

**CONSENT AGENDA**

**INDIAN RIVER COUNTY  
INTER-OFFICE MEMORANDUM**

**OFFICE OF MANAGEMENT & BUDGET**

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TO: Members of the Board of County Commissioners

DATE: June 18, 2020

THROUGH: Jason E. Brown, County Administrator

FROM: Kristin Daniels, Director, Management & Budget

SUBJECT: Tourist Development Council 2020/2021 Budget Recommendations

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**DESCRIPTION AND CONDITIONS**

On June 17, 2020, the Tourist Development Council (TDC) reviewed budget requests for fiscal year 2020/2021 to be paid from the Tourist Tax revenue. The budget requests are listed in the table below. File copies of the applications for each agency are available in the Board of Commissioners office for review.

**Table 1  
TOURIST DEVELOPMENT COUNCIL AGENCY REQUESTS  
Fiscal Year 2020/2021 Funding Applications**

Organization	2019/2020 Funding	2020/2021 Request	Increase (Decrease)	% Increase (Decrease)
Indian River County Chamber of Commerce & Sebastian Chamber of Commerce	\$518,147	\$512,167	(\$5,980)	(1.2%)
Sebastian River Area Chamber of Commerce	\$165,002	\$84,140	(\$80,862)	(49.0%)
Cultural Council	\$49,301	\$60,000	\$10,699	21.7%
Historical Society	\$32,000	\$32,000	\$0	0.0%
Treasure Coast Sports Commission	\$210,000	\$210,000	\$0	0.0%
Vero Heritage	\$24,000	\$20,000	(\$4,000)	(16.7%)
Vero Beach Wine and Film Festival	\$0	\$25,000	\$25,000	N/A
<b>Sub Total</b>	<b>\$998,450</b>	<b>\$943,307</b>	<b>(\$55,143)</b>	<b>(5.5%)</b>
Tourism Study	\$75,000	\$0	(\$75,000)	(100.0%)
<b>Grand Total</b>	<b>\$1,073,450</b>	<b>\$943,307</b>	<b>(\$130,143)</b>	<b>(12.1%)</b>

**Funding and Analysis**

Staff estimates total funding of \$898,700 available for distribution to tourism development agencies in FY 20/21. Because of the impact COVID-19 has had on our local tourism industry, staff is projecting a 10% decrease in revenues over the upcoming fiscal year. Funding these agencies at reasonable amounts is critical in order to sufficiently advertise and promote Indian River County’s tourism industry. Although not planning to utilize fund balance, these funds are available in the event a further decrease in revenues is realized. Total requested funding in the preceding table (Table 1) amounted to \$943,307.

The revised funding amounts agreed to at the Tourist Development Council meeting, following completion of scoring sheets by TDC members, are summarized in Table 2 below. Following a motion made by Mr. Collins and seconded by Mr. Hayes, the funding levels in Table 2 below were approved by a vote of (9-0) of the Tourist Development Council. Although the TDC members did not allocate funding to the Vero Beach Wine and Film Festival at this time, they did agree to revisit funding at a future meeting.

**Table 2  
TOURIST DEVELOPMENT COUNCIL  
Fiscal Year 2020/2021 Funding Recommendation**

Organization	2019/2020 Funding	2020/2021 TDC Recommended	Increase (Decrease)	% Increase (Decrease)
Indian River County Chamber of Commerce	\$518,147	\$512,167	(\$5,980)	(1.2%)
Sebastian River Area Chamber of Commerce	\$165,002	\$84,140	(\$80,862)	(49.0%)
Cultural Council	\$49,301	\$49,301	\$0	0.0%
Historical Society	\$32,000	\$32,000	\$0	0.0%
Treasure Coast Sports Commission	\$210,000	\$201,092	(\$8,908)	(4.2%)
Vero Heritage	\$24,000	\$20,000	(\$4,000)	(16.7%)
Vero Beach Wine and Film Festival	\$0	\$0	\$0	N/A
<b>Sub Total</b>	<b>\$998,450</b>	<b>\$898,700</b>	<b>(\$99,750)</b>	<b>(10.0%)</b>
Tourism Study	\$75,000	\$0	(\$75,000)	(100.0%)
<b>Grand Total</b>	<b>\$1,073,450</b>	<b>\$898,700</b>	<b>(\$174,750)</b>	<b>(16.3%)</b>

Board of Commissioners

Page 3 of 3

June 18, 2020

**RECOMMENDATION**

Staff recommends that the Board of County Commissioners approve the funding amounts recommended by the Tourist Development Council as shown in Table 2 for a total allocation of \$898,700 and authorize the County Attorney to prepare standard grant agreements for all funding recipients.