December 26, 2019

Steven O’Cain, Senior Legislative Analyst  
Office of Economic and Demographic Research (EDR)  
111 West Madison Street, Suite 574  
Tallahassee, FL 32399-6588

Dear Mr. O’Cain:

In accordance with Florida Statute 125.045, which requires that an entity receiving county funds in an economic development program submit a report detailing how the county funds were spent and the results of the economic development agency’s efforts on behalf of the County, Indian River County is submitting the enclosed reports for fiscal year 2018/2019 from the Indian River County Chamber of Commerce Economic Development Division, Treasure Coast Sports Commission, Indian River County Historical Society and the Cultural Council.

Additionally, these reports have been posted on Indian River County’s government website: www.ircgov.com.

If you have any questions or require any additional information, please contact me at (772) 226-1214 or e-mail at: kdaniels@ircgov.com.

Sincerely,

Kristin Daniels  
Director, Management & Budget

Enclosures

cc: Jason E. Brown, County Administrator  
Dylan Reingold, County Attorney
Local Government Funding
The Indian River County Chamber of Commerce is designated as the primary economic
development organization as referenced in the Economic Development Element of the
county’s Comprehensive Plan. The Board of County Commissioners has encumbered funds
from General Revenue for the Chamber’s Economic Development Office (EDO) to conduct
economic development activities on their behalf. These activities include business recruitment,
business retention/expansion, small business development and entrepreneurship.
In April of each year, the EDO submits a detailed budget requesting funds for the upcoming
fiscal year through the county’s regular budget process. The process includes a review and
recommendation from members of the county’s Economic Development Council. In fiscal year
2018-19, the County encumbered $187,250 for reimbursement of eligible expenses.
Note that no economic development incentives, direct or indirect, were requested or awarded
to new or expanded business in FY18-19.

Private Sector Funding
Over the years, the private sector has also invested in economic development. In FY2018-19,
$41,000 was invested in the Economic Leadership Alliance (ELA). We provide opportunities
for our ELA investors to be more engaged, such as email updates, special events and
welcome receptions for newly locating businesses. All economic development funds, public
and private, are kept in a separate account from Chamber-generated funds. A complete list of
ELA investors follows; this list is also on the economic development website, with links to each
investor’s website.

ELA funds are used to leverage public sector funding, and when it may not be appropriate to
use taxpayer dollars. Also, the cost of website hosting and maintenance is shared between the
public and private sectors, as is the cost of salaries and other administrative expenditures.

Administrative Costs
As noted above, Economic Development administrative costs are shared between county
funds and private sector funds. A total of $85,032 in county funds was expended for
administrative costs which include salary, building insurance, and an annual audit as required
by the county. Additional staff plus general overhead costs, such as facility use, office space,
and utilities are provided by the Chamber at no cost.
Economic Leadership Alliance Investors

**Chairman Level ($5,000)**
- Florida Power & Light
- Piper Aircraft, Inc.
- Indian River Press Journal/TCpalm.com

**Corporate Level ($2000)**
- Dyer Automotive
- Marine Bank & Trust
- Seacoast National Bank
- TD Bank

**Leadership Level ($1,000)**
- Armour Capital Management
- Business Development Alliance
- CenterState Bank
- Coldwell Banker Paradise Realtors
- George E. Warren Corp.
- Northern Trust Bank
- Oculina Bank
- Rossway Swan Tierney Barry Lacey and Oliver
- Wells Fargo

**Supporter Level ($500)**
- Bill Bryant & Associates, Inc.
- Robert Brackett Family Foundation
- CareerSource Research Coast
- Dale Sorensen Real Estate, Inc.
- Disney’s Vero Beach Resort
- EGP Document Solutions
- HBS, Inc.
- Indian River State College
- Laurel Homes, Inc.
- MBV Engineering, Inc.
- National Bank of Commerce
- Orchid Island Golf & Beach Club
- Proctor Construction Company
- Schlitt Services
- Sun Aviation

**Friends of Alliance (<$500)**
- Adams Media Group
- Alex MacWilliam, Inc. Realtors
- Boyle & Drake, Inc.
- Brewer International, Inc.
- Carter Associates, Inc.
- Creative Floors Carpet One
- Croom Construction Company
- Hayhurst Land Surveying Inc.
- John’s Island Real Estate Company
- Lambert Commercial Real Estate
- New Vision Eye Center
- Northwestern Mutual Life
- Parker Hannifin
- Rogers Brothers Groves, Inc.
- School District of Indian River County
- Strunk Funeral Home
- Vero Beach Regional Airport
BUSINESS DEVELOPMENT

Working with county staff, the EDO submitted a grant request of $750,000 to the Department of Economic Opportunity under the FL Jobs Growth Grant Fund/Public Infrastructure program. The funds will be used to make improvements to 98th Avenue, south of SR60, for safer access into the adjacent Vero Beach Business Park, via 18th Street. No award notification has been received as yet.

For our recruitment activities, the EDO continues to use a focused targeted industry list, as reflected below. The County maintains the original targeted industries list in the Economic Development Element of their Comprehensive Plan, referenced primarily for incentive purposes.

- Manufacturing
- Professional, Scientific and Technical Services, to include Computer Systems Design Services, and Environmental Consulting Services
- Transportation and Warehousing
- Agriculture, to include Aquaculture Farming, and Crop Services
- Health Care, specifically Specialized clinics

The collateral material for each of the targeted industries noted summarizes the benefits of locating a business to Indian River County along with demographic information. The material, including a Community Profile overview, is included in all prospect proposals either “hard copy” or electronically as it relates to the prospect’s industry. Copies can also be downloaded from the economic development website.
Property Search Website [www.indianriversites.com](http://www.indianriversites.com)

Our property search website continues to be upgraded by the host, GIS-Planning. The program is used by site selectors and business executives as they conduct their site location due diligence. EDO staff includes the site’s demographic and business intelligence data when submitting detailed proposals to prospective clients.

The full-edition upgraded site includes heat maps illustrating a variety of demographics, city-to-city or county-to-county comparisons, and mobile capabilities. Visitors are able to choose certain “layers” to show where broadband is available, local zoning, water lines, transportation infrastructure and other utilities.

As of 9/30/19, the site had 94 Users (realtors), a slight increase from the last fiscal year, with 134 active properties listed, a slight decrease from FY17-18. The site is available to all realtors, at no charge, who have non-residential properties available for lease or for sale in Indian River County, either buildings or build-to-suit sites. The realtor’s listing information stays current for six months, at which time GIS-Planning sends them a renewal notification. All listings are automatically uploaded to Florida Power & Light’s property search website.

**Property Search Website – Analytics**

The site allows the Administrator (the EDO) to view the number of visitors and the visitor’s IP address, the pages viewed and the length of time on each page. In the period covering 10/1/2018 through 9/30/2019, analytic data demonstrates that there were 1,731 searches, 637 less than the previous year. Of those total searches, 87.5% searched for existing buildings.

<table>
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<th>Searches by Type - 10/1/2018 thru 9/30/2019</th>
<th>TOTAL SEARCHES</th>
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<tr>
<td>Date</td>
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<tr>
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<td>Jul 1- Sept 30</td>
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<tr>
<td>Totals</td>
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</tbody>
</table>

Of the features accessed on the site for reports, the most widely used were full property reports (534) and community reports (92), with many reports printed out and/or saved to a folder, as well as direct links made to realtors’ websites.
Prospects

- **American Aviation University** – The CEO proposed a private 4-year educational institution providing aviation-related instruction including MRO technicians. Worked with the CEO and the Executive Director of the Vero Beach Airport to discuss potential sites within the airport; incentives available; and training resources. The EDO scheduled individual meetings with local engineers and architects for the CEO. The company anticipated a $60 million capital investment, 150 employees and 2000 students from around the world. This project has closed, as the CEO cannot be reached for further discussion.

- The same client (above) proposed an assembly operation for modular housing, anticipating 30 new jobs. The EDO arranged for him to visit two build-to-suit sites and meet with property reps.

- **TerViva** – An ag-tech company that grows and processes the pongamai tree, a legume similar to soybeans, used in human consumption as a protein and as an organic animal feed. Met with the CFO to discuss potential sites in IRC and incentives. The company currently operates a 70,000sf nursery in Ft. Pierce with 30 employees. They are interested in building a 100,000-150,000sf nursery plus a $40-million processing facility possibly at the former shrimp farm in Fellsmere. It would include a culture lab and their corporate headquarters. Anticipate 100 employees in 18 months.

- Continue to assist an Ocala-based start-up manufacturer of poured concrete which is used primarily in the housing industry. The process would replicate a German company currently producing this material. The CEO is primarily interested in sites west of I-95 to take advantage of federal Opportunity Zone benefits. The company plans a 90,000sf building on 10 acres, with a total capital investment of approximately $15-million and an anticipated employment level of 150 workers. Facilitated separate meetings for the CEO with Commissioner O’Bryan, the County Administrator, the Fellsmere City Manager, and Community Development staff to discuss potential sites and any land use restrictions.

- A Volusia County-based start-up is proposing an automobile assembly operation, with the vehicles using non-fuel based and non-electric technology to operate (The CEO will not disclose the details of the technology until his patent is approved.). Currently, Fellsmere is the desired location. The company needs 500-1000 acres on which to build its facility, anticipating 150,000 employees the first 2-3 years, with 450,000 employees in 6-8 years. Facilitated a meeting with Commissioner O’Bryan to discuss the project. The CEO anticipates “creating” his own housing development to accommodate his future workforce.

- **Brooklyn-based manufacturer and fabricator of custom bar and egg crate style grilles.** The lead was generated from Site Location Partnership during the FabTech Trade Show in Chicago.
A Connecticut-based manufacturing company from the MRO trade show is considering a relocation to Florida. The company President estimates 30-40 new jobs and a capital investment of $7-10M. After much discussion and submitting a proposal, the company President stated he would only consider locations that offered cash up-front incentives. This project is closed.

Met with a representative of a medical research firm in Minneapolis that’s considering an expansion to FL. This was a lead generated from Site Location Partnership at the MD&M trade show in New York City.

Met with a physician specialist from Atlanta who is considering a relocation to Florida. The meeting was arranged through the General Manager of Costa d’Este Resort.

**Enterprise Florida Leads**

Provided detailed location and demographic information to Enterprise FL for the following prospect leads, as outlined in the Requests for Proposals. The EDO emails the proposals to local commercial/industrial realtors requesting property information as specified in the RFPs. Turn-around time for responding is typically 3-5 business days. Names of the prospective companies are not revealed in the RFPs.

- **Project Sirius** – French-based manufacturer of 2-seat training aircraft, to include the company’s US corporate headquarters, 45 jobs projected, $1-million capital investment, also considering sites in Arizona, California and Texas
- **Project LMB** - French company specialized in cooling fans looking to relocate current sales/distribution operation and open North American headquarters for business development, administration and manufacturing; 20 new jobs projected, also considering sites in Colorado and Texas.

**National Recruitment Events**

- Participated the Volaire Air Service Forum with the Chamber’s Tourism Director and the Vero Beach Airport Director. Met with representatives from five airlines, regional and national, to promote the county as a potential destination for new flights. Provided demographic and labor force information for each airline, showing comparisons between Indian River County and the airlines’ existing destinations in Florida.
  - Conducted an informal “poll” with Chamber Board members and ELA investors as to their preference for new air service connections: Washington DC and Atlanta were the top out-of-state cities; Tallahassee was the top intra-state connection. (65 emails sent with 19 replies). This information was shared with the Airport Director and with those airline representatives with whom we met.
- Women in Economic Development Forum, Chicago - hosted by *Area Development* magazine. Site location consultants provided insight on industry trends, and suggestions on promoting communities for new business. As follow-up, sent promotional thumb drives to each consultant, as attendees are not allowed to distribute promotional material at the event.
• Trade Show Activity - Attended the following trade shows, promoting Indian River County to exhibitors and attendees as a desirable location. Follow-up information was sent to select exhibitors/prospects.
  o MRO-Americas trade show in Atlanta (Manufacturing, Repair and Overhaul as related to the aviation industry. This is one of the trade shows in which we participate with Site Location Partnership, thereby no registration fee required. Received ten leads from SLP on companies considering an expansion.
  o MD&M/East Pack trade show in New York City. The show focused on medical design and manufacturing, automation and robotics, specialty packaging, and distribution. This is also a trade show in which we participate with Site Location Partnership, thereby no registration fee required. Received nine leads from SLP on companies considering an expansion.
  o While in NYC for the MD&M trade show, met with the owners/presidents of five companies located in the New York/New Jersey area, primarily manufacturers and one in the food distribution industry, promoting the county as a viable location and inviting them for site visits.

Additional Lead Generation
The following sources also generate potential recruitment leads. Once the EDO conducts research on the prospective company, our office provides location and demographic information to the contact listed.

• Business Facilities magazine – Twelve leads received from firms requesting property and business information as a result of ads placed in the publication.

• Expansion Solutions magazine – The Publisher attends select industry trade shows, sharing information with his advertisers (us) on businesses contacted, including notes from the conversations the company representatives. Prospect packages are sent based on the companies’ interest in a Florida or Southeast U.S. location, or no location preference indicated. The Publisher attended six trade shows, sharing 133 leads.

• Site Location Partnership (SLP) – Under an agreement with SLP, the company represents Indian River County at six industry trade shows throughout the year, using our collateral material. Following each event, SLP staff distributes lead generation reports listing companies that have expressed interest in relocating or expanding. As a client, our office is able to attend these trade shows at no cost under SLP’s registration. In FY18-19, 64 leads were generated plus 36 site consultant leads.

While on location for the trade show, SLP organizes an evening networking event for site selection consultants in the area, providing EDO clients who attend the trade show an opportunity to interact in a small group setting with the consultants.

The company also sends out targeted emails to C-level executives in three key industries we’ve selected, sharing results of those emails as to the executive’s level of interest in expanding or relocating to our area. Forty-five emails were sent, with 18 showing interest and requesting follow-up, which was initiated.
Print/Electronic Advertising/Online Marketing
Online Promotion

The EDO contracts with a local public relations firm that provides services to increase our online presence incorporating several social media platforms.

To further promote the advantages of locating a business to Indian River County, a new social media campaign was launched in early 2019 highlighting our positive business attributes. From 6/1 through 7/31/19, there were 65,780 impressions, primarily on the economic incentives video and our “Top Ranked Seaside Community” ranking.

An economic development “microsite”, with links to the main economic development website, was also developed to target Google users. From 6/1 through 7/31/19, the ads were accessed (clicked) over 1,000 times. New York was the primary geography of microsite visitors, with 338 page views.

Indian River County is within 50 miles of a labor force of 638k.

Safe, beautiful, tropical – Indian River County is an idyllic location known for its superb quality of life.

Learn more: https://indianrivered.com/community/quality-of-life/

We can’t complain about the climate outside either!
Print Ads
The EDO purchased print ads in nationally distributed industry focused publications, all of which include electronic links on the publications’ websites and distribution at industry-focused trade shows. The publications’ art departments provide creative work at no additional cost. Many ad placements also include editorial coverage.

- **Business Xpansion Journal** – includes a 1-year website and newsletter banner
  - Sept./Oct. 2018 - Aerospace
  - Nov./Dec. 2018 - FL focus
  - Jan./Feb. 2019 – Distribution
  - Mar./Apr. 2019 – Foreign Trade Zone section
  - July/Aug. 2019 - Manufacturing

- **Expansion Solutions** – all include editorial; skyscraper ad on website for 1-year
  - Sept./Oct. 2018 – Aviation
  - Jan./Feb. 2019 – Logistics; Florida focus
  - July/Aug. 2019 – Warehouse and distribution

- **Trade & Industry Development** – includes enhanced website listing through 2/28/2020
  - Mar/Apr 2019 – Site Consultants
  - Sept./Oct. 2019 - Manufacturing
Florida’s Research Coast Economic Development Coalition (RCEDC)

The RCEDC partnership began in 1996. It is a tri-county collaboration among the primary economic development organizations in Indian River, St. Lucie, and Martin counties, and the President/CEO of CareerSource Research Coast. Partners collaborate rather than compete to promote the region as a viable business location. The Chamber is one of the founding partners, and the Chamber’s E.D. Director is the organization’s Chairperson.

RCEDC Partnership Activities

- Joined with colleagues in St. Lucie and Martin counties to encourage representatives from key industries to complete a Skills Gap survey and/or participate in a Skill Gap focus group. We have also invited School District reps to participate, including the Superintendent and those involved in the Career & Technical Education programs. The survey results are expected in early January 2020.

- Participate in pre-arranged In-Market site consultant meetings to promote the region. Follow-up information on Indian River County was sent to each consultant. Consultants’ emails are added to the EDO’s database, to notify them of project announcements, program upgrades and property availability.

As one of the partners left his position in early 2019, the group completed only one trip this past fiscal year to Chicago, with six appointments – two of which were in conjunction with the Area Development “Women in Economic Development” Forum.

- Partners are in discussion to develop a new website/landing page for the organization as well as updated collateral material.
BUSINESS RETENTION/EXPANSION

Expansion Activities

Cruiser Aircraft, Sebastian Airport – met with City officials and Sebastian Chamber President. The company currently does aircraft assembly for its parent company in the Czech Republic. They are expanding into manufacturing aircraft parts and requested larger hangar space to accommodate increased production and employment. Discussed potential incentives. The company has decided to remain in its current hangar for the time being.

Manufacturing Boot Camp

The EDO coordinated the inaugural Indian River County Manufacturing Boot Camp week, with 8 students visiting 10 employers. The goal is to introduce manufacturing as a career option for high school students who are not planning a post-secondary education, building up our local workforce “pipeline”. Students spent a week visiting local manufacturing facilities to learn about the processes and products along with skill sets needed. They also completed a self-paced computer module focused on soft-skills.

- Facilitated monthly meetings with representatives from: Indian River School District, including high school Career Specialists; CareerSource Research Coast; non-profit organizations that focus on children and teens; and private-sector firms.
- Arranged two tours of local manufacturers for Guidance Counselors, to see first-hand what today’s manufacturing environment entails and the skill sets needed, to relay this information to their students. Arranged a separate tour for instructors in the Career & Technical Education (CTE) curriculum.
- Developed a brochure to promote the program to students and to their parents.
- Met with Graduation Counselors at Vero Beach High School and Sebastian River High School emphasizing the crucial role they serve in selecting students for our program.
- Drafted the week-long daily itinerary for students participating in the Boot Camp week, sharing it with the ten participating employers: Triton Submarines, Dragonfly Boatworks, Girard Equipment, Float-On Boat Trailers, MA Ford, Nylacarb, Aluma Tower, United Juice, CVS Distribution, and Piper Aircraft.

Results: 3 students received job offers and one had a follow-up job interview.
Other Retention/Expansion Initiatives

- Provide local businesses greater opportunities for government contracting. The program, “GO Online”, http://www.indianriverbids.org, is available to local manufacturers and Chamber members at no cost. Proxity-ec is a Florida-based firm that maintains the site. It is a single online resource that contains solicitations and awards from all federal, state and local governmental agencies including the military and sub-contracting opportunities.

Small Business Development/Entrepreneurship
The EDO maintains a partnership with the University of Central FL and the FL High Tech Corridor to provide the “FL Virtual Entrepreneur Center” portal as a direct link on the economic development website. Our local website portal, www.fivec.com/indianriver.com, provides local, state and federal resources for small business owners and entrepreneurs. In FY18-19, we had 2053 page views on the IRC site.

The site also offers an opportunity for local business owners to promote their business and potentially serve as a mentor – all at no cost to the business or the start-up. We have 20 local entrepreneurs featured on the site, including Michael Rechter, owner of American Icon Brewery in Vero Beach, who relayed this to the EDO:

“I wanted to take a minute to thank you and the Indian River County Chamber / Economic Development for your sponsorship of the Florida Virtual Entrepreneur Center. I have recently had the opportunity to learn about them and what they do and been interviewed by them for a “profile”. For that, I have spoken at length with Chris Steffen, who I truly was impressed with and like, and just wanted to convey my appreciation for your support of such a worthwhile program. My understanding is that without your support, they wouldn’t be in a position to offer this resource, free of charge, to the entrepreneurs of Indian River County. I am thrilled that, like you, I too share the belief and support their mission.”

An event calendar on the Indian River page lists local workshops scheduled through the Chamber, SCORE, the Small Business Development Center, and other organizations that can assist small business owners and entrepreneurs. Staff from the FLVEC maintains the website.

Submitted to:
Department of Management and Budget
Indian River County
December 2019

By: Ruth Stanbridge, President
www.irchistorical.org
Tourist Development Grant Funding - Fiscal Year 2018-2019:

The Indian River County Society (IRCHS) is a not-for-profit organization that owns and manages two museums in Indian River County. One is the 1903 Vero Beach Railroad Station Exhibit Center in downtown Vero Beach and the second is the Hallstrom House Museum located at the Hallstrom Farmstead in south Indian River County. The Tourist Development Council’s funding provides the opportunity to expand and promote the historical and natural resources of the County outside these museums.

In the Fiscal Year 2018-2019, grant funds were approved by the Board of County Commissioners of Indian River County (IRCBCC) with the endorsement of the County’s Tourist Development Council (TDC) in the amount of $32,000.

Two programs were earmarked in the IRCHS’s grant application. Florida Landmark historical signs and the production of a series of mini historical documentaries for used by the Society and its tourism partners on websites, social media, and in other promotional areas. Funds was also used to reprint the Society’s brochure \textit{(Roads into History)} with its map of historical and special places in the County.

Florida Landmark signage: Listed - Florida Department of State, Division of Historical Resources.

- **Hallstrom House Museum** – an early pineapple farm located adjacent to Indian River County’s 100-acre Hallstrom Farmstead Conservation Area
- **Vero Beach Bridge** – the first wooden bridge over the Indian River from the City of Vero Beach. This unveiling was part of the City’s Centennial Celebration in 2019. Two more Landmark signs are planned in this series.

Historical mini documentaries: Listed – Indian River County Historical Society web page

- Video story of the three wooden \textit{Bridges} that crossed the Indian River in Indian River County starting in 1920, 1923, and 1927. Told in vintage photos and interviews with children of the bridgetenders.
- Video story of the \textit{1715 Silver Fleet}, the Spanish treasure ships that went aground and how we became the Treasure Coast.
- Video story of \textit{Indian River Farms}, the large land development in 1912 that drained 55,000 acres of Indian River County and unearthed the paleo site of the Vero Man.

Direct Impact:

- The Society considers the Florida Landmark programs to provide a ‘historical infrastructure’ throughout the County. Because these landmark signs are permanent, they become destination points for visitors exploring the County.
- The mini documentaries also have direct impact as they blend the historical stories of places within Indian River County with sites that are still viable allowing the visitor to explore the smaller towns and sites. These minis are available on social media, websites, and are often linked in advertisements, magazines, and newspaper articles. They are receiving nationwide attention.
- As these historical and natural resources are identified, preserved, restored, and maintained by IRCHS and available to our tourism partners for promotion and advertising; these resources add greatly to the visitors’ experience in Indian River County and in Florida.

Indirect Impact:

- Natural and historic resources have always been part of Indian River County’s tourism picture and more so today as these resources are threatened in many parts of Florida. Tourist may not come specifically for these resources but stay over that extra day or plan to come back to further explore. This benefits the tourism industry of the County and the State of Florida.

The TDC funds used - Florida Landmark signage (20%); historical mini-documentaries (70%), reprints (10%).
Report of
Economic Development Efforts
Fiscal Year 2018-2019

Submitted to: Department of Management & Budget
Indian River County

By: Alicia Quinn, Interim Board Chair
**Tourist Development Funds**

The CCIRC received Tourist Development Funds from Indian River County through the recommendation of the Tourist Development Council and approved by the Board of County Commissioners in the amount of $75,000 for the Fiscal Year October 1, 2018 through September 30, 2019.

The Cultural Council’s definition of cultural tourism is travel directed at experiencing the arts, heritage, and special character of a place. This year’s work on cultural tourism focused on serving the visitors to our county with information on the abundance of quality cultural events and activities. The **Direct Impact** on the visiting tourist was that they were able to use the Cultural Council’s website calendar of events, both before and during their visit. The 2018-2019 Fiscal Year Community Event Planner was available for their use and events and activities were reinforced through local advertising. The Cultural Council’s Arts and Cultural Information Center provided information on the many cultural events and made recommendations to visiting tourists as has the Cultural Council’s Concierge Service.

Travelers look for inspiration by word of mouth. Two thirds of American travelers say they rely on the in-person opinions of friends and relatives, while nearly 40 percent get this information from social media. The Cultural Council emphasizes exposure of the cultural arts in Indian River County to tourists so they have every opportunity to experience the wealth of cultural arts in our county and will recommend Indian River County to friends and relatives.

The **Indirect Impact** on tourism through promoting the cultural industry shows an industry that remains healthy and viable, engaging the visitors who come to our area and spend their monies in galleries, festivals, theatres, museums and concerts.

TDC funds were used in the following way…40% advertising, 30% website/calendar of events, weekly e-newsletters, 25% Arts and Cultural Information Guide and its distribution, 5% Arts and Cultural Information Center.

This year the Cultural Council continued its previous practice of advertising and use of its website. However, with enhancements and newly added initiatives we accomplished the following:

- Implemented a Face Book tourism video campaign targeting affluent cities in NY, NJ, MA, PA, MI, IL, OH, CT, CO, IN, CT, ME and Toronto Canada. Resulting views of the 5 videos totaled 429,137 with 129,916 people reacting.
- Placed over 30 advertisements in a variety of print publications
- Produced weekly full color one/half page advertisements in the Press Journal
- Broadcast weekly a 30 minute broadcast focusing on upcoming events on 107.9 FM, 1370 AM
- Broadcast weekly live 8 minute interviews on 1490 WTTB on upcoming events
- Broadcast weekly 5 spots per week on WQCS during season
- Sent weekly Cultural e-Newsletter to over 2,500 individuals
- Created and maintained an online, mobile friendly event calendar with average of 124.8 page views per day.
- Daily update our FACEBOOK page with Arts and Cultural events going on all over the County
- Website statistics: annually 471,081 page views
- Website statistics: 95 Countries visited the CCIRC website
- Outreach program includes an Information booth display at county festivals and markets.
- Published and distributed 20,000 2018-2019 Arts and Cultural Information Guides
- Managed our non-profit Google Ad Words grant utilizing up to $10,000 of Google Ads per month.
- Promoting events on VeroBeach.com website reaching over 500,000 user sessions viewing 1.2 million pages.

During the fiscal year, the Executive Director was a board member of Citizens for Florida Arts and a committee member for the Department of Cultural Affairs’ Convening Culture statewide conferences.
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<th>2018-2019 Date</th>
<th>Event Name</th>
<th>Sport</th>
<th>County</th>
<th>FY 18-19 Actualized Hotel Room Nights</th>
<th>FY 18-19 Grants Awarded</th>
<th>Estimated Economic Impact</th>
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<td>The Umpire School</td>
<td>Umpire Training</td>
<td>IRC</td>
<td>3,062</td>
<td>$7,500</td>
<td>$709,500.00</td>
</tr>
<tr>
<td>2/17-19/19</td>
<td><strong>Treasure Coast President's Day Challenge</strong></td>
<td>Baseball</td>
<td>IRC</td>
<td>803</td>
<td>$5,000</td>
<td>$767,625.00</td>
</tr>
<tr>
<td>1/1/19 - 4/24/19</td>
<td>HD Spring Training Session 1</td>
<td>Baseball</td>
<td>IRC</td>
<td>3,165</td>
<td>$10,000</td>
<td>$778,720.00</td>
</tr>
<tr>
<td>3/1/19 - 4/30/19</td>
<td>HD Spring Training Session 2</td>
<td>Baseball</td>
<td>IRC</td>
<td>8,206</td>
<td>$10,000</td>
<td>$3,217,308.00</td>
</tr>
<tr>
<td>3/1/19-4/25/19</td>
<td>Rowing Spring Training</td>
<td>Rowing</td>
<td>IRC</td>
<td>357</td>
<td>$3,000</td>
<td>$136,412.00</td>
</tr>
<tr>
<td>3/3-4/19</td>
<td>TCSC Spring Sizzler Invitational</td>
<td>Aquatics</td>
<td>IRC</td>
<td>202</td>
<td>$1,500</td>
<td>$217,668.00</td>
</tr>
<tr>
<td>3/14-17/19</td>
<td>^Centennial Pickleball Celebration</td>
<td>Pickleball</td>
<td>IRC</td>
<td>210</td>
<td>$1,500</td>
<td>$234,517.00</td>
</tr>
<tr>
<td>Date</td>
<td>Event Name</td>
<td>Sport</td>
<td>County</td>
<td>FY 18-19 Actualized Hotel Room Nights</td>
<td>FY 18-19 Grants Awarded</td>
<td>Estimated Economic Impact</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------------------------------</td>
<td>----------------</td>
<td>--------</td>
<td>---------------------------------------</td>
<td>------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>4/12-14/19</td>
<td>Vero Beach Spring Classic</td>
<td>Soccer</td>
<td>IRC</td>
<td>301</td>
<td>$3,000</td>
<td>$515,512.00</td>
</tr>
<tr>
<td>5/4-5/19</td>
<td>TCSC &quot;Go For the Gold&quot; Invitational</td>
<td>Aquatics</td>
<td>IRC</td>
<td>207</td>
<td>$1,500</td>
<td>$216,201.00</td>
</tr>
<tr>
<td>5/21-24/19</td>
<td>**FHSAA State Softball Finals</td>
<td>Softball</td>
<td>IRC</td>
<td>1,264</td>
<td>$8,060</td>
<td>$394,973.00</td>
</tr>
<tr>
<td>5/24-26/19</td>
<td>^^Kyokushin KAN USA</td>
<td>Karate</td>
<td>IRC</td>
<td>116</td>
<td>$1,000</td>
<td>$52,802.00</td>
</tr>
<tr>
<td>6/8-9/19</td>
<td>**Vero Beach Blast</td>
<td>Lacrosse</td>
<td>IRC</td>
<td>176</td>
<td>$3,000</td>
<td>$357,674.00</td>
</tr>
<tr>
<td>6/15-16/19</td>
<td>Sunshine State Games Track and Field</td>
<td>Track &amp; Field</td>
<td>IRC</td>
<td>47</td>
<td>$1,000</td>
<td>$160,750.00</td>
</tr>
<tr>
<td>6/19-24/19</td>
<td>^^MLB RBI World Regional Tournament</td>
<td>Baseball &amp; Softball</td>
<td>IRC</td>
<td>588</td>
<td>$5,000</td>
<td>$266,589.00</td>
</tr>
<tr>
<td>6/29-30/19</td>
<td>^^3v3 Live Florida Regional Soccer</td>
<td>Soccer</td>
<td>IRC</td>
<td>90</td>
<td>$4,000</td>
<td>$100,667.00</td>
</tr>
<tr>
<td>7/4-8/19</td>
<td>^^Cal Ripken 10U State Championship</td>
<td>Baseball</td>
<td>IRC</td>
<td>679</td>
<td>$4,000</td>
<td>$437,885.00</td>
</tr>
<tr>
<td>8/4-15/19</td>
<td>^^RBI Baseball &amp; Softball World Series</td>
<td>Baseball &amp; Softball</td>
<td>IRC</td>
<td>1,469</td>
<td>$10,000</td>
<td>$752,997.00</td>
</tr>
<tr>
<td>8/9-11/19</td>
<td>^^Florida Women's Open and Senior Open</td>
<td>Golf</td>
<td>IRC</td>
<td>349</td>
<td>$2,500</td>
<td>$135,709.00</td>
</tr>
<tr>
<td>8/24-25/19</td>
<td>Vero Cup</td>
<td>Soccer</td>
<td>IRC</td>
<td>Cancelled</td>
<td>$0</td>
<td>$0.00</td>
</tr>
<tr>
<td>8/24-25/19</td>
<td>TCSC Sprint Invitational</td>
<td>Aquatics</td>
<td>IRC</td>
<td>192</td>
<td>$1,500</td>
<td>$210,199.00</td>
</tr>
<tr>
<td>8/31-9/2/19</td>
<td>Labor Day Beach Bash</td>
<td>Baseball</td>
<td>IRC</td>
<td>Cancelled (Hurricane)</td>
<td>$0</td>
<td>$0.00</td>
</tr>
<tr>
<td>2018-2019 Date</td>
<td>Event Name</td>
<td>Sport</td>
<td>County</td>
<td>FY 18-19 Actualized Hotel Room Nights</td>
<td>FY 18-19 Grants Awarded</td>
<td>Estimated Economic Impact</td>
</tr>
<tr>
<td>---------------</td>
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<td>--------------------------------------</td>
<td>------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>Totals</td>
<td><strong>26 Grant Funded Events hosted in Indian River County, 2 cancellations</strong></td>
<td></td>
<td></td>
<td>23,383</td>
<td>$103,920</td>
<td>$10,844,521.00</td>
</tr>
</tbody>
</table>

** Indicates a Crossover Event

^^ Indicates a New Event