



LEGISLATIVE MEMORANDUM

TO: Honorable Mayor and Members of the City Council

FROM: Suzanne Sherman, City Manager

THRU: Juliet Misconi, Deputy City Manager

DATE: October 17, 2024

RE: Acknowledgement of a grant application submittal for the Fiscal Year 2024/2025 Tourism Development Council (TDC) Marketing Support Program (up to \$15,000); authorization to execute the grant agreement.

SUMMARY:

On September 27th, 2024, City staff was informed that the City of Palm Bay qualifies for the upcoming Fiscal Year (FY) 2024-2025 Tourism Development Council (TDC) Marketing Support Program, formerly the Cultural Support Grant Program. The City of Palm Bay was awarded \$10,000 for FY 2022-2023, and \$20,000 in FY 2023-2024 for the same program. The primary purpose of the Marketing Support Program is to promote Brevard County as an event destination and to attract out-of-county visitors. The Marketing Support Program will provide out-of-county advertising. Each event/year-round programming should attract a minimum of 5,001 out-of-county attendees. The city has qualified for the 5,001-10,000 tier which grants up to \$15,000 in out-of-county marketing. TDO staff will select, place, and pay for advertising/marketing for organizations. This grant aligns with the City of Palm Bay's efforts for continued growth and diversity.

The City of Palm Bay hosts various events throughout the year, which are well attended and attract attendees from outside Brevard County. These events include our Independence Day Celebration, the Holiday Light Parade, and the Multi-Cultural Festival.

Staff is requesting Council's acknowledgement of a grant application submittal requesting funding from the FY 2024-2025 TDC's Marketing Support Program for multiple City events. Staff is also seeking approval to have the City Manager execute the grant contract, if awarded. The maximum grant award varies based on the number of out-of-county attendees as determined by the TDC; however, based on the attendance numbers from the previous year, used by the TDC, the City of Palm Bay qualifies for the 1st tier, which is up to \$15,000. There are no matching funds required. The deadline for application submission was October 11th, 2024, at 5pm. Due to the quick turnaround time, the City Manager authorized grant submission, with the understanding that

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Council approval would be sought as soon as possible at the next available Council meeting following submission.

REQUESTING DEPARTMENTS:

Recreation

FISCAL IMPACT:

If awarded, there is no fiscal as the City of Palm Bay will only be receiving \$15,000 in value of out of county marketing that will be provided by the TDO.

STAFF RECOMMENDATION:

Motion to 1) acknowledge that staff submitted an application for the FY 2024-2025 TDC Marketing Support Program for multiple City events; and 2) authorize the City Manager execute the grant contract, if awarded.

ATTACHMENTS:

1. Marketing Support Program Guidelines FY24-25