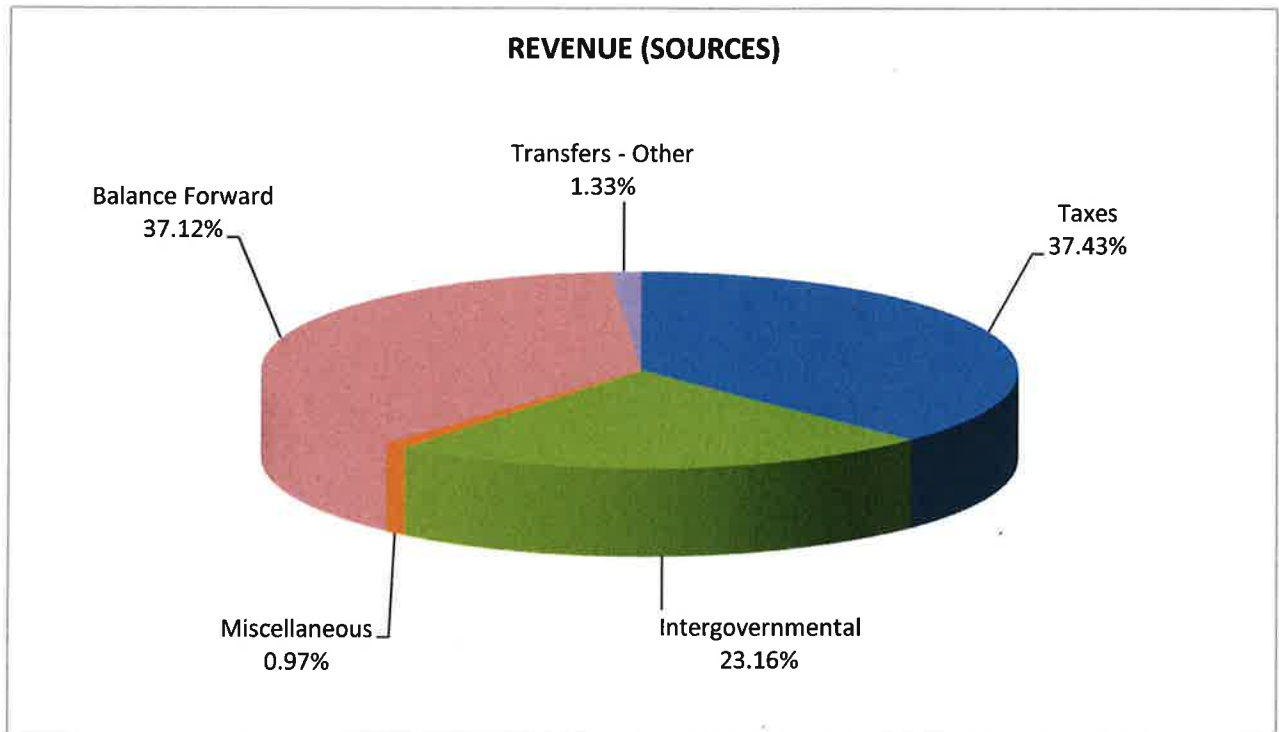
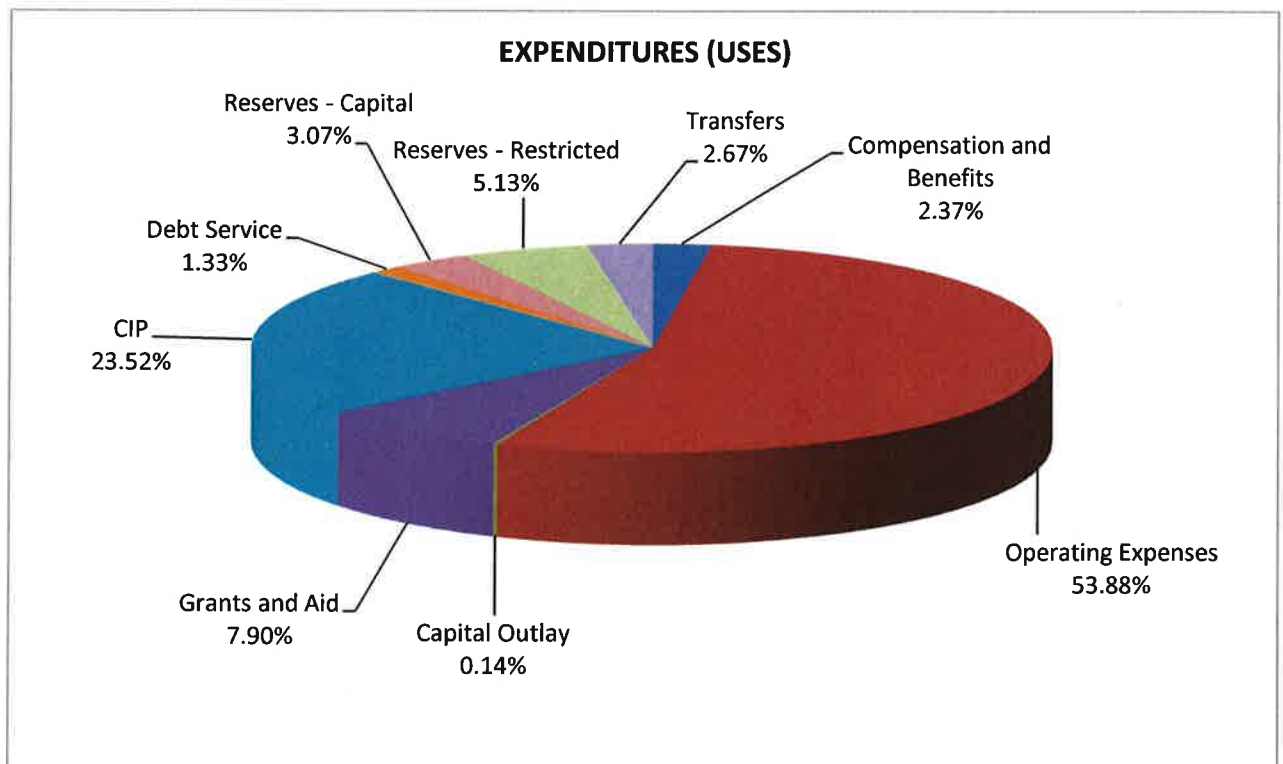


TOURISM DEVELOPMENT OFFICE



ADOPTED BUDGET FY2018-2019 \$42,805,257



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
- 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 USSSA Space Coast Stadium complex

Accomplishments:

- Successfully operating as an in-house marketing agency with continuous increased reach, exposure and advertising impressions
- Implemented paid television advertising through programmatic ad platform The Trade Desk to place video advertising in over-the-top (OTT) digital streaming television
- Completed \$30 million renovation to Space Coast Stadium to commence 20-year lease with United States Specialty Sports Association (USSSA) as their national headquarters
- USSSA will conduct amateur sporting events which will produce projected 75,000 annual room nights the first two years and 100,000 annual room nights by year three and beyond
- Developed the Tourism Community Development Plan to finance community capital projects 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 \$5 million towards the renovation of the athletic fields at Viera Regional Park, which serves local soccer, lacrosse and football leagues, utilizing AstroTurf, 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:

- Establish a Florida's Space Coast digital streaming video channel to deliver video content through digital OTT apps
- Develop plan to align tourism investment with the Save Our Indian River Lagoon Plan, in which tourism provides a positive impact on the community's quality of life

TOURISM DEVELOPMENT OFFICE SUMMARY

- Continue Tourism Community Development Plan to financially support community capital projects vetted to positively impact the economy and tourism in Brevard County
- Developing, designing and implementing the Gateway Digital Visitors Information Network, county-wide kiosks, and destination signage structures and promotionally designed highway sound walls to create a compelling visitor experience through audio, visual and interactive experiences throughout the county
- Develop Visitor Information presence at terminals in Port Canaveral to better support Port-of-Call and Home Port shore excursions
- Through public speaking engagements and promotions, educate the community on the local, state and national benefits of tourism including the economic impact, creation of jobs and improvement of quality of life

Trends and Issues:

- Tourism development tax revenue collections have continued to climb throughout fiscal year 2017-18 and are expected to continue to trend upwards through fiscal year 2018-19
- 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
- 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 in the area

Service Level Impacts:

N/A

TOURISM DEVELOPMENT OFFICE: SUMMARY

PROGRAM REVENUES AND EXPENDITURES

	Actual FY2016-2017	Final Budget FY2017-2018	Adopted Budget FY2018-2019	Difference	% (Inc)/Dec
REVENUES:					
Taxes	\$13,601,701	\$15,452,037	\$16,866,108	\$1,414,071	9.15%
Permits, Fees & Spec. Assess.	\$0	\$0	\$0	\$0	0.00%
Intergovernmental	\$2,726,064	\$5,890,371	\$10,435,820	\$4,545,449	77.17%
Charges for Services	\$0	\$0	\$0	\$0	0.00%
Fines and Forfeits	\$0	\$0	\$0	\$0	0.00%
Miscellaneous	\$226,443	\$370,011	\$434,924	\$64,913	17.54%
Statutory Reduction	\$0	(\$1,088,253)	(\$1,386,842)	(\$298,589)	27.44%
<i>Operating Revenues</i>	\$16,554,208	\$20,624,166	\$26,350,010	\$5,725,844	27.76%
Balance Forward	\$26,049,371	\$20,148,141	\$15,887,363	(\$4,260,778)	(21.15%)
Transfers - General Revenue	\$0	\$0	\$0	\$0	0.00%
Transfers - Other	\$0	\$239,408	\$567,884	\$328,476	137.20%
Other Finance Source	\$0	\$5,000,000	\$0	(\$5,000,000)	(100.00%)
<i>Non-Operating Revenues</i>	\$26,049,371	\$25,387,549	\$16,455,247	(\$8,932,302)	(35.18%)
TOTAL REVENUES	\$42,603,579	\$46,011,715	\$42,805,257	(\$3,206,458)	(6.97%)
EXPENDITURES					
Compensation and Benefits	\$965,427	\$1,004,345	\$1,015,723	\$11,378	1.13%
Operating Expenses	\$10,606,578	\$24,153,876	\$23,063,634	(\$1,090,242)	(4.51%)
Capital Outlay	\$1,338	\$155,000	\$58,500	(\$96,500)	(62.26%)
Grants and Aid	\$427,927	\$2,674,495	\$3,381,589	\$707,094	26.44%
<i>Operating Expenditures</i>	\$12,001,270	\$27,987,716	\$27,519,446	(\$468,270)	(1.67%)
CIP	\$7,804,774	\$14,686,535	\$10,068,379	(\$4,618,156)	(31.44%)
Debt Service	\$0	\$239,408	\$567,884	\$328,476	137.20%
Reserves-Operating	\$0	\$0	\$0	\$0	0.00%
Reserves - Capital	\$0	\$4,626,367	\$1,313,563	(\$3,312,804)	(71.61%)
Reserves - Restricted	\$0	(\$2,489,700)	\$2,194,976	\$4,684,676	(188.16%)
Transfers	\$525,904	\$961,389	\$1,141,009	\$179,620	18.68%
<i>Non-Operating Expenditures</i>	\$8,330,678	\$18,023,999	\$15,285,811	(\$2,738,188)	(15.19%)
TOTAL EXPENDITURES	\$20,331,948	\$46,011,715	\$42,805,257	(\$3,206,458)	(6.97%)
PERSONNEL:					
Full-time positions	12.00	12.00	12.00	0.00	0.00%
Part-time Positions	2.00	2.00	2.00	0.00	0.00%
Full-time Equivalent	13.00	13.00	13.00	0.00	0.00%
Temporary FTE	0.50	0.25	0.25	0.00	0.00%
Seasonal FTE	0.00	0.00	0.00	0.00	0.00%

TOURISM DEVELOPMENT OFFICE: BUDGET VARIANCES

REVENUES	VARIANCE	% VARIANCE	EXPLANATION
Taxes	\$1,414,071	9.15%	Based on continuing upward trend in FY2017-18, increased collection remittance from Vacation Rental Host Platforms, and projected new revenue generated from USSSA at the Space Coast Stadium
Permits, Fees & Spec. Assess.	\$0	0.00%	
Intergovernmental	\$4,545,449	77.17%	Based on projected State participation in Beach Grant project activity per Natural Resources Management Organization
Charges for Services	\$0	0.00%	
Fines and Forfeits	\$0	0.00%	
Miscellaneous	\$64,913	17.54%	Main increase due to budgeted revenues from USSSA's contribution to the Stadium ARR Fund as required per contract and budgeted participation from Florida Sports Foundation for our now in-house Sports Marketing program, interest revenue based on continuing upward trend from Tourist Development Tax and fund balances
Statutory Reduction	(\$298,589)	27.44%	Associated with change in Operating Revenue to include annual payment from USSSA per contract and budgeted participation from Florida Sports Foundation for our now in-house Sports Marketing Program
Balance Forward	(\$4,260,778)	(21.15%)	Decrease mainly due to non-recurring transfer of Reserves to Operating Expenditures in FY2017-18 for Capital Facilities projects approved within the Tourism Community Development Plan, decrease due to recovery beach projects, due to severe widespread damage to the dunes from the recent hurricanes and expected Federal emergency reimbursements have not yet been received, USSSA Space Coast Stadium \$10 million turf & lights projects finalized in FY2017-18
Transfers - General Revenue	\$0	0.00%	
Transfers - Other	\$328,476	137.20%	Attributable to transfer to Tourism's Debt Service fund for the necessary debt payments associated with the Viera Regional Park Sports Center project
Other Finance Source	(\$5,000,000)	(100.00%)	Reduction due to recognition of debt proceeds in FY18 for Viera Regional Park Sports Center

TOURISM DEVELOPMENT OFFICE: BUDGET VARIANCES

EXPENDITURES	VARIANCE	% VARIANCE	EXPLANATION
Compensation and Benefits	\$11,378	1.13%	Attributable to Cost of Living Adjustments and FRS adjustments
Operating Expenses	(\$1,090,242)	(4.51%)	Reduction due to needed funds available in FY17-18 to fund scheduled Beach Renourishment projects
Capital Outlay	(\$96,500)	(62.26%)	Decrease due to delay in design, production and implementation of Gateway Digital Visitor Information kiosks
Grants and Aid	\$707,094	26.44%	Increase due to approved funding of local government and non-profit company capital projects within the Tourism Community Development Plan offset by a decrease due to sunset of the TDO's Beach Cleanup Maintenance Support Program and changed to Beach Cleanup Maintenance Services as Other Contracted Services
CIP	(\$4,618,156)	(31.44%)	Reduction in Capital Improvements Plan due to \$10 million used in FY16-17 and FY17-18 to fund Capital Renovations at the Space Coast Stadium for USSSA's entry per contract, the \$10 million project was completed in FY17-18, the Lori Wilson Park renovation project will continue in FY18-19, less expenditures incurred in FY17-18, CIP is offset by the addition of the Viera Regional Park Sports Center project approved by the Board within the Tourism Community Development Plan
Debt Service	\$328,476	137.20%	Increase due to scheduled debt service associated with the Viera Regional Park Sports Center project
Reserves-Operating	\$0	0.00%	
Reserves - Capital	(\$3,312,804)	(71.61%)	Decrease due to non-recurring transfer of Reserves to Operating Expenditures and Capital Renovations for Capital Facilities projects , non-recurring transfer of Reserves to Capital Renovations to complete the \$10M turf and lighting project at the USSSA Space Coast Stadium in FY2017-18 and the set up of the Stadium ARR Fund per contract between the County and USSSA
Reserves - Restricted	\$4,684,676	(188.16%)	Accommodates on-going Beach Renourishment projects within FY17-18 contained in the required 50-year Beach Improvement plan, as well as, accounts for the expected collection of FEMA reimbursements for hurricane-initiated beach nourishment projects completed in FY17-18
Transfers	\$179,620	18.68%	Decrease in total transfers due to a reduction in the transfer needed from the Beach Fund to the Admin Fund, due to the increase in the transfer from Tourism to Natural Resources occurring within Operating Expenditures

**TOURISM DEVELOPMENT OFFICE
PERFORMANCE MEASURES**

OBJECTIVE	MEASURE	ACTUAL FY 2016-2017	ESTIMATED FY 2017-2018	PROJECTED FY 2018-2019
Tourism Development:	Tourist Development Tax Growth	+6%	+13.6%	+9.15%
	Tourist Development Tax Collection	\$13.6 million	\$15.4 million	\$16.7 million
	RevPAR	+8%	+12%	+2%
Promotion & Advertising:	Facebook - 1st Time Visits, all sites	1.7M	1M	1.25M
	Facebook - Brand Awareness	N/A	48 M	50M
	Facebook - Video View Completion	11%	+26%	+30%
	Digital App/Launch Console Downloads	N/A	20,000	25,000
	Connected TV - Views	N/A	11.5M	12M
	Connected TV - CPM	N/A	\$28.00	\$24.00
	CRM/E-mail Lead Generation	13,356	15,000	16,514
	Email Open Rate	N/A	20%	25%
	Email CTR	14%	15%	20%
	Travel Media Relations:	Earned Media Value	10.5M	\$10M
Travel Media ROI		93:1	160:1	175:1

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

DESCRIPTION	POSITION	DESTINATION	FUNDING SOURCE	TOTAL COST
SALES MISSIONS & TRADESHOW TRAVEL				
Cruise 360 - Co-op Port & Hoteliers	Bartosek/Port/ Hotels	TBD	Tourist Tax	\$10,000
Film Florida Qtrly Meetings (4)	B. King	Florida, TBD	Tourist Tax	\$1,850
FADMO Destinaton Marketing Summit	T. Minton	Florida, TBD	Tourist Tax	\$750
HAT Hospitality Apprec Trade Show (2)	T. Bartosek	TBD	Tourist Tax	\$600
I-95 Winter Festival - Consumer	T. Bartosek	TBD	Tourist Tax	\$200
I-75 Fall Festival - Consumer	T. Bartosek	TBD	Tourist Tax	\$200
I Cast	T. Bartosek	TBD	Tourist Tax	\$2,400
Delta Vacation University	B. King	TBD	Tourist Tax	\$2,600
Travel Weekly Cruise World - Co-op Port & Hoteliers	Bartosek/Port/Hotels	TBD	Tourist Tax	\$8,700
Washington Legislative Mission	Director / TDC Chair	Washington, DC	Tourist Tax	\$3,600
Media Market Evaluation Trip(s)	Director, T. Minton	Atlanta, GA	Tourist Tax	\$3,000
NACTA Travel/Luncheon	B. King	TBD	Tourist Tax	\$750
Sales Missions #1, #2, & #3 (3)	TBD	TBD	Tourist Tax	\$6,000
TOTAL FOR PROGRAM:				\$40,650
CONTINUED EDUCATION / TRAINING				
Ad Week Conference	J Wood	New York, NY	Tourist Tax	\$2,700
FADMO Qtrly Meetings (4)	Director	Florida, TBD	Tourist Tax	\$1,200
FADMO Day at the Capitol	Director	Tallahassee, FL	Tourist Tax	\$500
FADMO Annual Meeting	Director	Florida, TBD	Tourist Tax	\$800
Florida Outdoor Writers Conference	T. Bartosek	TBD	Tourist Tax	\$680
FL Governor's Conf on Tourism	Director/King/TDC	Florida, TBD	Tourist Tax	\$7,200
TOTAL FOR PROGRAM:				\$13,080
BEACH RENOURISHMENT: NRMO				
American Shore & Beach Conference	Adv Off V/Stf Spec V	Washington, DC	Tourist Tax	\$1,500
ASBPA Technical Conference & Board Meeting	Adv Off V/Stf Spec V	TBD	Tourist Tax	\$1,500
Army Corp. Coordination & Lobbying	Adv Off V/Stf Spec V	Washington, DC	Tourist Tax	\$2,500
FDEP Permits	Adv Off V/Stf Spec V	Tallahassee, FL	Tourist Tax	\$300
FDEP Grants	Staff Specialist V	Tallahassee, FL	Tourist Tax	\$350
FL Shore & Beach Tech Conference	Adv Off V/Stf Spec V	TBD	Tourist Tax	\$1,800
Army Corp. Mid Reach Coordination	Adv Off V/Stf Spec V	Jacksonville, FL	Tourist Tax	\$250
FL Shore & Beach Pres Annual Meeting	Adv Off V/Stf Spec V	TBD	Tourist Tax	\$1,800
TOTAL FOR PROGRAM:				\$10,000
TOTAL FOR DEPARTMENT:				\$63,730

**TOURISM DEVELOPMENT OFFICE
CAPITAL OUTLAY SUMMARY¹**

DESCRIPTION	QUANTITY	UNIT COST	FUNDING SOURCE	TOTAL COST
VISITOR INFORMATION CENTERS:				
Visitor Information Kiosks	5	\$10,000	Tourist Tax	\$50,000
TOTAL FUNDED FOR PROGRAM:				\$50,000
ADMINISTRATION:				
Computers	3	\$1,500	Tourist Tax	\$4,500
iPads or similar	3	\$1,000	Tourist Tax	\$3,000
Office Equipment and Furnishings	TBD	\$1,000	Tourist Tax	\$1,000
TOTAL FUNDED FOR PROGRAM:				\$8,500
TOTAL FUNDED FOR DEPARTMENT:				\$58,500

1) Equipment with a value in excess of \$1,000 (computers \$750). Approved items may be purchased using existing Public Sector Purchasing Cooperative contracts awarded through full and open competition when in the best interest of the County.

**TOURISM DEVELOPMENT OFFICE
CAPITAL IMPROVEMENTS PROGRAM**

DESCRIPTION	FUNDING SOURCE	TOTAL COST
TOURISM DEVELOPMENT:		
Lori Wilson Park Project	Tourist Tax	\$5,650,000
Tourism Community Development Capital Projects	Tourist Tax	\$3,418,379
Space Coast Stadium Complex Improvements	Tourist Tax	\$500,000
Space Coast Stadium ARR Fund*	Tourist Tax	\$500,000
TOTAL FUNDED FOR DEPARTMENT:		\$10,068,379

**Required per contract. If not used within fiscal year, rolls forward into Capital Reserves*

