



**POSITION:** Member of the Tourist Development Council

**TIME COMMITMENT:** Approximately 3-4 hours per quarter, serving a four-year term.

**MEMBERSHIP:**

The Tourist Development Council (TDC) is an advisory committee composed of nine Voting Members; five members shall constitute a quorum.

Meetings are generally scheduled for the third Wednesday of the second month of each quarter at 2 PM at the County Administration Building A, 1801 27<sup>th</sup> Street, Vero Beach, in the Commission Chambers.

**RESPONSIBILITIES:**

The primary responsibilities of the TDC are as follows:

- Recommend tourism policy to the Board of County Commissioners to provide a framework for use by all agencies in creating the marketing and promotional programs for tourism in Indian River County;
- Oversee the use of tourist development tax revenues, pursuant to Florida law;
- Discuss factors affecting tourist development and local culture;
- Empower collaborative partnerships to advocate for appropriate, “destination-defining” developments and ensure the continued steady growth of visitors to Indian River County;
- Assist staff to develop the marketing strategies and tactics, identify and analyze potential target markets, and make recommendations as to the sponsorship of special events related to arts and culture within the County.