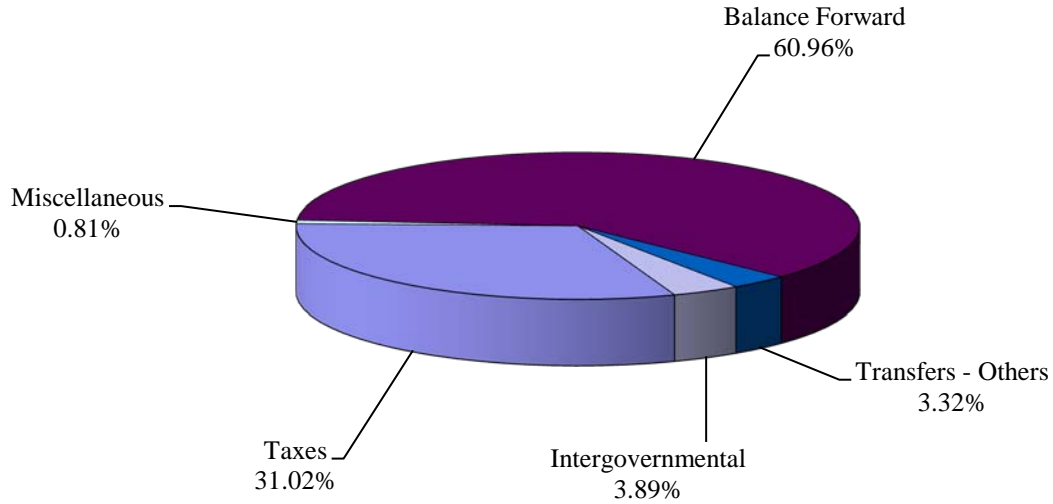
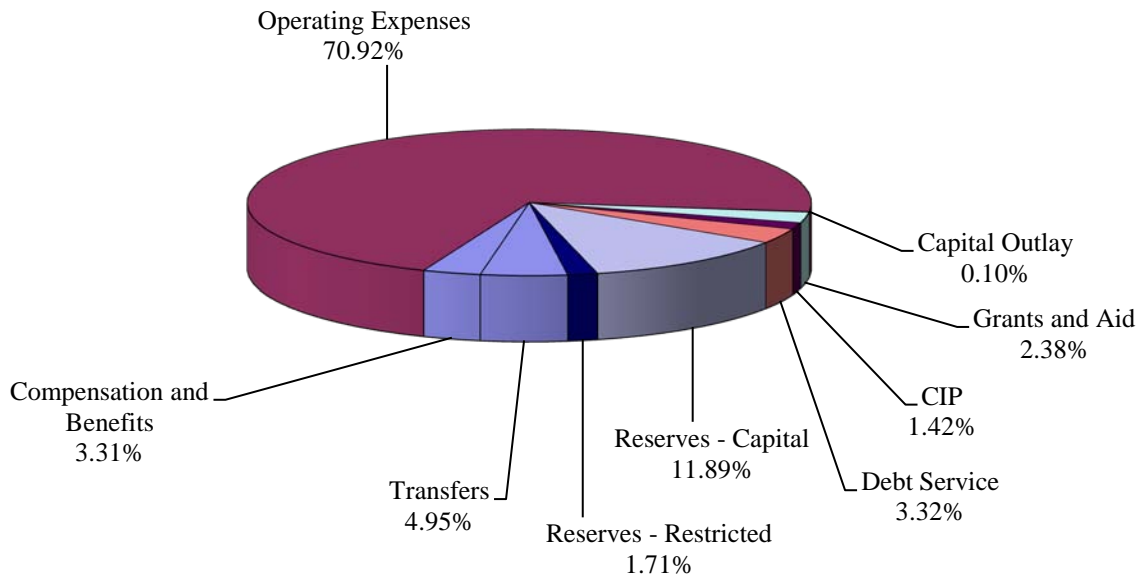


TOURISM DEVELOPMENT OFFICE

OPERATING REVENUES (SOURCES) FY 2011-2012 TOTAL BUDGET \$22,858,715



OPERATING EXPENDITURES (USES) FY 2011-2012 TOTAL BUDGET \$22,858,715



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

TOURISM DEVELOPMENT OFFICE: SUMMARY

MISSION STATEMENT:

To promote growth, development and quality of tourism in the 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 use of the tourism tax.

PROGRAMS AND SERVICES:

1. Advertise and promote tourism to Brevard County in Florida, nationally and internationally.
2. Finance beach improvement including the local share of the County's Beach Restoration Project and county-wide beach clean-up.
3. Construct, enlarge, maintain and promote publicly owned and operated facilities such as museums and parks facilities.
4. Operate the Visitor Information Center at Kennedy Space Center Visitor Complex.
5. Fund tourist-oriented cultural and special events.
6. Finance the loan for the design and construction of the Africa Exhibit project at the Brevard Zoo.
7. 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 is funded by a 5% Tourist Development Tax (TDT) levied on any rental or lease of six months or less for accommodations at hotels, motels or other temporary living quarters. The TDT revenue is estimated at \$7,462,837 for FY 2011-12, the same as prior year. 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 12/86; Third cent effective 10/01; amended 5/05)		Fourth Cent, Effective March 1994 , amended May 2005:	
Promotion and Advertising	30%	Baseball Stadium	75%
Beach Improvement	42%	Promotion and Advertising	25%
Capital Facilities	8%	Fifth Cent, Effective July 2005:	
Visitor Info Centers	8%	Promotion and Advertising	100%
Cultural Events	7%		
Zoo	5%		

The revenue estimates are based on current tourism market data. Issues affecting local tourism include the state of the economy, price of fuel , national and world events, weather events and competition within the state, nationally and worldwide. Leisure travel, primarily in the luxury market, continues to recover and is anticipated to increase throughout the next few years. County-wide hotel occupancy rates are remaining constant with prior year, with average daily rates slightly increasing. Business and corporate travel is anticipated to show decreases due to the retirement of the shuttle program. The cruise market continues to grow at Port Canaveral with two new ships arriving in 2011-12 and additional port of calls. Construction of the new Visitor Information Center located north of Mims on I-95 is expected to begin in FY 2011-12. The project will provide a positive economic impact to the county.

MAJOR SERVICE LEVEL IMPACTS:

There are no major service level impacts for FY 2011-2012 for the Office of Tourism Development.

TOURISM DEVELOPMENT OFFICE: DEPARTMENT SUMMARY

DEPARTMENT REVENUES AND EXPENDITURES

	Actual FY2009-2010	Final Budget FY2010-2011	Adopted Budget FY2011-2012	Difference Inc/(Dec)	% Inc/(Dec)
REVENUES:					
Taxes	\$7,925,866	\$7,462,837	\$7,462,857	\$20	0.00%
Permits, Fees, & Spec. Assess.	\$0	\$0	\$0	\$0	0.00%
Intergovernmental	\$2,819,455	\$2,400,909	\$935,623	(\$1,465,286)	(61.03%)
Charges for Services	\$0	\$0	\$0	\$0	0.00%
Fines and Forfeits	\$0	\$0	\$0	\$0	0.00%
Miscellaneous	\$147,668	\$219,780	\$195,700	(\$24,080)	(10.96%)
Statutory Reduction	\$0	(\$378,445)	(\$429,709)	(\$51,264)	13.55%
<i>Operating Revenues:</i>	\$10,892,989	\$9,705,081	\$8,164,471	(\$1,540,610)	(15.87%)
Balance Forward	\$15,586,239	\$14,373,370	\$13,934,444	(\$438,926)	(3.05%)
Transfers - General Revenue	\$0	\$0	\$0	\$0	0.00%
Transfers - Others	\$765,905	\$760,225	\$759,800	(\$425)	(0.06%)
Other Finance Sources	\$0	\$0	\$0	\$0	0.00%
<i>Non-Operating Revenues:</i>	\$16,352,144	\$15,133,595	\$14,694,244	(\$439,351)	(2.90%)
TOTAL REVENUES:	\$27,245,133	\$24,838,676	\$22,858,715	(\$1,979,961)	(7.97%)
EXPENDITURES:					
Compensation and Benefits	\$738,022	\$748,984	\$756,214	\$7,230	0.97%
Operating Expenses	\$9,448,536	\$17,677,936	\$16,210,685	(\$1,467,251)	(8.30%)
Capital Outlay	\$3,220	\$13,000	\$23,000	\$10,000	76.92%
Grants and Aid	\$505,891	\$548,700	\$543,700	(\$5,000)	(0.91%)
<i>Operating Expenditures:</i>	\$10,695,670	\$18,988,620	\$17,533,599	(\$1,455,021)	(7.66%)
CIP	\$314,661	\$417,819	\$325,000	(\$92,819)	(22.22%)
Debt Service	\$763,430	\$760,225	\$759,500	(\$725)	(0.10%)
Reserves - Operating	\$0	\$0	\$0	\$0	0.00%
Reserves - Capital	\$0	\$3,110,408	\$2,718,063	(\$392,345)	(12.61%)
Reserves - Restricted	\$0	\$412,734	\$390,900	(\$21,834)	(5.29%)
Transfers	\$1,089,204	\$1,148,870	\$1,131,653	(\$17,217)	(1.50%)
<i>Non-Operating Expenditures:</i>	\$2,167,294	\$5,850,056	\$5,325,116	(\$524,940)	(8.97%)
TOTAL EXPENDITURES:	\$12,862,964	\$24,838,676	\$22,858,715	(\$1,979,961)	(7.97%)
PERSONNEL:					
Full-time Positions	10.00	10.00	10.00	0.00	0.00%
Part-time Positions	3.00	3.00	3.00	0.00	0.00%
Full-time Equivalent	11.75	11.75	11.75	0.00	0.00%
Temporary FTE	0.00	0.00	0.00	0.00	0.00%
Seasonal FTE	0.00	0.00	0.00	0.00	0.00%

TOURISM DEVELOPMENT OFFICE: PROGRAM PROFILE

BUDGET ANALYSIS:

REVENUES:

Operating Revenues decreased by 15.87% or (\$1,540,610) as a result of reductions in interest earnings (\$24,080) and intergovernmental revenue (\$1,465,286). The reduction of intergovernmental revenue was the result of fewer grant proceeds for beach renourishment during this budget cycle.

Non-Operating Revenues decreased by 2.90% or (\$439,351) as a result of reductions in balance forward (\$438,926) and transfers-others (\$425).

EXPENDITURES:

Operating Expenditures decreased by 7.66% as a result of reductions in operating expenses (\$1,467,251). The 8.30% reduction to operating expenses was caused by a 14.6% reduction to other contracted services. The reduction in contracted services are directly related to the reduction in grant proceeds available for beach renourishment projects during this budget cycle. The decrease in operating expenses were offset by a .97% increase in compensation and benefits (\$7,230), a 76.92% increase in Capital Outlay (\$10K), and a 4.82% increase in Grants and Aid (\$25,000).

Non-Operating Expenditures decreased by 8.97% as a result of a 22.22% reduction to Capital Improvement (\$92,819), a .10% reduction to Debt Service (\$725), a 12.61% reduction to Reserves-Capital (\$392.3K), a 5.29% reduction to Reserves-Restricted (\$21.8K) and a 1.50% reduction to Transfers (\$17.2K). The amount allocated towards Reserves - Capital is based on maintaining a required balance in reserves as stipulated in the agreement with the Washington Nationals for use of the Space Coast Stadium. The balance was reduced in the FY 2012 adopted budget to match the required reserve balance.

PROGRAM CHANGES:

NONE REQUESTED

TOURISM DEVELOPMENT OFFICE: PERFORMANCE MEASURES

GOALS:					
To promote growth, development and quality of tourism in the county					
To encourage participation by both visitors and residents in tourism related activities					
To act as the primary body to determine direction, goals and policy for use of the tourism tax.					
To stay upto date on new technologies that help to promote Tourism and Development in Brevard County					
FY 2010 - 2011 MAJOR ACCOMPLISHMENTS:					
1. Finalized agreement with FDOT regarding I-95 Visitor's Center.					
2. Travel industry and local government created a plan to identify and collect tourist taxes from non paying entities.					
3. Assisted major event organizers with developing strategies to increase out-of-county visitors to local events.					
FY 2011 - 2012 INITIATIVES:					
1. Completion of I-95 Visitors Center.					
2. Increase partnerships to leverage trade funding.					
3. Increase exposure of promotional activities.					
FOCUS AREA	OBJECTIVES	MEASURES	ACTUAL FY 2009-2010	TARGET FY 2010-2011	TARGET FY 2011-2012
1.0 CUSTOMER	1.1 Fulfill Workload Requirements	Number of Trade Shows	68	65	65
		Number of TV Advertisements	N/A	1,326	1,768
		Number of Unique vistors to website	274,594	218,243	246,418
	1.2 Increase Customer Satisfaction	Hotel General Managers Satisfaction Survey (annually)	N/A	90%	90%
1.3 Expand Community Outreach	Number of advisory board meetings held	30	32	32	
2.0 OPERATIONAL EFFECTIVENESS/ EFFICIENCY	2.1 Improve Effectiveness	Occupancy rate	57.95%	58.50%	58.70%
	2.2 Increase Efficiency	Cost Per Trade Show	\$1,624.00	\$1,800.00	\$2,000.00
		Cost Per TV Advertisement	N/A	\$155.00	\$155.00
		Cost Per computer Advertisement viewed	\$0.68	\$0.52	\$0.52
3.0 EMPLOYEE DEVELOPMENT & INNOVATION	3.1 Improve Employee Engagement	Employee Engagement Rating ¹ :			
	3.2 Improve Workforce Development	% of employee evaluations completed on-time	0%	100%	100%
		Number of development plans created	13	13	13
		Number of training hours provided	N/A	260	260
4.0 FINANCIAL MANAGEMENT	4.1 Meet Financial & Budget Requirements	Operating. Budget Vs Operating Actual	52%	50%	100%

(1) The Employee Engagement Rating is based on a bi-annual survey, previously completed in FY 2010. Survey Results will be available again in FY 2012. These results are reported by department, thus no ratings are available for programs.

TOURISM DEVELOPMENT OFFICE: TRAVEL A & B SUMMARY

DESCRIPTION	POSITION	DESTINATION	FUNDING SOURCE	TOTAL COST
Promotion and Advertising				
AAA Superbowl of Knowledge	Staff Specialist II	Charlotte, NC	Tourism Tax	\$1,485
ABA Marketplace	Admin Officer	Grapevine TX	Tourism Tax	\$2,800
Bank Travel	Admin Officer	Memphis, TN	Tourism Tax	\$2,200
Canadian Tvl Shows/Sales Mission	Staff Specialist IV	Canada	Tourism Tax	\$7,500
China Tvl Shows/ Sales Mission	Staff Specialist IV	China	Tourism Tax	\$9,000
Connect	Admin Officer	TBD	Tourism Tax	\$4,300
Collaborate	Admin Officer	TBD	Tourism Tax	\$4,300
Cruise 3Sixty	Staff Specialist II	Ft. Lauderdale, FL	Tourism Tax	\$7,500
Destination Mgt Assn. Int'l Annual Conf	Staff	TBD	Tourism Tax	\$3,900
E-Tourism	Staff	TBD	Tourism Tax	\$2,870
Education Seminar for TourismOrg./Esto	Staff	TBD	Tourism Tax	\$3,500
Film Florida Annual Meeting	Admin Officer	TBD	Tourism Tax	\$755
Film Florida Legislative Meeting	Admin Officer	TBD	Tourism Tax	\$400
Film Florida Quarterly Meetings (4)	Admin Officer	TBD	Tourism Tax	\$1,000
FACVB Destination Marketing	Staff	TBD	Tourism Tax	\$1,825
FACVB Day @ the Capitol	Staff	Tallahassee, Fl	Tourism Tax	\$950
FACVB Annual Meeting	Staff	Lakeland, Fl	Tourism Tax	\$2,050
Florida Encounter	Admin Officer	TBD	Tourism Tax	\$2,790
Florida Huddle	Staff Specialist IV	Ft. Lauderdale, FL	Tourism Tax	\$3,250
Florida's Governors Conf. On Tourism	Staff/TDC	TBD	Tourism Tax	\$4,350
Home Based Travel Agent Forum/Port	Director	Las Vegas, NV	Tourism Tax	\$2,250
I-95 Fishing Show	Staff Specialist II	Yulee, FL	Tourism Tax	\$575
I-95 Winter Festival	Staff Specialist II	Yulee, FL	Tourism Tax	\$275
Int'l Film Producers (IFP)	Admin Officer	New York, NY	Tourism Tax	\$3,000
Int'l Bureau Turismo (ITB) Co-op w/ MLB	Staff Specialist IV	Berlin, Germany	Tourism Tax	\$13,750
Locations - Film	Admin Officer	Los Angeles,CA	Tourism Tax	\$3,335
Luxury Travel Show/Port	Director	Las Vegas, NV	Tourism Tax	\$3,075
Meetings Focus	Admin Officer	TBD	Tourism Tax	\$4,200
MLT University	Admin Officer	St. Paul, MN	Tourism Tax	\$2,600
New York Times Travel Show/Port Can	Staff Specialist II	New York, NY	Tourism Tax	\$4,690
North Am. Journeys Active America	Staff Specialist IV	Las Vegas, NV	Tourism Tax	\$2,445
North Am. Journeys Tour Op. Summit	Staff Specialist IV	TBD	Tourism Tax	\$2,445
Pow Wow (US Travel Association) Co-op	Dir, Staff Spec IV	Los Angeles,CA	Tourism Tax	\$15,450
Rejuvenate	Admin Officer	San Jose, CA	Tourism Tax	\$4,200
Sales Mission - Domestic and Int'l	Staff	TBD	Tourism Tax	\$15,000
Sales Mission with Port & Carnival CL	Staff	DC, Canada,Charlotte	Tourism Tax	\$8,000
SeaTrade - Port Co-op	Staff Specialist II	Ft. Lauderdale, FL	Tourism Tax	\$6,000
SGMP Educational Conf.	Admin Officer	TBD	Tourism Tax	\$850
Southeast Tourism Society BOD (2)	Director	TBD	Tourism Tax	\$1,200
Southeast Tourism Society Fall Mtg	Staff	TBD	Tourism Tax	\$2,800
Southeast Tourism Society Spring Mtg	Staff	TBD	Tourism Tax	\$2,500
Southeast Tourism Society Congressional	Staff	Washington DC	Tourism Tax	\$1,500
Superior Small Lodging Meetings	Staff Specialist II	TBD	Tourism Tax	\$500
Suncoast Travel Industry Shows (2)	Staff Specialist II	Fl. West Coast	Tourism Tax	\$900
Tampa Tribune Outdoor Expo	Staff Specialist II	Tampa, Fl	Tourism Tax	\$1,400
Tour Connection	Admin Officer	TBD	Tourism Tax	\$2,200
TSAE Luncheon	Staff	Tallahassee, Fl	Tourism Tax	\$335
The Trade Show - Co-op	Dir, Staff Spec IV	Las Vegas, NV	Tourism Tax	\$5,455

TOURISM DEVELOPMENT OFFICE: TRAVEL A & B SUMMARY

DESCRIPTION	POSITION	DESTINATION	FUNDING SOURCE	TOTAL COST
SALES ACTION TEAM				
US Travel Marketing Outlook Forum	Dir, Staff Spec IV	TBD	Tourism Tax	\$3,250
Vakantiebeurs	Staff Specialist IV	Utrecht, Netherlands	Tourism Tax	\$7,900
Vero Beach Area Travel Professionals	Staff Specialist II	Vero Beach, Fl	Tourism Tax	\$175
Visit Florida Retreat	Comm. Officer	TBD	Tourism Tax	\$310
World Travel Market -Co-op w/ MLB, CPA	Dir, Staff Spec IV	London, England	Tourism Tax	\$17,975
Chuck Cook	Admin Officer	Tallahassee, Fl	Tourism Tax	\$1,500
Home Based Travel Agent Show & Conf.	Admin Officer	TBD	Tourism Tax	\$2,750
Meeting Spots	Admin Officer	Tallahassee, Fl	Tourism Tax	\$2,000
Planning Connection	Admin Officer	Gainesville, Fl	Tourism Tax	\$700
Reunion Friendly Network	Admin Officer	Jacksonville, Fl	Tourism Tax	\$1,300
Reunion Friendly Network	Admin Officer	TBD	Tourism Tax	\$1,800
Villages Consumer Show (Jan)	Admin Officer	Villages Fl	Tourism Tax	\$2,900
Villages Consumer Show (May)	Admin Officer	Villages Fl	Tourism Tax	\$1,600
TOTAL FOR PROGRAM:				\$221,815
 BEACH - NATURAL RESOURCES MGT				
American Shore & Beach Conference	Mgmt. Specialist III	Washington, DC	Tourism Tax	\$2,200.00
Army Corp. Coordination & Lobbying	Ad Off II/Mgt Spec I	Washington, DC	Tourism Tax	\$2,000.00
Beach Project Meetings	Ad Off II/Mgt Spec I	Tallahassee, FL	Tourism Tax	\$500.00
FDEP Grants/Permits	Mgmt. Specialist III	Tallahassee, FL	Tourism Tax	\$400.00
FSBPA Nat'l Conf on Beach Preservation	Ad Off II/Mgt Spec I	Stuart	Tourism Tax	\$1,900.00
Army Corps Mid Reach PED Coord	Ad Off II/Mgt Spec I	Jacksonville, FL	Tourism Tax	\$250.00
Army Corps Mid Reach NEPA Coord	Ad Off II/Mgt Spec I	Jacksonville, FL	Tourism Tax	\$250.00
ASBPA Nat'l Coastal Conf & Board Mtg	Mgmt. Specialist III	TBD	Tourism Tax	\$1,600.00
FSBPA Annual Meeting	Ad Off II/Mgt Spec I	TBD	Tourism Tax	\$1,900.00
TOTAL FOR PROGRAM:				\$11,000

TOURISM DEVELOPMENT OFFICE : CAPITAL OUTLAY SUMMARY¹

DESCRIPTION	QUANTITY	UNIT COST	FUNDING SOURCE	TOTAL COST
PROMOTION & ADVERTISING				
Large Screen TV	1	\$3,400	Tourism Tax	\$3,400
Laptop Computer	2	\$2,400	Tourism Tax	\$4,800
Desktop Computer	1	\$1,800	Tourism Tax	\$1,800
Touchscreen Video Display	1	\$8,000	Tourism Tax	\$8,000
TOTAL FOR PROGRAM:				\$18,000
VISITOR INFORMATION CENTER				
Touchscreen Video Display	1	\$5,000	Tourism Tax	\$5,000
TOTAL FOR PROGRAM:				\$5,000

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	FUNDING SOURCE	TOTAL COST
TOURISM DEVELOPMENT OFFICE		
Space Coast Stadium Improvements	4th Cent Tourist Tax	\$325,000
TOTAL FUNDED FOR PROGRAM:		\$325,000