount	Actual and forecasted T D T revenue dollars	\$15,582,944	\$16,022,803	\$16,600,000
Tourism Development	Measure hotel room rate	Average Daily Rate	N / A	4%	2%
Tourism Development	Attract new visitors to our Facebook page	First Time Facebook Visit	1,483,541	1,197,612	958,090
Tourism Development	Generate significant impressions among Facebook users	Number of impressions of Facebook ads	173,032,784	300,000,000	200,000,000
Tourism Development	New people download Launch Console App	Number of new downloads	57,606	58,000	60,000
Tourism Development	More T V viewers seeing our brand	Number of T V viewers	27,115,977	25,000,000	25,000,000
Tourism Development	Increased call to action for our brand	Dollars	\$29.31	\$28.00	\$26.00
Tourism Development	Increase our email list	Number of emails	33,451	16,920	20,000
Tourism Development	Increase number of people that open our emails	Percentage	11.68%	10.00%	10.00%
Tourism Development	People that open and click on our online media	Percentage	12.31%	14.00%	13.00%
Tourism Development	Generate value of media earned by P R	Dollar amount	\$6,421,437	\$7,843,371	\$8,000,000
Tourism Development	Track media dollars earned by P R firm	Ratio of P R dollars vs earned media	46:1	56:1	57:1

**TOURISM DEVELOPMENT OFFICE
TRAVEL A&B SUMMARY**

Program Name	Description	Position	Destination	Funding Source	Total Cost
Tourism Development Office	Travel Weekly Cruise World (Co-Op Port & Hotels)	Tourism Operations Coordinator	Ft Lauderdale, F L	Tourist Tax	\$8,800
Tourism Development Office	Florida Encounter (Visit Florida)	Tourism Operations Coordinator	Panama City Beach, F L	Tourist Tax	\$3,500
Tourism Development Office	I-75 V F Fall Festival	Tourism Operations Coordinator	Jennings Welcome Center	Tourist Tax	\$200
Tourism Development Office	I-95 V F Winter Festival	Tourism Operations Coordinator	Yulee Welcome Center	Tourist Tax	\$200
Tourism Development Office	H A T Show	Tourism Operations Coordinator	Orlando, F L	Tourist Tax	\$350
Tourism Development Office	I C A S T	Tourism Operations Coordinator	Orlando, F L	Tourist Tax	\$2,500
Tourism Development Office	Florida Outdoor Writers Conference	Tourism Operations Coordinator	T B D	Tourist Tax	\$1,000
Tourism Development Office	Delta Vacation University (Co-Op Ports & Hotels)	Tourism Operations Coordinator	Atlanta, G A	Tourist Tax	\$2,750
Tourism Development Office	Marketing Media Tour	Tourism Director + 1	Atlanta, G A	Tourist Tax	\$3,000
Tourism Development Office	Marketing Media Tour	Tourism Director + 1	Tampa or Miami, F L	Tourist Tax	\$3,000
Tourism Development Office	Florida Outdoor Writers Conference	PR Manager	T B D	Tourist Tax	\$1,000
Tourism Development Office	F A D M O Day at the Capital	Tourism Director	Tallahassee, F L	Tourist Tax	\$600
Tourism Development Office	F A D M O Annual Meeting	Tourism Director	Florida, T B D	Tourist Tax	\$800
Tourism Development Office	F L Governor's Conference on Tourism	Tourism Director + 1	Florida, T B D	Tourist Tax	\$1,600
Beach Renourishment (N R M O)	American Shore & Beach Conference	Natural Resources Director/ Environmental Section Supervisor	Washington, D C	Tourist Tax	\$1,500
Beach Renourishment (N R M O)	A S B P A Technical Conference & Board Meeting	Natural Resources Director/ Environmental Section Supervisor	T B D	Tourist Tax	\$1,500
Beach Renourishment (N R M O)	Army Corp Coordination & Lobbying	Natural Resources Director/ Environmental Section Supervisor	Washington, D C	Tourist Tax	\$2,500

Program Name	Description	Position	Destination	Funding Source	Total Cost
Beach Renourishment(N R M O)	F D E P Permits	Natural Resources Director/Environmental Section Supervisor	Tallahassee, F L	Tourist Tax	\$300
Beach Renourishment (N R M O)	F D E P Grants	Environmental Section Supervisor	Tallahassee, F L	Tourist Tax	\$350
Beach Renourishment (N R M O)	F L Shore & Beach Tech Conference	Natural Resources Director/ Environmental Section Supervisor	T B D	Tourist Tax	\$1,800
Beach Renourishment (N R M O)	Army Corp Mid Reach Coordination	Natural Resources Director/ Environmental Section Supervisor	Jacksonville, F L	Tourist Tax	\$250
Beach Renourishment (N R M O)	F L Shore & Beach Pres Annual Meeting	Natural Resources Director/ Environmental Section Supervisor	T B D	Tourist Tax	\$1,800
Total Funded For Department					\$39,300

**TOURISM DEVELOPMENT OFFICE
CAPITAL OUTLAY SUMMARY**

Program Name	Description	Quantity	Unit Cost	Funding Source	Total Cost
Tourism Development	Computers for New Hires	2	\$2,500	Tourist Tax	\$5,000
Tourism Development	Laptops for New Hires	2	\$2,500	Tourist Tax	\$5,000
Tourism Development	Upgrade Existing Computer	1	\$2,500	Tourist Tax	\$2,500
Tourism Development	Office Furniture for New Hires	2	\$3,000	Tourist Tax	\$6,000
Tourism Development	Office Equipment and Furnishings	1	\$4,000	Tourist Tax	\$4,000
Tourism Development	Toro Workman H D X Auto Utility Cart	1	\$14,250	Tourist Tax	\$14,250
Total Funded For Department					\$36,750

**TOURISM DEVELOPMENT OFFICE
CAPITAL IMPROVEMENTS PROGRAM**

Program Name	Description	Funding Source	Total Cost
Tourism Development	Lori Wilson Capital Renovation Project	Tourist Tax	\$5,300,000
Tourism Development	Tourism Community Development Plan Capital Projects	Tourist Tax	\$2,300,000
Tourism Development	Space Coast Stadium Capital Improvements	Tourist Tax	\$500,000
Total Funded For Department			\$8,100,000