

CONSENT AGENDA

INDIAN RIVER COUNTY INTER-OFFICE MEMORANDUM

OFFICE OF MANAGEMENT & BUDGET

TO: Members of the Board of County Commissioners

DATE: May 30, 2017

THROUGH: Jason E. Brown, County Administrator

FROM: Michael Smykowski
Director, Management & Budget

SUBJECT: TOURIST DEVELOPMENT COUNCIL
2017/2018 BUDGET RECOMMENDATIONS

DESCRIPTION AND CONDITIONS

On May 10, 2017, the Tourist Development Council (TDC) reviewed budget requests for fiscal year 2017/2018 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 2017/2018 Funding Applications

Organization	2016/2017 Funding	2017/2018 Request	Increase (Decrease)	% Increase (Decrease)
Indian River County Chamber of Commerce & Sebastian Chamber of Commerce	\$500,153	\$552,043	\$51,890	10.4%
Treasure Coast Sports Commission	\$188,000	\$200,000	\$12,000	6.4%
Cultural Council	\$60,000	\$60,000	\$0	0.0%
Vero Heritage	\$13,000	\$15,000	\$2,000	15.4%
IRC Historical Society	\$20,000	\$30,000	\$10,000	50.0%
Florida Archery Foundation	\$5,000	\$0	\$(5,000)	-100%
Total	\$786,153	\$857,043	\$70,890	9.0%

Funding and Analysis

Staff estimates total funding of \$902,669 available for distribution to tourism development agencies next fiscal year. Total requested funding in the preceding table amounted to \$857,043; including the \$75,000 contractual requirement for promotion of Historic Dodgertown brings total funding to \$932,043. This resulted in a net projected shortfall of \$29,374. A meeting recess was taken to allow the requesting agencies to discuss funding scenarios among themselves to address the shortfall.

The revised funding amounts agreed to at the Tourist Development Council meeting are summarized in Table 2 below. Due to the reduction in funding at the state level for Visit Florida, a priority was funding the joint Chambers submittal in an effort to retain market share in the tourism industry. Following a motion made by Mr. Kite and seconded by Mr. Hayes, the funding levels in Table 2 below were approved by unanimous vote (9-0) of the Tourist Development Council.

Table 2
TOURIST DEVELOPMENT COUNCIL
Fiscal Year 2017/2018 Funding Recommendation

Organization	2016/2017 Funding	2017/2018 TDC Recommended	Increase (Decrease)	% Increase (Decrease)
Indian River County Chamber of Commerce & Sebastian Chamber of Commerce	\$500,153	\$551,699	\$51,546	10.3%
Treasure Coast Sports Commission	\$188,000	\$188,000	\$0	0.0%
Cultural Council	\$60,000	\$60,000	\$0	0.0%
Vero Heritage	\$13,000	\$13,000	\$0	0.0%
Historical Society	\$20,000	\$15,000	\$(5,000)	-25.0%
Florida Archery Foundation	\$5,000	\$0	\$(5,000)	n/a
Total	\$786,153	\$827,699	\$41,546	5.3%

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 \$827,699 and authorize the County Attorney to prepare standard grant agreements for all funding recipients.

Approved Item for June 6, 2017 Agenda