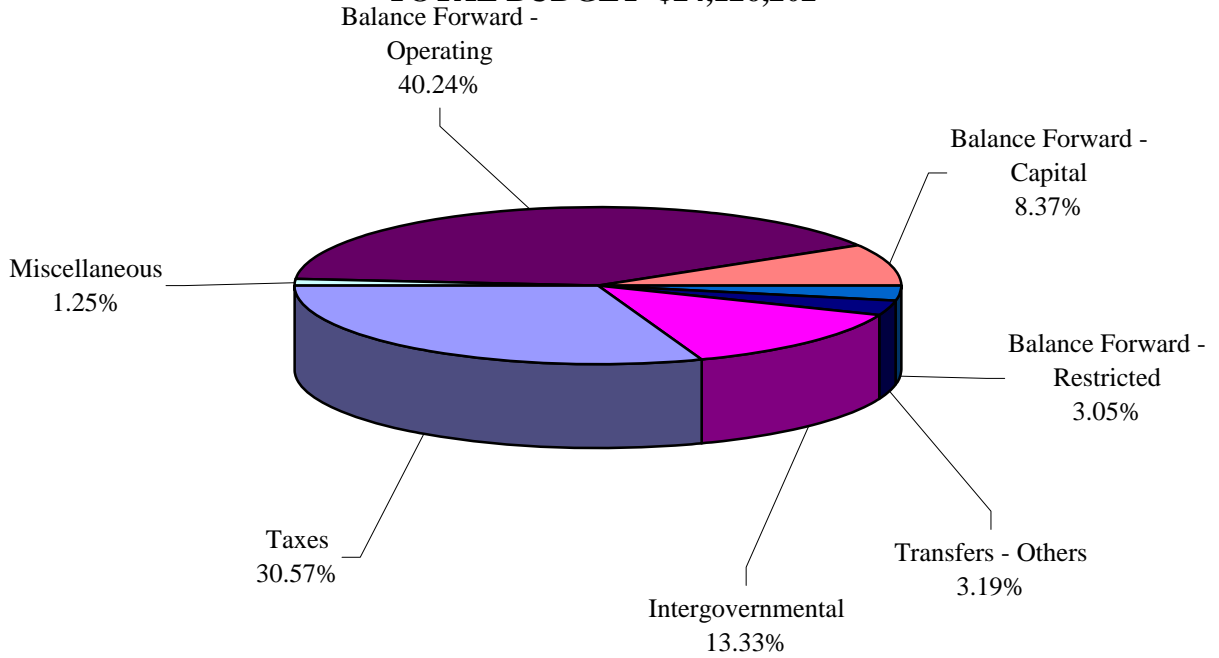




TOURISM DEVELOPMENT OFFICE

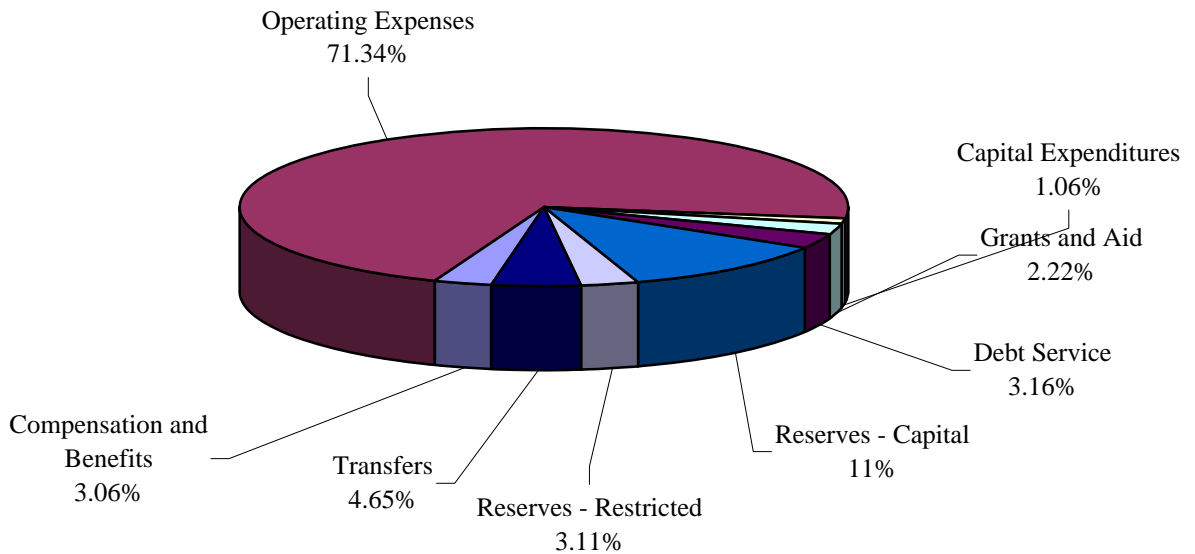
OPERATING REVENUES (SOURCES) FY 2009-2010

TOTAL BUDGET \$24,126,202



OPERATING EXPENDITURES (USES) FY 2009-2010

TOTAL BUDGET \$24,126,202



Note: Total percentage may not equal 100% due to rounding.

TOURISM DEVELOPMENT OFFICE: SUMMARY

MISSION STATEMENT:

To enhance the local economy by expanding visitor expenditures and local jobs.

PROGRAMS AND SERVICES:

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-beach clean-up.
Construct, enlarge, maintain and promote publicly owned and operated facilities such as museums and parks and recreation facilities.
Operate the Visitor Information Center at Kennedy Space Center.
Fund tourist-oriented cultural and special events.
Finance the loan for design and construction of the \$2.5 million Africa Exhibit project at the Brevard Zoo.
Fund the debt service on the bonds issued to finance construction of Space Coast Stadium and maintain the stadium.

TRENDS AND ISSUES:

The Tourist Development Office (TDO) is funded by a 5% Tourist Development Tax levied on any rental or lease of six months or less for accommodations at hotels, motels or other temporary living quarters. The Tourist Development Tax revenue is estimated at to be the same as FY 08-09 at \$7,693,667. The revenue estimates are based on current tourism market information. The 5% Tourist Development Tax is allocated into specific tourist related expenditure categories as determined by Brevard County Code as follows:

Three Cent Distribution (First two cents effective 12/1986; Third cent effective 10/2001; amended 5/2005)

Promotion and Advertising	30%
Beach Improvement	42%
Capital Facilities	8%
Visitor Info Centers	8%
Cultural Events	7%
Zoo	5%

Fourth Cent, Effective March 1994 , amended May 2005:

Baseball Stadium	75%
Promotion and Advertising	25% (up to \$350,000/year after debt payment)

Fifth Cent, Effective July 2005:

Promotion and Advertising	100%
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Issues affecting local tourism include the state of the economy, national and world events, weather events and competition within the state, nationally and worldwide. Domestic leisure travel is anticipated to remain the same as in FY 2008-09. According to the U.S. government's forecast, international travel is anticipated to increase by 3% in 2010 and 5% in 2011. The high price of fuel may again have some affect on leisure travel, however research shows that consumers will still take their vacations. The TDO will continue to place more advertising funds into the in-state market due to rising fuel costs and the trend to vacation closer to home. The TDO, in partnership with the Cocoa Beach Hotel Association and the Melbourne Beaches Hotel Association, is running an extensive billboard campaign in the Orlando area, which according to the hotels, has helped maintain occupancy. The TDO will continue to partner with the hotels, KSC, the Port and Melbourne Airport to maximize the limited advertising dollars. The cruise market continues to grow and offers opportunities for Brevard County to capture visitors for overnight stays prior to and after their cruise. The Strategic Business Plan recommendations to improve local signage and construct a visitor information center off I-95 are still progressing with FDOT although the State funding for visitor centers may be postponed until 2015. Currently FDOT is conducting a feasibility study for a north and southbound visitor center in the north portion of the county. The Capital Facilities fund continues to accrue funds for this proposed multi-million dollar project.

TOURISM DEVELOPMENT OFFICE: DEPARTMENT SUMMARY

DEPARTMENT REVENUES AND EXPENDITURES

	Actual FY2006-2007	Actual FY2007-2008	Final Budget FY2008-2009	Adopted Budget FY2009-2010	% Inc/(Dec)
REVENUES:					
Taxes	\$8,721,852	\$8,513,468	\$7,693,667	\$7,693,667	
Permits, Fees & Spec. Assess.	\$0	\$0	\$0	\$0	
Intergovernmental	\$4,071,872	\$1,730,616	\$678,038	\$3,355,050	394.82%
Charges for Services	\$0	\$0	\$0	\$0	
Fines and Forfeits	\$0	\$0	\$0	\$0	
Miscellaneous	\$802,350	\$533,694	\$381,099	\$305,150	(19.93%)
Statutory Reduction	\$0	\$0	(\$428,532)	(\$339,295)	(20.82%)
<i>Operating Revenues:</i>	\$13,596,074	\$10,777,778	\$8,324,272	\$11,014,572	32.32%
Balance forward - Operating	\$9,951,443	\$10,217,157	\$7,589,062	\$9,618,500	26.74%
Balance forward - Capital	\$2,063,143	\$1,408,726	\$2,027,321	\$2,000,000	(1.35%)
Balance forward - Restricted	\$139,600	\$854,618	\$707,000	\$730,000	3.25%
Transfers - General Revenue	\$0	\$0	\$0	\$0	
Transfers - Others	\$1,017,886	\$704,178	\$738,168	\$763,130	3.38%
Other Finance Sources	\$0	\$0	\$0	\$0	
<i>Non-Operating Revenues:</i>	\$13,172,072	\$13,184,679	\$11,061,551	\$13,111,630	18.53%
TOTAL REVENUES:	\$26,768,146	\$23,962,457	\$19,385,823	\$24,126,202	24.45%
EXPENDITURES:					
Compensation and Benefits	\$687,173	\$748,119	\$754,576	\$738,963	(2.07%)
Operating Expenses	\$4,526,214	\$5,862,569	\$11,631,582	\$17,212,745	47.98%
Capital Expenditures	\$2,851,356	\$1,000,452	\$574,962	\$256,000	(55.48%)
Grants and Aid	\$445,334	\$510,101	\$521,805	\$534,500	2.43%
<i>Operating Expenditures:</i>	\$8,510,077	\$8,121,241	\$13,482,925	\$18,742,208	39.01%
Debt Service	\$4,297,208	\$759,752	\$765,901	\$763,130	(0.36%)
Reserves - Operating	\$0	\$0	\$0	\$0	
Reserves - Capital	\$0	\$0	\$3,326,946	\$2,750,000	(17.34%)
Reserves - Restricted	\$0	\$0	\$594,250	\$750,163	26.24%
Transfers	\$2,089,623	\$1,158,817	\$1,215,801	\$1,120,701	(7.82%)
<i>Non-Operating Expenditures:</i>	\$6,386,831	\$1,918,569	\$5,902,898	\$5,383,994	(8.79%)
TOTAL EXPENDITURES:	\$14,896,908	\$10,039,810	\$19,385,823	\$24,126,202	24.45%
PERSONNEL:					
Full-time Positions	9.00	10.00	10.00	10.00	
Part-time Positions	5.00	2.00	2.00	2.00	
Full-time Equivalent	12.25	11.25	11.25	11.25	
Temporary FTE	0.00	0.00	0.00	0.00	
Seasonal FTE	0.00	0.00	0.00	0.00	

TOURISM DEVELOPMENT OFFICE: PROGRAM PROFILE

GOALS:			
To increase Brevard County's share of Florida's tourism industry.			
OBJECTIVES:			
<ol style="list-style-type: none"> 1. Increase consumer awareness of the Space Coast in the state, nationally and internationally. 2. Maintain the number of tracked visitor inquiries generated from FY 2008-2009 advertising. 3. Maintain or increase the return on investment on public and media relations dollars invested. 4. Maintain the number of inquiries at the TDC visitor information centers in FY 2009-10. 			
PERFORMANCE MEASUREMENTS:	ACTUAL FY 2007-08	PROJECTED FY 2008-09	PROJECTED FY 2009-10
Promotion and Advertising			
• <i>Output</i> : Advertising Dollars Invested	\$1,994,000	\$1,800,000	\$1,800,000
• <i>Outcome</i> : Number of Inquiries Generated	320,000	340,000	350,000
• <i>Efficiency</i> : Cost per Response	\$6.23	\$5.29	\$5.14
Promotion and Advertising			
• <i>Output</i> : Public and Media Relations Dollars Invested	\$185,000	\$178,000	\$185,000
• <i>Outcome</i> : Advertising Equivalency (not incl broadcast, promotions, in-kind)	\$4,000,000	\$4,000,000	\$4,100,000
• <i>Efficiency</i> : Return on Investment	22 to 1	22 to 1	22 to 1
Visitor Information Centers			
• <i>Output</i> : Number of Visitors (Day and Overnight)	4,657,000	4,200,000	4,200,000
• <i>Outcome</i> : Number of Inquiries Generated at VICs	60,100	54,000	54,000
• <i>Efficiency</i> : Cost per Inquiry	\$2.49	\$2.50	\$2.50

TOURISM DEVELOPMENT OFFICE: PROGRAM PROFILE

BUDGET ANALYSIS:

REVENUES:

Operating Revenues will increase 32.32% as a result of the State of Florida's portion of the South Reach Federal Shore Protection project.

Non-Operating Revenues increase 18.53% as a result of increases in balance forward attributed to the recognition of the contractual maintenance funds not budgeted in FY 2008-2009 and the reserves established for the I-95 Visitors' Center.

EXPENDITURES:

Operating Expenditures increase 39.01% in operating expenses due primarily to costs associated with Promotion and Advertising, the development of the I-95 Visitors Center and the South Reach Federal Shore Protection project.

Non-Operating Expenditures decrease 8.79% due to the reduction in reserves attributed to the development of the I-95 Visitors Center.

PROGRAM CHANGES:

None Requested

TOURISM DEVELOPMENT: PROGRAM PROFILE

PROGRAM REVENUES AND EXPENDITURES

	Actual FY2006-2007	Actual FY2007-2008	Final Budget FY2008-2009	Adopted Budget FY2009-2010	% Inc/(Dec)
REVENUES:					
Taxes	\$8,721,852	\$8,513,468	\$7,693,667	\$7,693,667	
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Transfers - General Revenue	\$0	\$0	\$0	\$0	
Transfers - Others	\$1,017,886	\$704,178	\$738,168	\$763,130	3.38%
Other Finance Sources	\$0	\$0	\$0	\$0	
<i>Non-Operating Revenues:</i>	\$13,172,072	\$13,184,679	\$11,061,551	\$13,111,630	18.53%
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TOTAL EXPENDITURES:	\$14,896,908	\$10,039,810	\$19,385,823	\$24,126,202	24.45%
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Part-time Positions	5.00	2.00	2.00	2.00	
Full-time Equivalent	12.25	11.25	11.25	11.25	
Temporary FTE	0.00	0.00	0.00	0.00	
Seasonal FTE	0.00	0.00	0.00	0.00	

TOURISM DEVELOPMENT OFFICE: TRAVEL A & B SUMMARY

DESCRIPTION	POSITION	DESTINATION	FUNDING SOURCE	TOTAL COST
PROMOTION AND ADVERTISING				
AAA Superbowl of Knowledge	Admin Off I	TBD	Tourism Tax	\$1,400
American Bus Association (ABA)	Staff Spec II	TBD	Tourism Tax	\$2,070
Am Society Tvl Agt, The Trade Show	Director	Las Vegas, NV	Tourism Tax	\$4,500
Canadian Sales Mission	Staff Spec IV	Canada	Tourism Tax	\$3,500
China Int'l Tvl Mkt (CITM)/Sales Mission	Staff Spec IV	China	Tourism Tax	\$9,000
Cruise 360	Staff Spec II	Ft. Lauderdale	Tourism Tax	\$4,300
Destination Mgt Assn Int'l Annual Conf	Director/Staff	Florida	Tourism Tax	\$2,500
Educ Seminar for Tourism Org (ESTO)	Director/Staff Spec IV	TBD	Tourism Tax	\$2,000
Film Florida Meeting	Admin Off I	Florida	Tourism Tax	\$600
Film Florida Qtrly Mtgs (4)	Admin Off I	Florida	Tourism Tax	\$1,200
FL Assoc of CVBs Destination Mktg	Director/Staff	Florida	Tourism Tax	\$1,850
FL Assoc of CVBs Tourism Day	Director	Tallahassee, FL	Tourism Tax	\$800
FL Assoc of CVBs Annual Mtg	Director/Staff Spec IV	Florida	Tourism Tax	\$1,200
Florida Encounter	Admin Off I	Florida	Tourism Tax	\$2,400
Florida Fishing Show (2)	Staff Spec II	Florida	Tourism Tax	\$1,500
Florida Governor's Conference	Director/Staff	Florida	Tourism Tax	\$2,500
Florida Huddle	Staff Spec IV	Florida	Tourism Tax	\$4,000
Frank Sergeant Outdoor Expo	Staff Spec II	Florida	Tourism Tax	\$1,300
Home Based Tvl/Luxury Show Co-op Port	Director	Las Vegas, NV	Tourism Tax	\$4,000
Int'l Tourisme Borse - Co-op Melb Airprt	Staff Spec IV	Berlin, Germany	Tourism Tax	\$8,900
Locations Expo - Film	Admin Off I	Los Angeles, CA	Tourism Tax	\$3,200
Motivation Incentive Show	Admin Off I	TBD	Tourism Tax	\$3,500
New York Times Travel Show	Staff Spec II	NYC, NY	Tourism Tax	\$4,500
N. American Journey Active America	Staff Spec IV	TBD	Tourism Tax	\$2,500
N. American Journey Tour Op Summit	Staff Spec IV	NYC, NY	Tourism Tax	\$2,500
Plan Your Meeting	Admin Off I	TBD	Tourism Tax	\$1,300
Receptive Services Association (RSA)	Staff Spec IV	TBD	Tourism Tax	\$1,300
Rejuvenate Marketplace	Admin Off I	TBD	Tourism Tax	\$3,100
Sales/Training Missions (Domestic, Int'l)	Staff	TBD	Tourism Tax	\$11,000
Sea Trade Co-op with Port	Staff Spec II	Florida	Tourism Tax	\$7,280
Search Engine Strategies (SES)	Comm Spec	NYC, NY	Tourism Tax	\$4,700
Society of Gov't Mtg Planners (SGMP)	Admin Off I	TBD	Tourism Tax	\$1,300
Southeast Tourism Society (STS) BOD (2)	Director	TBD	Tourism Tax	\$1,000
Southeast Tourism Society Annual Conf	Director/Staff Spec IV	TBD	Tourism Tax	\$1,850
Southeast Tour Soc Congress Summit	Director	Washington D.C.	Tourism Tax	\$1,500
Southeast Tourism Society Spring Mtg	Director	TBD	Tourism Tax	\$1,300
Southeast Tourism Society Mktg College	Comm Spec	Dahlonega, GA	Tourism Tax	\$1,500
Suncoast Travel Industry (2)	Staff Spec II	Florida	Tourism Tax	\$800
Superior Small Lodging Board Mtg (3)	Staff Spec II	Florida	Tourism Tax	\$600
SXSW Film Fest	Admin Off I	Austin, TX	Tourism Tax	\$2,900
Tvl Industry Assoc Marketing Outlook	Director/Staff Spec IV	TBD	Tourism Tax	\$2,900
Tvl Ind Asso PowWow Co-op Port, Airprt	Director/Staff Spec IV	Orlando, FL	Tourism Tax	\$13,350
Travel Professionals of Color	Admin Off I	TBD	Tourism Tax	\$1,400
Vacations in Your Neighborhood	Admin Off I	Florida	Tourism Tax	\$450
World Travel Market Co-op	Director/Staff Spec IV	London, U.K.	Tourism Tax	\$11,900
Travel Contingency	Staff	TBD	Tourism Tax	\$6,000
PROGRAM TOTAL				\$153,150

TOURISM DEVELOPMENT OFFICE: TRAVEL A & B SUMMARY

DESCRIPTION	POSITION	DESTINATION	FUNDING SOURCE	TOTAL COST
SALES ACTION TEAM				
Chuck Cook Trade Show	Admin Off I	TBD	Tourism Tax	\$1,700
Discover Florida	Admin Off I	TBD	Tourism Tax	\$1,800
Meetings Quest (3)	Admin Off I	TBD	Tourism Tax	\$3,000
Partners in Travel	Admin Off I	TBD	Tourism Tax	\$2,500
Reunion Friendly	Admin Off I	TBD	Tourism Tax	\$1,800
Reunion Network	Admin Off I	TBD	Tourism Tax	\$1,800
PROGRAM TOTAL				\$12,600
NATURAL RESOURCES MANAGEMENT OFFICE				
American Shore & Beach Conference	Ad Off II/Mgt Spec III	Washington, DC	Tourism Tax	\$3,200.00
Army Corp. Coordination & Lobbying	Ad Off II/Mgt Spec III	Washington, DC	Tourism Tax	\$1,800.00
FDEP Permits	Ad Off II/Mgt Spec III	Tallahassee, FL	Tourism Tax	\$500.00
FDEP Grants	Mgmt. Specialist III	Tallahassee, FL	Tourism Tax	\$300.00
FL Shore & Beach Tech Conference	Ad Off II/Mgt Spec III	TBD	Tourism Tax	\$1,900.00
Army Corp. Mid Reach PED Coordination	Ad Off II/Mgt Spec III	Jacksonville, FL	Tourism Tax	\$200.00
Army Corp. Mid Reach MEMPA Coor	Ad Off II/Mgt Spec III	Jacksonville, FL	Tourism Tax	\$200.00
Army Corp. Feasibility	Mgmt. Specialist III	Jacksonville, FL	Tourism Tax	\$200.00
FL Shore & Beach Pres Annual Meeting	Ad Off II/Mgt Spec III	TBD	Tourism Tax	\$1,050.00
NATURAL RESOURCES MANAGEMENT OFFICE TOTAL				\$9,350

TOURISM DEVELOPMENT OFFICE: CAPITAL OUTLAY SUMMARY¹

DESCRIPTION	QUANTITY	UNIT COST	FUNDING SOURCE	TOTAL COST
VISITOR INFORMATION CENTER				
Computer	1	\$2,500	Tourism Tax	\$2,500
Visual Display Screen	1	\$3,500	Tourism Tax	\$3,500
TOTAL FOR PROGRAM:				\$6,000

¹ Expenditures for equipment with a value in excess of \$750 and an expected life of more than one year (e.g. automobiles and furniture).

TOURISM DEVELOPMENT OFFICE: CAPITAL IMPROVEMENTS PROGRAM

DESCRIPTION	DISTRICT #	FUNDING SOURCE	TOTAL COST
I-95 Visitor Information Center	1	Tourist Tax	\$1,100,000
TOTAL UNFUNDED FOR PROGRAM:			\$1,100,000

TOURISM DEVELOPMENT OFFICE: MANDATED PROGRAMS

DESCRIPTION	MANDATE TYPE	MANDATE TITLE	SERVICE AREA
<p>PROMOTION AND ADVERTISING Promote Brevard County in the state, nationally and internationally</p>	Local	BC Code 102-116 to 102-123	County-wide
<p>VISITOR INFORMATION CENTER Operate a visitor information center at the Kennedy Space Center Visitor Complex</p>	Local	BC Code 102-116 to 102-123	County-wide
<p>BEACH IMPROVEMENT Finance beach improvement including local share of the Brevard County Beach Restoration Project</p>	Local	BC Code 102-116 to 102-123	County-wide
<p>CAPITAL FACILITIES Construct, enlarge, maintain and promote publicly owned and operated facilities</p>	Local	BC Code 102-116 to 102-123	County-wide
<p>CULTURAL AND SPECIAL EVENTS Fund tourist -oriented cultural and special events</p>	Local	BC Code 102-116 to 102-123	County-wide
<p>BREVARD ZOO Finance the construction of the Africa Project</p>	Local	BC Code 102-116 to 102-123	County-wide
<p>STADIUM Fund the debt service on the bonds issued to finance construction of Space Coast Stadium</p>	Local	BC Code 102-116 to 102-123	County-wide

TOURISM DEVELOPMENT OFFICE: MANDATED PROGRAMS

EXPLANATION	FUNDING SOURCE
Promote Brevard County in the state, nationally and internationally through various types of media including print, broadcast, internet and outdoor. The TDO further promotes the county through public and media relations, journalist, tour operator and meeting planner familiarization tours, sports event development and promotions, and sales.	Local Option Tourist Tax
Operate a visitor information center at the Kennedy Space Center Visitor Complex, staffing an information counter to provide hotel, restaurant and attraction brochures, maps and a runs a continuous loop video highlighting area's attractions. In 2008, the KSCVC had over 1.6 million visitors.	Local Option Tourist Tax
Finance beach improvement including local share of the Brevard County Beach Restoration Project. The County has a 50 year contract with the U.S. Army Corps of Engineers to construct and renourish the North and South Reaches. The Mid-Reach is slated to be constructed in 2010-11 and as with the North and South Reaches, will be cost-shared with State and Federal funding.	Local Option Tourist Tax
Construct, enlarge, maintain and promote publicly owned and operated facilities such as the Valiant Air Command Warbird Museum, Henegar Center, Brevard Museum, and Brevard Zoo expansions. The Board has approved the proposed construction of an I-95 Visitor Information Center located north of Mims funded through the Capital Facilities Fund.	Local Option Tourist Tax
Fund tourist -oriented cultural and special events such as the Space Coast Birding and Wildlife Festival, Valiant Air Command Airshow, Melbourne Art Festival, Space Coast Art Festival, Brevard Art Museum exhibits, and the Brevard Cultural Alliance tourism related activities.	Local Option Tourist Tax
Finance the construction of the Africa Project through a multi-year commercial paper loan.	Local Option Tourist Tax
Fund the \$7 million debt service on the bonds issued to finance construction of Space Coast Stadium, this debt service will be completed on 3/13/2013.	Local Option Tourist Tax

TOURISM DEVELOPMENT OFFICE: RENEWAL AND REPLACEMENT PROGRAM

VISITOR INFORMATION CENTER

Equipment Type	Funding Source	FY 2008-2009	FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013
Computer Replace when not economical to repair or upgrade	Tourism Tax	\$2,500	\$0	\$0	\$2,800	\$0
Visual Display Screen Replace when not economical to repair or upgrade	Tourism Tax	\$3,500	\$0	\$0	\$0	\$3,500