

Tourist Development Council  
October 23, 2024 at 1:00 PM  
Brevard County Government Center, Viera

The Tourist Development Council met on October 23, 2024 at 1:00 PM. at the Brevard County Government Center, Viera. Members present were Vice Chair Tom Hermansen, Mayor Medina, Julie Braga, Keith Winsten, Alex Litras, and Andrea Young. Staff present were Alexander Esseesse, County Attorney's Office; Peter Cranis, John Giantonio, Laura Beebe, Terrance Parks, Deborah Webster, Juawana D Brooks, and Angela Essing from the Tourism Development Office.

Guests present were Mike McGarry, Beaches, Boating, and Waterways Programs Manager, and Catherine Esrock, Brevard Culture Alliance.

### **Roll Call**

### **Approval of Minutes**

**Action: Young moved to approve the September 25, 2024, Tourist Development Council Minutes. Braga seconded the motion. The motion was approved, unanimously 6-0.**

### **Director's Report**

Cranis updated the committee on the Board of County Commissioners approval of the request from the TDC to have the Attorney General opinion of use of TDT funds for lifeguards.

Cranis brought the committee up to speed noting the August STR report looked good and is up 8% compared to previous year. Hopefully we will end the year off strong, the month of September will determine where the TDT Funds will end up.

### **Budget Report**

The final report for the FY 2023-24 budget will be provided in November 2024.

### **Marketing Support Program**

Cranis provided the committee with the Marketing Support Program applicants. There were twenty-four Culture Groups and twenty Sports Events that applied. The Marketing

Support Program is based on out-of-county attendance or room nights and each recipient may qualify for some level of marketing support such as digital advertising, TV, radio, etc.

5001- 10,000 (200-1,000 room nights): \$15,000

10,001- 25,000 (1,001- 1,500 room nights): \$20,000

25,001- 50,000 (1,5001+ room nights): \$25,000

50,001+: \$50,000

Cranis explained to the committee \$600,000 from the Cultural Fund and \$240,000 from the Sport Program which was a part of the approved budget for a total of \$860,000 for the Marketing Support Program. With all the applicants we have projected that \$485,000 for Cultural Support and \$327,000 for Sports Support which shows we should be under allotted budget for this program.

Hermansen asked Cranis does that mean marketing for prior to events.

Cranis explained with sports events there are 2 possibilities to award for funding:

- Open Event that is doing marketing to attract attendees; yes, we will promote that event ahead of time.
- Closed Event which means they already have the teams, players and bringing in the room nights then we can do a sponsorship.

Hermansen asked if it's a pre marketed event and they don't produce the room nights and we have already spent the Marketing Funds what happens.

Cranis clarified all we have lost is the Marketing Funds for the event.

Winsten asked how we correct our marketing effort. How do we hold ourselves responsible. Will we adjust our marketing effort next year. How do we make sure we're spending our dollars effectively.

Cranis answered that we're working with each event organizer. On the Sports Events their marketing is more targeted for specific events. On the Cultural Events we will be measuring attendance as well. Example, we did a test last year on the Moore Center they wanted to have an event with 80-100 people. We did the marketing for the event, and we generated 300 people at the event. Our goal with our targeting, knowledge, and ability to promote these events is that it will help their event grow.

Winsten stated there is another potential advantage to show each event how to market and promote their event more effectively. Love the feedback that this can potentially give.

Laura Beebe expounded that the Marketing Team plans to do a report after each event to give additional feedback. They can see the results from each event that we have created and we can use that and grow.

Cranis stated another asset to doing a program like this that you have over \$800,000 in marketing that's not only promoting each event but also promoting the Space Coast area. There is a branding component that will benefit everyone.

**Action: Young moved to approve Marketing Support Program. Winsten seconded the motion. The motion was approved unanimously 6-0.**

Braga asked Cranis can we see an example of the Marketing Support for some of the Cultural Events pre and post events.

Cranis stated we can bring pre-event and post event at the next meeting but we're currently working with Space Coast State Fair. So, we can show how the media dollars are being allocated.

### **Beach Update**

Mike McGarry gave an update on the beach. Brevard County was relatively lucky with Hurricane Milton. The Federal projects: North-Reach, Mid-Reach and South-Reach projects are scheduled to have work this November 2024 by the Army Corps. The South Beaches we built a dune that has remained in place, the beach looked quite good, and we will survey the area for any damages. If FEMA eligible losses are documented now, we can combine that with the future maintenance events in a couple of years and gain effective beach mobilization but also gain any FEMA assistance we are eligible for.

Braga asked where the current reserves will be at the end of FY 2023-24. Is there money still outstanding from any of the previous storms from FEMA. Yes, there is still some project work on the South Beaches that will be finishing up.

Cranis answered we are at \$8.85 million in reserves. In the Operations Budget there are also some funds remaining.

### **Public Comment**

Vice Chair Hermansen asked for public comment.

Braga updated the committee that the Courtyard on 192 in West Melbourne has completed their room renovation and public space. They will be having a party on November 19, 2024.

Mayor Rob Medina gave an update on Sacrifice Park. Thanked the TDC for their support and partnering with City of Palm Bay for Sacrifice Park. This past August 2024 we held a solemn event for a Plaque Removal Ceremony for Fallen First Responders. As of October 2024, we awarded the contract to build the new Sacrifice Park to Doug Wilson's LLC. The components to the new Amphitheater for Sacrifice Park has already been delivered. Construction expected to be finished by January 2025. He would like everyone to attend the new Sacrifice Park grand opening.

Keith Winsten updated the committee this is the last week for Boo at the Zoo happens on Saturdays and Sundays in October. Jazzoo will be November 2, 2024, and there are about 150 remaining tickets. The opening of Lion's Journey Scavenger Hunt will be starting November 16, 2024, which is heavily funded with TDC Funds.

Andrea Young stated she's excited to see the Cultural Events back.

Cranis stated the next meeting will be November 13, 2024, at 2:00 PM. Chair Steele will not be the chair for that meeting.

Meeting adjourned at 1:41 PM.