



LEGISLATIVE MEMORANDUM

TO: Honorable Mayor and Members of the City Council

FROM: Matthew T. Morton, City Manager

THRU: Daniel Waite, Acting Recreation Director

DATE: May 15, 2025

RE: Consideration of submitting a grant application for the Fiscal Year 2026 Tourism Development Office (TDO) Marketing Support Program.

SUMMARY:

The City of Palm Bay was awarded \$10,000 for FY 2022-2023, \$20,000 in FY 2023-2024, and \$15,000 in FY 2024-2025 for the Tourism Development Office (TDO) Marketing Support 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. For qualified events or year-round programming, the Marketing Support Program will provide out-of-county advertising and marketing by the TDO and/or defray the cost of renting event venues or facilities operated by Brevard County. Or in the case of an event that does not require or want out-of-county advertising and marketing, a reimbursement (with proper supporting documentation) will be available in the amount of eligible funding as designated in Section 6.0 of the attached grant criteria. Each event/year-round programming should attract a minimum of 5,001 out-of-county attendees.

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 the Council's consideration and approval to apply for grant funding from the FY26 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 TDO. There are no matching funds required. The deadline for application submission is June 9th, 2025, at 9 am. This grant has a low administrative impact to apply and administer, and as such Staff can maximize the return on investment of grant dollars.

Honorable Mayor and Members of the City Council

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REQUESTING DEPARTMENTS:

Recreation

FISCAL IMPACT:

If awarded, the fiscal impact will result in unrealized grant revenue in the Special Event deposits. The amount of award may vary but is anticipated to be \$12,500.

STAFF RECOMMENDATION:

Motion to 1) authorize staff to submit an application for the FY26 TDO Marketing Support Program for multiple City events; and 2) authorize the City Manager execute the grant contract, if awarded.

ATTACHMENT:

1. FY26 TDO Grant Criteria