

Tourist Development Council
March 27, 2024
Brevard County Government Center, Viera

The Tourist Development Council met on March 27, 2024, at the Brevard County Government Center, Viera. Members present were: Chair Commissioner Jason Steel, Mayor Median, Andrea Young, Keith Winsten, Wayne Soard, Samir Patel, Alex Litras, Julie Braga. Absent members were: Tome Hermansen, Samir Patel. TDC Staff present were: Peter Cranis, John Giantonio, Laura Beebe, Candace Narmore.

WELCOME AND INTRODUCTIONS:

Guests present were: Alex Esseesse, Deputy County Attorney; Dave Berman, *Florida Today*; Mike McGarry, Office of Natural Resources; Catherine Esrock, Brevard Cultural Alliance; Ruby Danials,

AGENDA:

Chair Commissioner Jason Steele asked Board Members to disclose any conflict of interest with agenda items and/or any business relationships between the Board.

APPROVAL OF MINUTES:

ACTION: Mayor Medina moved to approve the February 28, 2024 Tourist Development Council minutes. Braga seconded the motion and the motion was unanimously approved.

DIRECTORS REPORT – PETER CRANIS

STR Report: Cranis gave the STR Report. The STR Report was included in the packet.

January 2024 Tourist Tax Collections Revenue Report: Cranis gave the January 2024 Tourist Tax Collections Revenue Report. The detailed report was included in the packet.

February FY 2023-2024 TDC Budget Report: Cranis gave the February FY 2023-2024 TDC Budget and the report was included in the packet.

Remaining Committee Appointments:

Tom Hermansen Cultural Committee appointment Kathy Elias.

Keith Winsten Sports Committee appointment Cory Charlick.

Young moved to approve the appointments listed above. Winsten seconded the motion, and the motion was unanimously approved.

MARKETING COMMITTEE:

The next meeting of the Marketing Committee will be held on April 11, 2024, at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

CAPITAL FACILITIES COMMITTEE:

Cranis stated the Brevard Veterans Memorial Center and the Merritt Island Redevelopment Agency Capital Facilities grant funding request of \$1,228,807.01 for the Veterans Memorial Amphitheater project and their request for a groundbreaking extension was pulled off the Board of County Commissioners agenda.

The next meeting of the Capital Facilities Committee is April 4, 2024, at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

BEACH COMMITTEE:

Braga stated the Beach Improvement Committee met on March 21, 2024, meeting. They recommended the Tourist Development Council recommend the Board approve the FY 2024-25 TDC Tourism + Lagoon Grant Program Funding, Guidelines, Application, and Scoresheet. A summary of the revisions to the Tourism + Lagoon Grant Program Application, Guidelines and Scoresheet are:

-Fiscal year date changes on the TDC Tourism + Lagoon Grant Program Application.

-Page 2 of the TDC Tourism + Lagoon Grant Program Guidelines – Addition - 1.0 Background and Goals “Increased tourism activity.”

-Page 5 of the TDC Tourism + Lagoon Grant Program Guidelines – Addition - 6.0 Available Funds “The maximum grant award will be \$50,000 per project.”

-Page 6-7 of the TDC Tourism + Lagoon Grant Program Guidelines - Deletion - 7.0 Eligible Use of Funds – All items referring to grants greater than \$50,000.

-Page 7 of the TDC Tourism + Lagoon Grant Program Guidelines - Update - 7.0 Eligible Use of Funds – Volunteer labor rate.

-Page 23 Scoresheet of the TDC Tourism + Lagoon Grant Program Guidelines - Clarification – Bonus points for grants beyond \$50,000 have been removed and the maximum bonus points was updated to 10.

-Page 24 Exhibit B of the TDC Tourism + Lagoon Grant Program Guidelines - Clarification – A new map has been produced to clearly show the allowable areas for grants.

-Page 25 Exhibit C of the TDC Tourism + Lagoon Grant Program Guidelines - Clarification – A new budget sheet has been inserted to bring consistency to all tourism grants.

-Page 29 Application of the TDC Tourism + Lagoon Grant Program Guidelines - Addition – The IRS determination letter and Sunbiz verification have been added to the required attachments.

Last year, this grant program was suspended due to the expenditure of all Beach funds in order to repair the South Beaches because of damages from several storms in late 2022 (approximately 90% of these costs will be reimbursed in 2-3 years by FEMA). This fiscal year the Beach fund has partially been replenished due to the Army Corp of Engineers' ability to access emergency funding and not requesting a local match from us for the Mid-Reach project which allowed \$8 million to go back into the fund for future projects. Because of the volatility of the beach fund relative to storms and potential damage, the Beach Improvement Committee is recommending only \$500,000 be used for the Tourism + Lagoon Grant program in FY 2024-25 and the remaining \$500,000 be saved for potential future needs.

Braga moved to approve the FY 2024-25 TDC Tourism + Lagoon Grant Program Funding, Guidelines, Application, and Scoresheet with changes listed above. Also because of the volatility of the beach fund relative to storms and potential damage, it is recommending only \$500,000 be used for the Tourism + Lagoon Grant program in FY 2024-25 Maximum funding per project of \$50,000 and the remaining \$500,000 be saved for potential future needs. Mayor Medina seconded the motion, and the motion was unanimously approved.

The next meeting of the Beach Committee is May 30, 2024, at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

CULTURAL COMMITTEE:

Young stated the Cultural Committee met on March 28, 2024. The Cultural Committee recommended the TDC approved the FY 2024-2025 Cultural Event Grant Guidelines, Application and Score Sheet. They also recommended funding up to \$605,000 for the FY 2024-2025 Cultural Event Grant Program.

Young moved to approve the FY 2024-2025 Cultural Event Grant Guidelines, Application and Score Sheet as presented. Winsten seconded the motion, and the motion was unanimously approved.

Commissioner Steele asked if verbiage can be put into the FY 2024-2025 Cultural Event Grant Guidelines to ensure the events being funded are events that are family friendly. Commissioner Steele asked Deputy Attorney Alex Esseece to come up with some language to include in the Guidelines so events being funded would be required to be a family friendly event with no public nudity.

Young moved to approved amending the motion that language be developed by the County Attorney be added to the FY 2024-2025 Cultural Event Grant Guidelines to insure only family friendly events with no public nudity be allowed to receive funding. Winsten seconded the amended motion, and the motion was unanimously approved.

Young moved to approve funding up to \$605,000 for the FY 2024-2025 Cultural Event Grant Program. Mayor Medina seconded the motion, and the motion was unanimously approved.

SPORTS COMMITTEE:

Soard stated the Sports Committee met on March 13, 2024, and recommended the TDC approve the 2024-2025 Sports Grant Program Guidelines and Application with the changes listed below. The Sports Committee also recommended approval of the FY 2024-2025 sports grant budget of \$240,000.

1. Approved sports grant budget of \$240,000 for FY 24-25
2. Change the name of the “Sports and Events Grant Program” to “Sports Grant Program”.
3. Established one yearly grant cycle beginning on October 1 and ending on September 30.
4. Eliminated Attachment B (Sports Event Grant Program Score Sheet) in favor of a majority vote.
5. Created the Tier 2 category for sports grants. Tier 2 sports grants are available for funding year-round.

To be eligible for a Tier 2 sports grant:

- Venues must be located within Brevard County.
- Minimum number of 120 coaches, players and fans must stay in accommodations that collect Brevard County Tourist Development tax to qualify.
- Accommodation stays must pay Tourist Development tax.
- Event must have a minimum of 120 players, coaches, and fans to qualify.
- Event must have a minimum of three days of competition – e.g., Friday night start with a Sunday afternoon end.
- Event organizer must provide a rental agreement for the venue.
- Event organizer must provide teams’ invoices from hotels.

6. For Tier 2 sports grant funding may be used for the following:

- Venue Rental.
- Equipment/Goal Rental or Usage Fee.
- Field or Court Maintenance
- Field or Court Staff
- Field or Court Materials
- Officials’ Fees

7. Establishes the use of the Sports Grant checklist for application packets.
8. Question number one of the sports grant applications would determine if the applicant were a Tier one or Tier two event.

9. Question number nineteen inquiries about the E-Verify enrollment status of each applicant.

Soard moved to approve the FY 2024-2025 Sports Grant Program Guidelines and Application with the changes listed above and approval of the FY 2024-2025 sports grant budget of \$240,000. Mayor Medina seconded the motion, and the motion was unanimously approved.

The next meeting of the Sports Committee is July 10, 2024 at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

BOARD REPORTS AND OTHER BUSINESS:

Meeting adjourned at 2:45 p.m.