

56-1

PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS  
AGENDA ITEM SUMMARY

Meeting Date: 05/19/09      ☐ Consent      ☒ Regular  
   ☐ Ordinance      ☐ Public Hearing

**Department**

Submitted By: TOURIST DEVELOPMENT COUNCIL

Submitted For: ALL TDC FUNDED AGENCIES

**I. EXECUTIVE BRIEF**

**Motion and Title:** STAFF RECOMMENDS MOTION TO APPROVE: Reallocation of \$3 Million of TDC-1<sup>st</sup> Cent Tourism Local Option Tax Fund operating reserves to support a marketing stimulus campaign for Convention and Visitors Bureau (CVB), Cultural Council, Film and Television Commission and Sports Commission.

**Summary:** The TDC-1<sup>st</sup> Cent Tourism Local Option Tax Fund is dedicated to the expansion of the Convention Center. However, at the March 17, 2009 BCC meeting, the Board directed staff to restrict \$10 Million of budgeted operating reserve funds for future year expenditures for the Convention Center and Stadium renewal/replacement account. At this time, staff is requesting \$3 Million of this fund reserves be reallocated to a TDC multi-agency tourism stimulus strategy to market Palm Beach County to fly and drive market travelers. This tourism stimulus strategy tactical investment will be in following areas: A) Online (e-commerce) 41.48%, B) Broadcast (Radio/TV) 20.46%, C) Print/Collateral 29.20%, D) Group/Sports Booking Rebates 8.30% and E) Direct Sales - .56%. As a result of this effort, it is estimated that the decline in tourism will slow and anticipate a jump start in the tourism industry in Palm Beach County. This campaign will be closely monitored and measured to ensure these funds are being expended in a responsible manner. Approval of this item will require an amendment of the Tourism Local Option Tax Ordinance. The proposed amendment is on this agenda for preliminary reading and permission to advertise. The Public Hearing of the Ordinance amendment is schedule for June 2, 2009. Countywide (MC)

**Background and Justification:** Tourism performance indicators for Palm Beach County shows a declining trend in occupancy over the past 4 years in average daily rates since last year and in revenue per available room rates since 2007. Moreover, the sharp decline in economic activity since the fall of 2008 has been further exacerbated by the devastation of corporate and incentive meetings and convention markets. A preliminary survey indicates that over \$50 million in group cancellations have occurred since late 2008. This market comprises a significant portion of Palm Beach County's tourism business given the predominant image of the county as an upscale resort destination.

The first three months of 2009 have shown an even more alarming situation in which Palm Beach County has suffered the worst decline in tourism indicators in the state of Florida. REVPAR results in January, February and March show a drop of 24.5, 27.1 and 32.4% respectively versus the same period in 2008. Further analysis of the factors affecting Palm Beach County tourism performance indicators reveal a sharp disparity in the funds allocated to media and promotional expenditures in comparison to other Florida and Caribbean destinations. Even on a per room basis, these disparities are significant enough to suggest that this lack of presence in media and promotional channels over an extended period has resulted in a lack of competitiveness for Palm Beach County as a tourism destination.

At the direction of the Board of Directors of the TDC and with the recommendation of the Strategic Marketing Council, Agency Staff developed tactical promotional plans to stimulate demand in their key markets. The overarching theme of a primary tactic revolves around the county's founding in 1909. This directive has been based on fresh research showing that there is a healthy level of travel activity still taking place. Such travel is driven by affordability factors (shorter length of stay, trading down on accommodations, etc.). Research further indicates travelers will choose destinations based on a compelling promotional offer. All agencies collaborated and presented an integrated Tourism Stimulus Strategy to the Tourism Development Council Finance Committee and full TDC Board. (continued on page 3)

**Attachments:**

1. Tourism Stimulus Strategy

Recommended by: \_\_\_\_\_ Date: \_\_\_\_\_

Department Director

Approved By: W. Baker Date: 5/12/09  
Deputy County Administrator

## II. FISCAL IMPACT ANALYSIS

### A. Five Year Summary of Fiscal Impact:

Fiscal Years	2009	2010	2011	2012	2013
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	<u>\$3,000,000</u>	_____	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
NET FISCAL IMPACT	<u>\$3,000,000</u> =====	=====	=====	=====	=====
# ADDITIONAL FTE POSITIONS (Cumulative	_____	_____	_____	_____	_____

Is Item Included In Current Budget? Yes X No. \_\_\_\_\_

Budget Account No.: Fund 1458 Dept. 710 Unit 7345 Object 9902  
Reporting Category \_\_\_\_\_

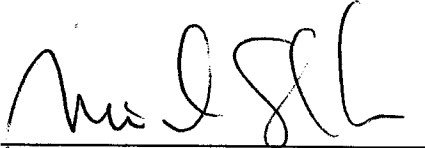
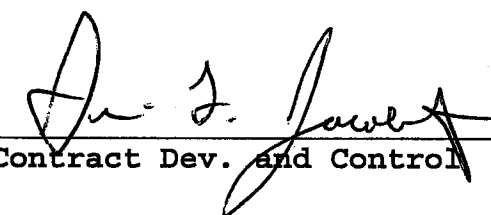
### B. Recommended Sources of Funds/Summary of Fiscal Impact:

Funds will be expended during FY 09 & FY10 to promote Palm Beach County.


### C. Department Fiscal Review: \_\_\_\_\_

## III. REVIEW COMMENTS

### A. OFMB Fiscal and/or Contract Administration Comments:

 OFMB <u>5/13/09</u> <u>5/13/09</u>	 Contract Dev. and Control <u>5/15/09</u>
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### B. Legal Sufficiency:

  
Assistant County Attorney

### C. Other Department Review:

\_\_\_\_\_  
Department Director

This summary is not to be used as a basis for payment.

O:Tdc/AgendaItems2008/AramarkContract

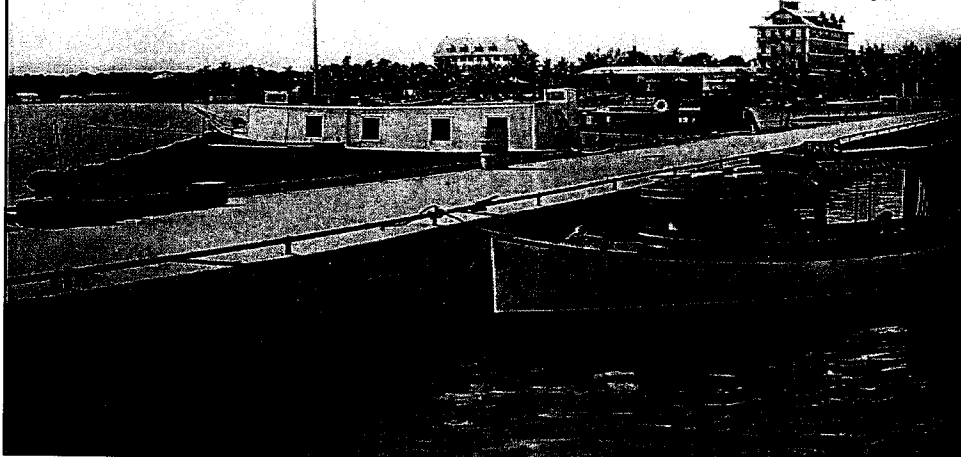
**Background and Justification (cont'd)**

Both governance bodies have provided unanimous approvals of this joint stimulus plan. The TDC Board, in turn, discussed the various funding allocations and suggested a strong focus on hard hitting tactical media and online efforts and significant promotions by all agencies. Another directive included a substantial investment in eco/green travel oriented promotions coordinated through the CVB. Therefore, final TDC recommendations entail an overall investment of \$3 million to be allocated in the following manner: CVB – \$2,000,000.00; Culture, Sports, Film/TV, and a special allocation toward green/eco-tourism – \$1,000,000.00. The four TDC agencies have received approval, support and encouragement from their respective boards to pursue this additional funding and to cooperatively launch an inter-agency coordinated marketing effort.

5/7/2009

# Tourism Stimulus Strategy

... a recovery plan for Palm Beach County



## Main Goals

- Stabilize a rapid decline in tourism activity
- Stimulate demand from out of County visitors
- Retain Tourism Jobs

5/7/2009

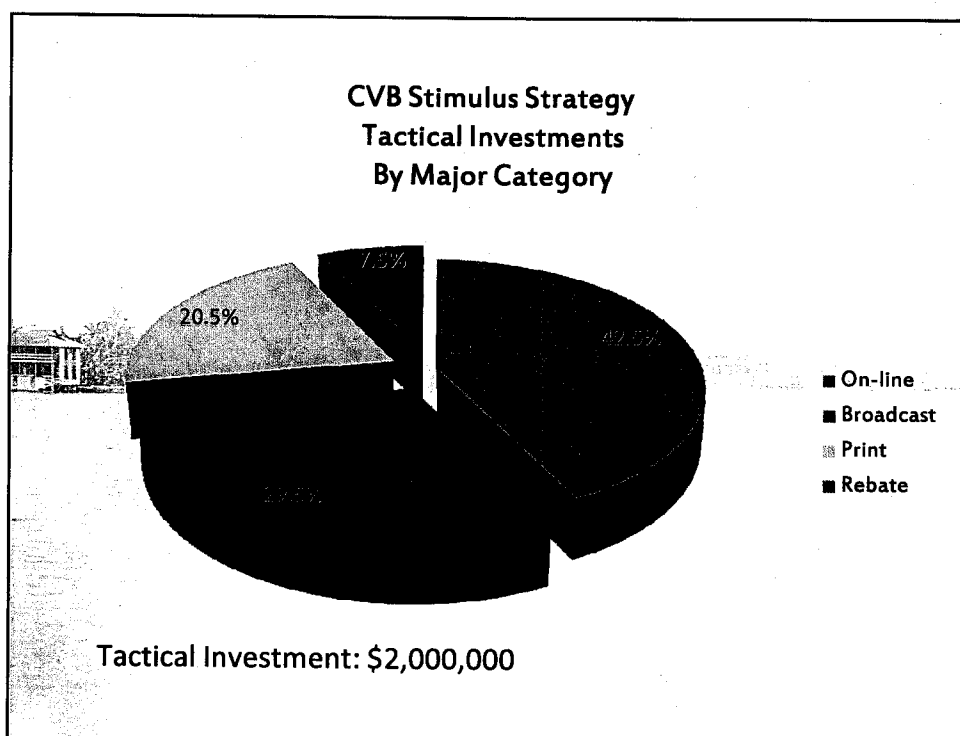
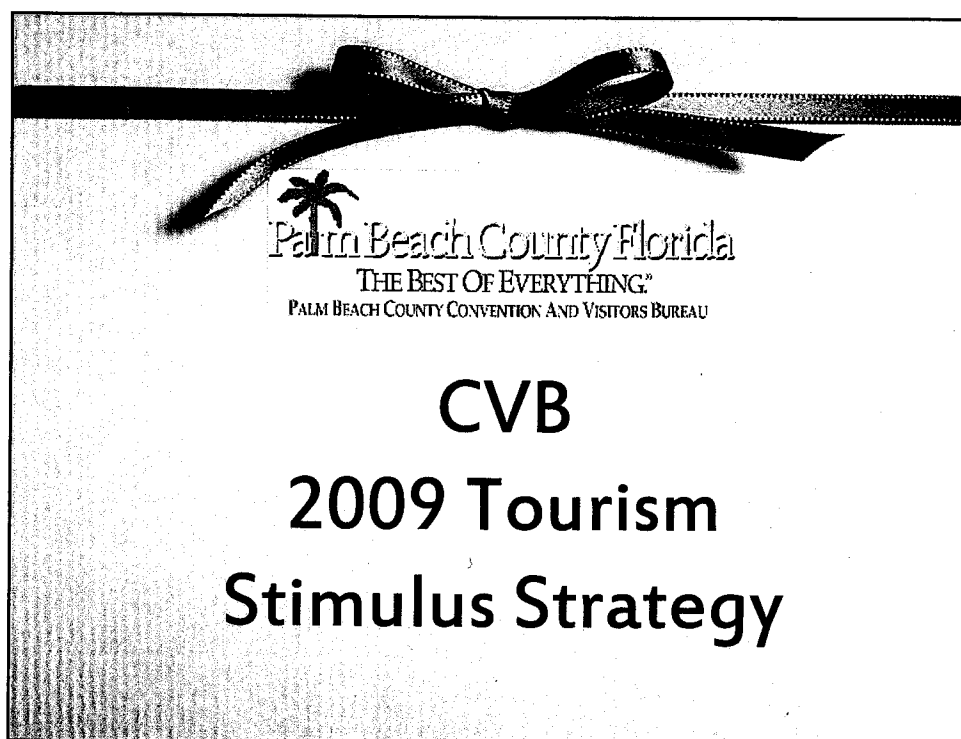
## **Current Reality**

- **4 year decline in hotel occupancies**
- **3 year decline in Room Revenues**
- **Dismal indicators – 1<sup>st</sup> quarter 2009**
- **RevPar down 32% YTD**

## **5 Guiding Principles of the Palm Beach County Tourism Stimulus Strategy**

- 1. Maximize impact on primary drive & fly markets**
- 2. Proposition: tactical, relevant, refreshing, value driven**
- 3. Impact spring/summer and influence fall**
- 4. Strong call to action online and toll free**
- 5. Strong focus on ROI measurement**

5/7/2009



# Overarching Goals

- Increase Hotel Occupancy
- Retain Tourism Jobs



# Target Market:

- Consumers – key markets
- Meeting Planners
  - Associations, Corporate, SMERF
- Travel Agent/Tour Operators

# High Value Visitor Focus

Target	Newspaper	Magazine	Radio	TV	Online	Direct
Fly Leisure Traveler NE/MW	✓	✓	✓	✓	✓	
Drive Leisure Traveler SE/FL	✓	✓	✓	✓	✓	
Meeting/Convention Planners		✓			✓	✓
Travel Industry		✓			✓	✓
Niche (i.e. Eco, Golf, Culture)		✓			✓	

## Campaign Theme 1909- Centennial

- Strong value added promotion
- Tactical, clear & impactful
- 72 participating hotels
- 60% of PBC Room Inventory
- 9500 Rooms



### 1909 Founders' Promotion – Participating Hotels 72 properties / 9508 rooms

Hotels With 200+ Rooms  
Boca Raton Resort & Club – 1047 rooms  
The Breakers – 550 rooms  
West Palm Beach Marriott – 352 rooms  
PGA National Resort & Spa – 339 rooms  
Marriott Palm Beach Gardens – 279 rooms  
DoubleTree Hotel Palm Beach Gardens – 279 rooms  
Boca Raton Marriott Boca Center – 253 – rooms  
Hilton Palm Beach Airport – 245 rooms  
The Resort at Singer Island – 239 rooms  
Hilton Singer Island Oceanfront Resort – 223 rooms  
Days Inn Airport North – 219 rooms  
Hilton Suites Boca Raton – 200 rooms



Hotels With 199-100 Rooms  
Holiday Inn Palm Beach Airport – 199 rooms  
Renaissance Boca Raton – 189 rooms  
Wyndham Garden Boca Raton – 184 rooms  
DoubleTree Guest Suites – 180 rooms  
Hilton Garden Inn Palm Beach Gardens – 175 rooms  
Courtyard by Marriott Boynton Beach – 170 rooms  
Jupiter Beach Resort – 168 rooms  
Hampton Inn & Suites, Boynton Beach – 164  
Comfort Inn West Palm Beach – 162 rooms  
Hilton Garden Inn Boca Raton – 149 rooms  
Best Western Palm Beach Lakes Inn – 135 rooms  
Best Western Palm Beach Airport – 135  
SpringHill Suites Marriott West Palm Beach – 130  
rooms  
Red Roof Inn – 129 rooms  
Hampton Inn & Suites, Wellington – 122 rooms  
Boca Raton Bridge Hotel – 121 rooms  
Hampton Inn, Palm Beach Gardens – 116 rooms  
Highland Beach Holiday Inn – 115 rooms  
Holiday Inn West Palm Beach Turnpike – 114 rooms  
Hawthorn Suites West Palm Beach – 112 rooms  
Royal Inn Hotel – 111 rooms  
Fairfield Inn & Suites, Jupiter – 110  
Hampton Inn West Palm Beach Turnpike – 110 rooms  
Hampton Inn Airport/Downtown – 105 rooms  
Hampton Inn Lake Worth – 104 rooms  
Courtyard by Marriott WPB Airport – 103  
Courtyard by Marriott, WPB – 103  
La Quinta Inn, Jupiter – 102 rooms  
Hilton Garden Inn Palm Beach Airport – 100 rooms  
Homewood Suites by Hilton West Palm Beach – 100  
rooms

Hotels With Under 100 Rooms  
Holiday Inn Express Boca Raton – 97 rooms  
Inn of America – 95 rooms  
Delray Beach Residence Inn by Marriott – 95  
Hampton Inn, Boca Raton – 94  
Best Western Inn of America – 92 rooms  
Hampton Inn Jupiter/Juno – 90 rooms  
Windsor Garden Hotel – 90 rooms  
Residence Inn by Marriott, WPB – 78 rooms  
Colony Hotel & Cabana Club – 70 rooms  
The Brazilian Court – 65 rooms  
Chesterfield Hotel Palm Beach – 52 rooms  
Hotel Biba – 40 rooms  
Bradley Park Hotel – 31 rooms  
New Sungate Motel – 31 rooms  
Wright by the Sea – 28 rooms  
Crane's Beach House – 27 rooms  
Bellatrix Beachfront Resort – 17 rooms  
The Palm Beach Historic Inn – 13 rooms

Bed & Breakfast, Home, Timeshare, and Apartment Rental  
Properties  
Sundy House – 11 rooms  
Mango Inn – 10 rooms  
Hibiscus House – 9 rooms  
Hibiscus House Downtown – 9 rooms  
Grandview Gardens – 7 rooms  
Sabal Palm House – 6 rooms  
Casa Grandview – 5 cottages / homes  
Casa De Rosa B&B – 4  
Palm Beach Shores Resort & Vacation Villas  
Pershing House  
Patio Island

60% of available rooms









5/7/2009

### 1909 Stimulus Strategy Print Campaign (Drive Markets)

➤ Newspapers:

- South Florida Sun-Sentinel,
- Miami Herald,
- Orlando Sentinel,
- Tampa Tribune,
- St. Petersburg Times.

**Total of 15 insertions**











➤ Magazines:

- Florida Travel & Life,
- Florida Monthly.

**Total of 6 insertions**

### 1909 Stimulus Strategy Radio/TV Campaigns (Drive Markets)



**Radio – Drive Markets**

1. Orlando - WOCL (Classic Hits), WHOO (Sports), WOMX (Adult Cont)
2. Miami/Ft. Lauderdale - WAXY (Sports), WKIS (Country), WCMQ (Oldies), WQAM (Sports)
3. Tampa/St. Pete - WGUL (News/Talk), WQYK (Country), WRBQ (Classic Hits)

**Total of 18 stations, 2,000 total announcements over 15 weeks**

**TV- Drive Markets**

1. Orlando - WESH/NBC, WKMG/CBS
2. Tampa/St. Pete - WFLA/NBC, WTSP/CBS

1909 Stimulus Strategy  
Print Campaign  
(Fly Markets)

Print

➤ Newspapers:

• USA Today



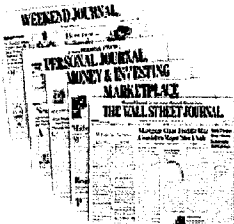

• NY Times (Friday Escapes)

• Boston Globe,




Newark Star Ledger

Wall St. Journal (Saturday Travel)

Total of 10 insertions



1909 Stimulus Strategy  
Radio Broadcast Campaign  
(Fly Markets)



Radio – Fly Markets

1. New York - WABC (Talk), WCBS (News), WFAN (Sports), WPLJ (Adult Cont.)

2. NY/Long Island - WBZO (Oldies), WKJY (Adult Contemporary), WLVG (Adult Cont.)

3. Philadelphia - KYW (News), WIP (Sports), WOGL (Classic Hits), WMGK (Classic Hits)

4. Washington, DC - WAVA (Cont. Hits), WJFK (Talk), WTOP (News), WBQB (Adult Cont.)

5. Baltimore - WJZ (Sports), WLIF (Classic Hits), WXCX (Country), WQSR (Adult Hits)

6. Boston - WBZ (News/Talk), WEEI (Sports), WMJX (Soft Rock), WODS (Oldies)

Chicago - WBBM (News), WGN (News/Talk), WMVP (Sports), WILV (Adult Cont)

TV- Fly Markets



1. Chicago - WMAQ/NBC, WGN/CW

2. Washington, DC - WUSA/CBS

3. New York - WPIX - WB

4. Philadelphia - WCAU/NBC, KYW/CBS

5. Baltimore - WBAL/NBC, WJZ/CBS



Total: 35 TV/ Radio Stations

Total of 1,510 announcements over six week flight

7

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# E-MARKETING

The best way to reach niche markets

## Develop Online Partnerships & Distribute Content Online

Partner with like-minded organizations with an established web presence:

- Culture, Historic
- Family
- Eco
- Adventure
- Green

- Weddings
- Shopping
- Culinary,
- Golf
- Wellness



Invest in online travel partner programs:

- VisitFlorida
- Heritage Travel
- DMAI/CVB Hot Rates



NATIONAL TRUST FOR HISTORIC PRESERVATION



CVBHotRates.com

Research investments in online travel agent programs:


Travelocity Worldwide, Expedia, Orbitz, Opodo, HotelBook.com, Booking.com



Florida Vacation, Tourism, Travel & Entertainment Information - VISITFLORIDA.com - Microsoft Internet Explorer provided by the

http://www.visitflorida.com/ Google

Florida Vacation, Tourism, Travel & Entertainment...



HOME

Type your search term here

Most Popular: beaches • Clearwater Beach • Cocoa Beach • Fort Lauderdale • Fort Myers • Key West • Miami • Naples • Orlando • Panama City Beach • Pensacola • Sanibel Island • Sarasota • St Augustine • St Petersburg • Tampa • theme parks [See All >](#)

Been There, Haven't Done That!

Fun and quirky activities [More >](#)

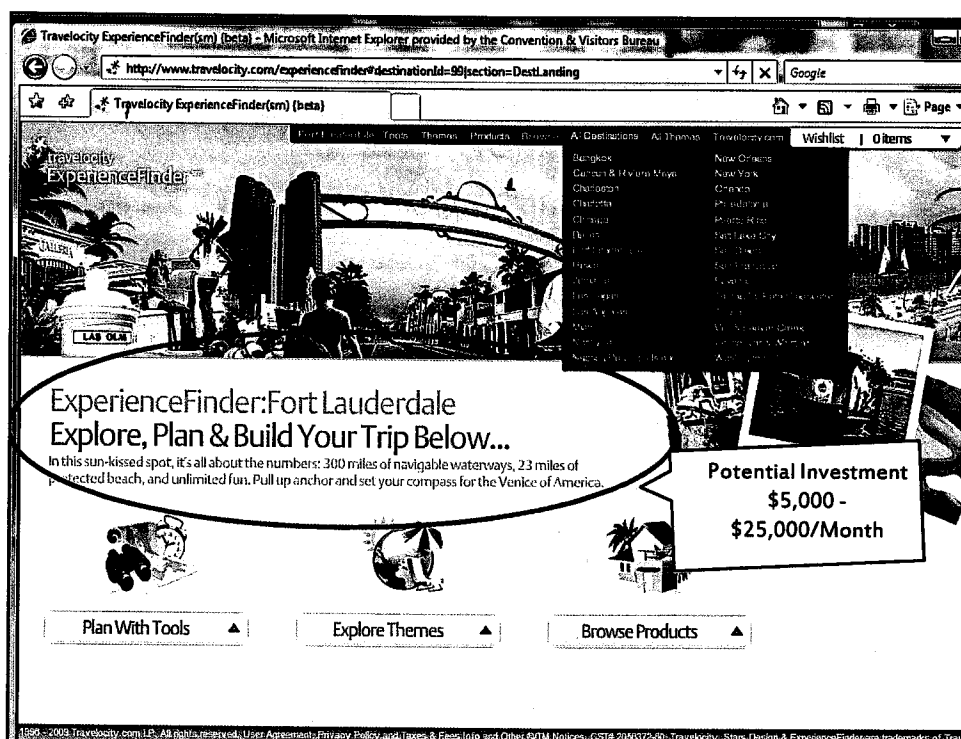
Potential Investment \$10,000 - \$15,000/Month

FLORIDA EXPERT'S

florida experts  
Videos, blogs, podcasts, Q&A

- Arts & Culture Expert  
Rayme Samuels  
New: Arts Market
- Boating & Fishing Expert  
Terry Tomlin
- Shopping & Entertainment Expert  
Paula Lewis
- Dining Expert  
Barb Freda  
New: Rosas Farm
- Beach & Surf Expert  
David McRee
- Family Expert  
Jill Martin
- Authentic Florida Expert  
Lucy Beebe Tobias
- Golf Expert  
Kevin Kenny
- Outdoors & Nature Expert  
Kevin Nims
- Sports & Adventure Expert  
Lauren Tjaden

5/7/2009



## E-MARKETING

**Conduct Search Marketing campaigns to reach consumers**

- Online search marketing
- Pay per click campaigns
- Search engine optimization & configuration
- Local search marketing with Google maps
- Strategic partnership linking programs
- Mobil search marketing & download capabilities
- Paid online travel directory inclusions



Google  
YAHOO!

5/7/2009

Google Search results for "palm beach county hotels".

Search results 1 - 10 of about 6,480,000 for palm beach county hotels with Safesearch on. (0.51 seconds)

**Hotels at Expedia**  
www.Expedia.com - Save up to 50% on Hotels at Expedia And Now Earn ThankYou Rewards

**Luxury Palm Beach Hotel**  
FourSeasons.com/PalmBeach - Visit Four Seasons Official Site. Check Availability

**Up To 60% Off Hotels**  
www.Hotwire.com - 4-Star Hotels at 2-Star Prices With Low Hotwire Hot-Rates!

**The Official Guide for Palm Beach hotels, Palm Beach resorts, and...**  
Visit Palm Beach County's Official Visitor's site for all the information you need on Palm Beach hotels and Palm Beach resorts, including the always popular ...  
www.palmbeachfl.com/stay/where-to-stay/ - 20k - Cached - Similar pages

**Palm Beach County Hotel & Lodging Association**  
The members of the Association are comprised of hotels, motels and other lodging establishments in Palm Beach County.  
www.hotelassociation.com/ - 9k - Cached - Similar pages

**Palm Beach Hotels - Florida Resort - Florida Accommodations - The ...**  
The Breakers Hotel & Resort in Palm Beach, Florida is set amidst 140 acres of ... The Breakers | One South County Road | Palm Beach, Florida 33480 ...  
www.thebreakers.com/ - 30k - Cached - Similar pages

**West Palm Beach Hotels: Read West Palm Beach Hotel Reviews and ...**  
Hotels in West Palm Beach, Florida: See 1195 traveler reviews, 197 candid photos, and great deals for 30 West Palm Beach hotels at TripAdvisor.  
www.tripadvisor.com/Hotels-g34731-West\_Palm\_Beach\_Florida-Hotels.html - 139k - Cached - Similar pages

**Palm Beach County, Florida FL county profile, hotels, tourism...**

**Palm Beach Hotels**  
Photos, Reviews, Maps and More  
Compare and Save with Hotels.com!  
www.hotels.com

**Palm Beach County Hotels**  
Compare Hotel Prices, Search and Save up to 70% at SideStep  
SideStep.com

**Palm Beach County Hotels**  
Palm Beach County Hotels.  
Find Great Vacation Spots Here.  
LuxuryResorts101.com  
Florida

**Palm Beach County Hotels**  
Save Big on Palm Beach Co. Hotels.  
Priceline: No One Deals Like We Do.  
www.priceline.com

**Potential Investment**  
\$1,000 - \$10,000/Month

Google Search results for "palm beach hotels".

Search results 1 - 10 of about 54,600,000 for palm beach hotels with Safesearch on. (0.45 seconds)

**Palm Beach FL Hotels**  
www.Starwoodhotels.com/PalmBeach - The Official Site. Our Best Rates Guaranteed - Book Now.

**The Ritz-Carlton**  
www.RitzCarlton.com/PalmBeach - Experience Luxury and Indulgence in The Most magnificent Places.

**Luxury Palm Beach Hotel**  
FourSeasons.com/PalmBeach - Visit Four Seasons Official Site. Check Availability & Package Rates!

**Local business results for hotels near Palm Beach, FL**

A. **Brazilian Court Hotel** - www.thebraziliancourt.com - (561) 655-7740 - 44 reviews

B. **Bradley Park Hotel** - www.bradleyparkhotel.com - (561) 832-7060 - 46 reviews

C. **Heart of Palm Beach Hotel** - www.palmbeachhotels.biz - (561) 655-5600 - 31 reviews

D. **Chesterfield Hotel-Palm Beach** - www.chesterfieldpo.com - (561) 659-5800 - 50 reviews

E. **Colony Hotel** - www.thecolonypalmbeach.com - (561) 655-5431 - 40 reviews

F. **Four Seasons-Palm Beach** - www.fourseasons.com - (561) 582-2800 - 125 reviews

G. **Breakers Palm Beach Inc: Ocean Golf & Tennis** - www.thebreakers.com - (561) 653-6656 - 6 reviews

H. **The Breakers Palm Beach** - www.shopthebreakers.com - (561) 655-6611 - 216 reviews

I. **Fairfield Inn & Suites Palm Beach** - marriott.com - (561) 582-2585 - 48 reviews

J. **The OC Beach Resort** - www.theocbeachresort.com - (561) 586-6542 - 37 reviews

More results near Palm Beach, FL »

**Potential Investment**  
\$1,000 - \$20,000/Month

**Palm Beach Hotels**  
Photos, Reviews & More. Great Rates from Holiday Inn Express.  
www.hiexpress.com

**Palm Beach FL Hotels**  
Book your hotel accommodation here!  
www.PalmBeachFL.com

**Palm Beach Hotel**  
Book Hotel Rooms with Confidence. Travelocity Guarantees Low Prices.  
www.Travelocity.com/Hotels

**Cheap Palm Beach Hotels**  
Save on Palm Beach Hotels. Great Rates from 150+ Hotel Sites! www.kayak.com

**Hotel Near Palm Beach FL**

5/7/2009

# E-MARKETING

## Reach Customers through E-Newsletter campaigns

### Grow customer E-Mail database

- Consumers:
- Meeting Planners/Travel Trade/Media:
- Pay to be included in e-mail campaigns



### Deploy E-Newsletter campaigns

- Communicate every 30 days
- Engage hotel members
- Include hotel special offers, attractions, events



To view this e-mail on the web, click here. Forward to a Friend  
To ensure receipt of future emails, please add info@palmbeachfl.com to your address book

*You ARE CORDIALLY INVITED TO*

**STAY | PLAY | CELEBRATE**

Dear Brenda, March 27, 2009

Whether on stage or film, festivities in the greater Palm Beaches are just getting started and everything is set for you to make an appearance. **SunFest** is where you begin your tropical groove, as internationally known musicians perform on breezy, waterfront stages. If that's not enough fun to keep your days and nights full, check out the 14th annual **Palm Beach International Film Festival**. So celebrate and kickoff your festive summer with this top line up of tunes, flicks, places to play, and places to stay.

We invite you to **STAY. PLAY. CELEBRATE.**

Hotel Special Offers

Be in on the Scene

Totally Good Time

5/7/2009

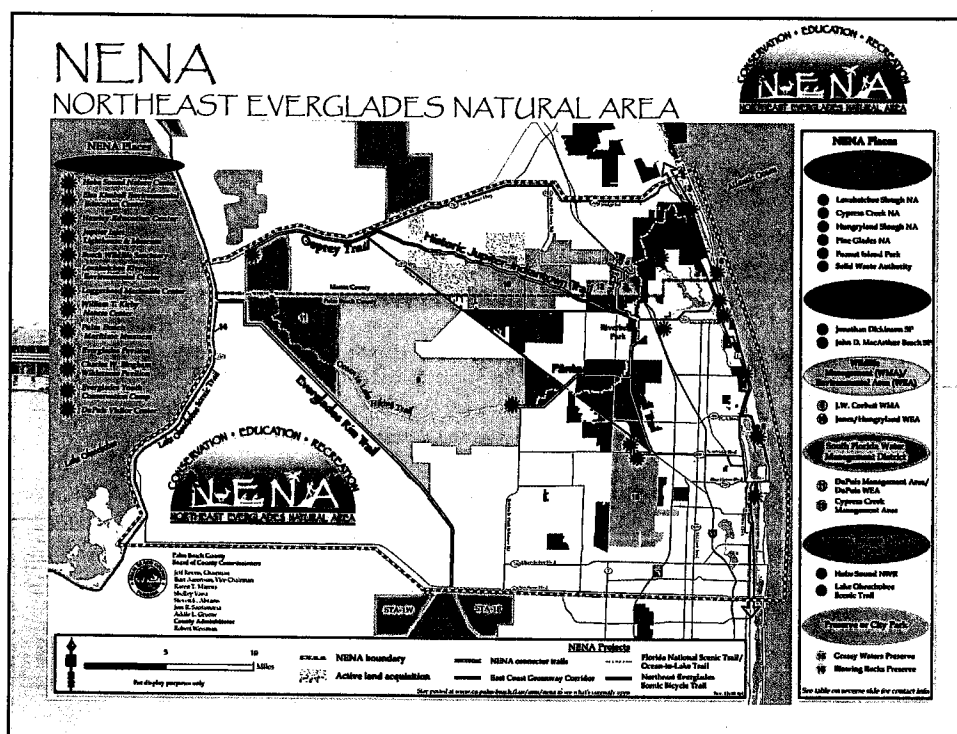
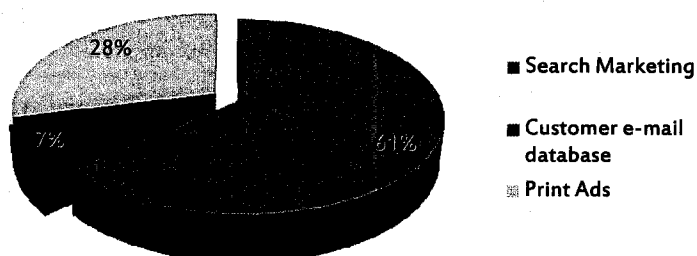
## Eco Tourism Campaign

### Overarching Goals:

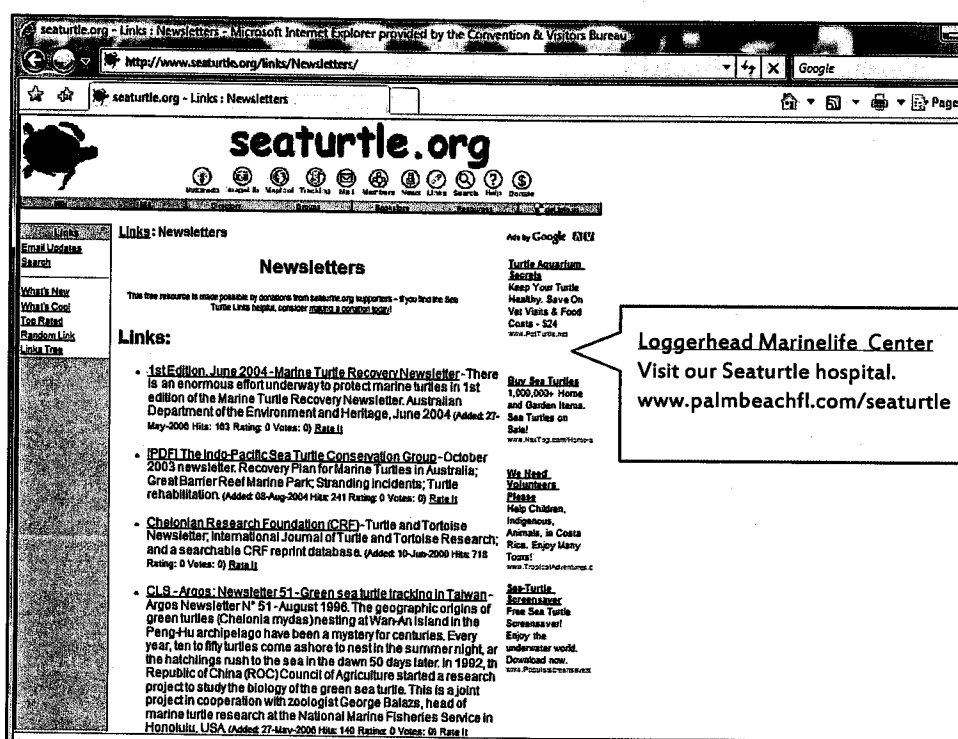
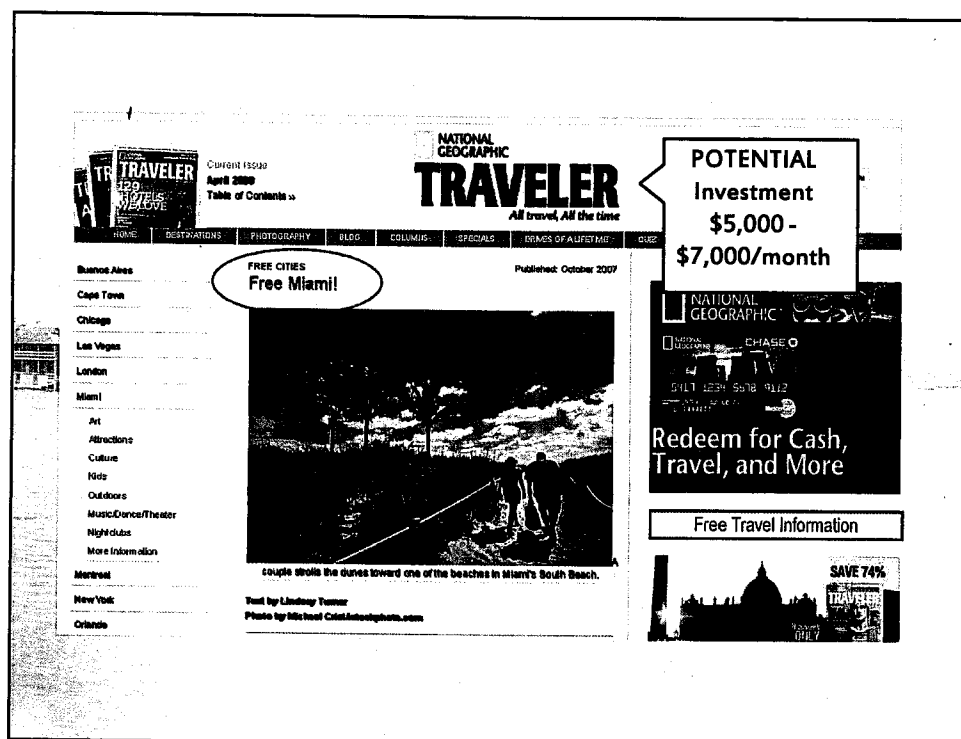
- Increase hotel occupancy
- Increase visitors to Parks, Eco-sites and Nature preserves
- Retain Tourism Jobs

**TARGET:** Eco/Green/Adventure Travelers

**TACTICAL INVESTMENT: \$296,700**



5/7/2009





5/7/2009

**Group and Convention Sales  
1909 Rebate Program**

**Action:** Create an Aggressive Rebate Program fund of \$175,000

**Goals:** 60 New Groups (Six Months)  
15,000 Room Nights  
\$200,000 in new bed tax revenue

**Criteria:** Based on Group size and revenue potential, strict participation and eligibility criteria will apply

**Group Magazine Print Ad**

**INTRODUCING**  
THE STIMULUS PACKAGE OF THE CENTURY  
**PALM BEACH COUNTY, FL**  
FOUNDED IN 1909

**EXTRAORDINARY MOTIVATION INCLUDES:**  
**\$1,909** REBATE TO MASTER ACCOUNT\*  
47 MILES OF BEACHES.  
125 MILES OF WATERWAYS  
170 GOLF COURSES, 1,100 TENNIS COURTS  
FLORIDA'S CULTURAL CAPITAL  
63 PARKS & ECO-SITES, 200 DAILY FLIGHTS

**ACCESSIBLE, ALLURING, AFFORDABLE**

**R S V P**  
PALMBEACHFL.COM/1909  
877.FBC.CVB1 (722.2821)

\*Florida Group Rebate for 2009 subject to availability, and limited to one rebate per group. Rebate amount varies by group. Rebate is not cashable.

**Palm Beach County, Florida**  
Unspoiled Paradise  
All the Amenities of the 21st Century

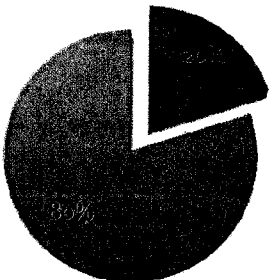
5/7/2009

# Cultural Council 2009 Tourism Stimulus Strategy



## USE OF STIMULUS FUNDS: 1909 Centennial Marketing Campaign

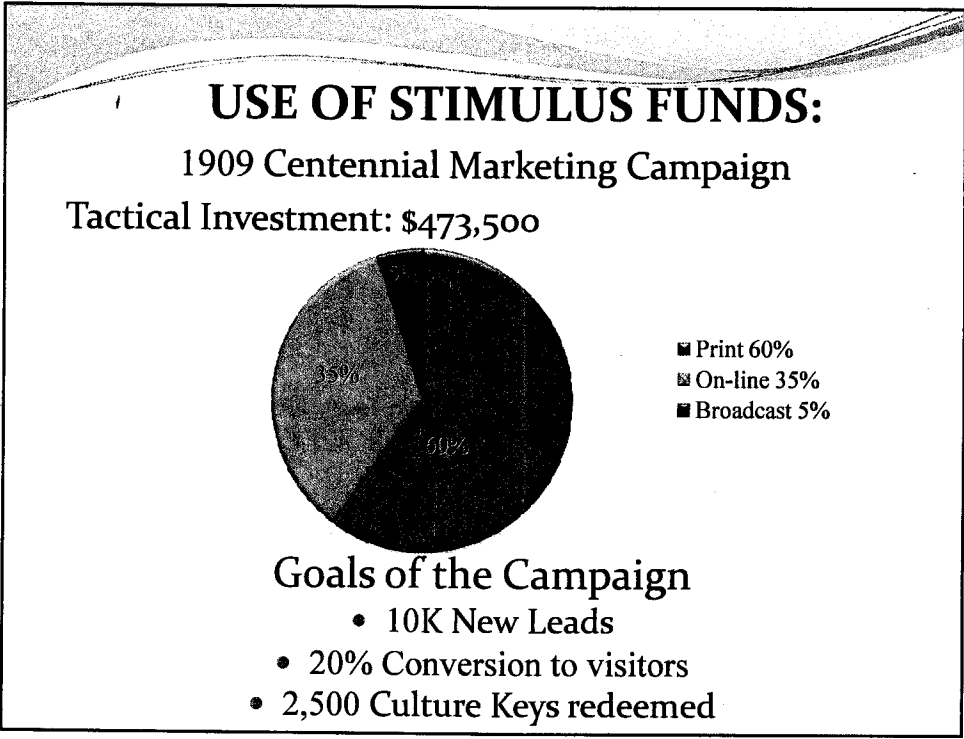
Start Campaign      Insertion Order Complete      End of Campaign  
May 2009      September 2009      December 2009



- Cultural Council  
Co-op advertising  
incentive
- Cultural Organizations  
Co-op and direct out-  
of-county marketing  
for summer/fall

- COORDINATED THROUGH CULTURAL MARKETING COMMITTEE MEETINGS
- TARGETED TO CONSUMERS WITH CULTURAL INTERESTS

5/7/2009





**"VALUE" CAMPAIGN THE 1909 CELEBRATION OF THE COUNTY**  
*OPEN THE DOOR TO 100 YEARS OF ART & CULTURE IN PALM BEACH COUNTY*

**CULTURE KEY**  
OPEN THE DOOR TO 100 YEARS OF ART & CULTURE IN PALM BEACH COUNTY

**2 for 1 admission to a number of county-wide experiences**

- Strong linkage to CVB Print/Web Strategies
- Distribution- hotel/concierge desk/Rental car/PBIA/downloadable from Websites/ Extended Stay for special events
- Voucher returned at admission Window (for tracking)
- No cost to hotelier, but encouraged to promote



5/7/2009



JUST BRING  
YOUR  
GAME

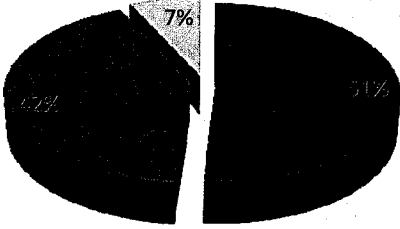
# Sports Commission 2009 Tourism Stimulus Strategy

WWW.PALMBEACHSPORTS.COM



JUST BRING  
YOUR  
GAME

## 2009 Tourism Stimulus Strategy Use of Funds



Category	Percentage
Print	51%
Rebate	42%
Direct Sales	7%

■ Print  
■ Rebate  
■ Direct Sales

Tactical Investment: \$147,300

WWW.PALMBEACHSPORTS.COM

5/7/2009

## 2009 Tourism Stimulus Strategy



### A One-Time Investment to:

- **Develop** new events and sports tourism for Palm Beach County.
- **Solidify** events considering Palm Beach County.
- **Retain** existing events – making sure they return to Palm Beach County in future years.
- **Collaboration** with CVB Tactical investments.

## Develop new events creating sports tourism for Palm Beach County.



1. Trade Advertising Blitz (June – September) in targeted publications.
2. Create & Produce Sports Facilities Guide to Palm Beach County in print and website versions. (August)
3. Aggressive representation at the World's Leading Conference & Expo for the Sports-Event Industry.

**Over 300 prospects in one location.**

October 13-17, 2009 – New Orleans



## Solidify events considering Palm Beach County.



1. **One-Time Stimulus Grant Support** (Providing an economic incentive, creating a true competitive advantage.)

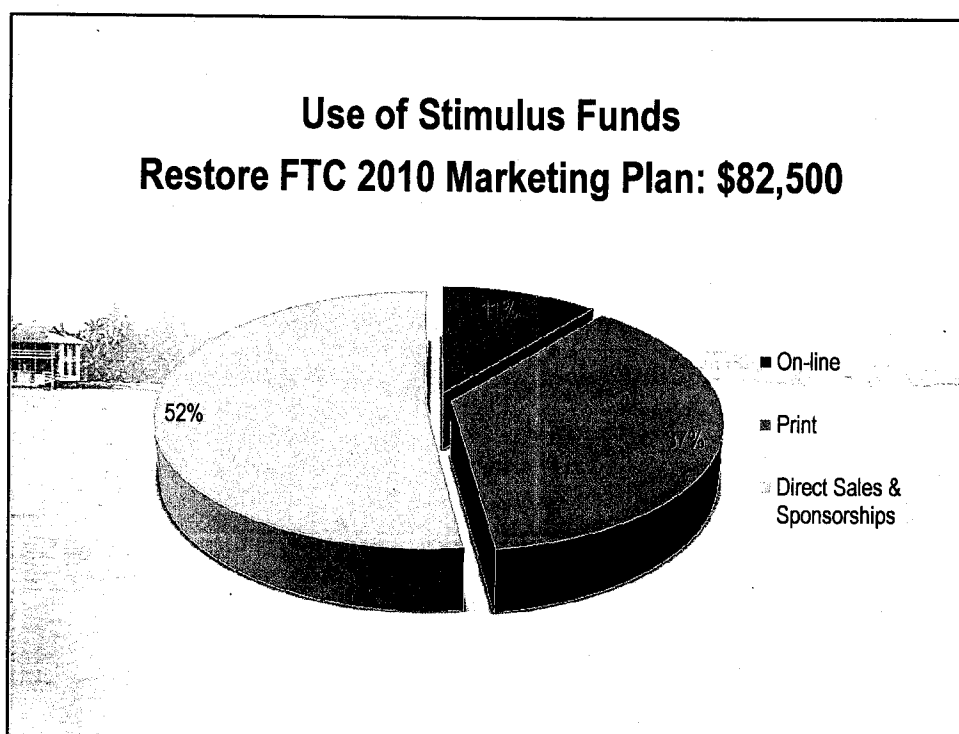
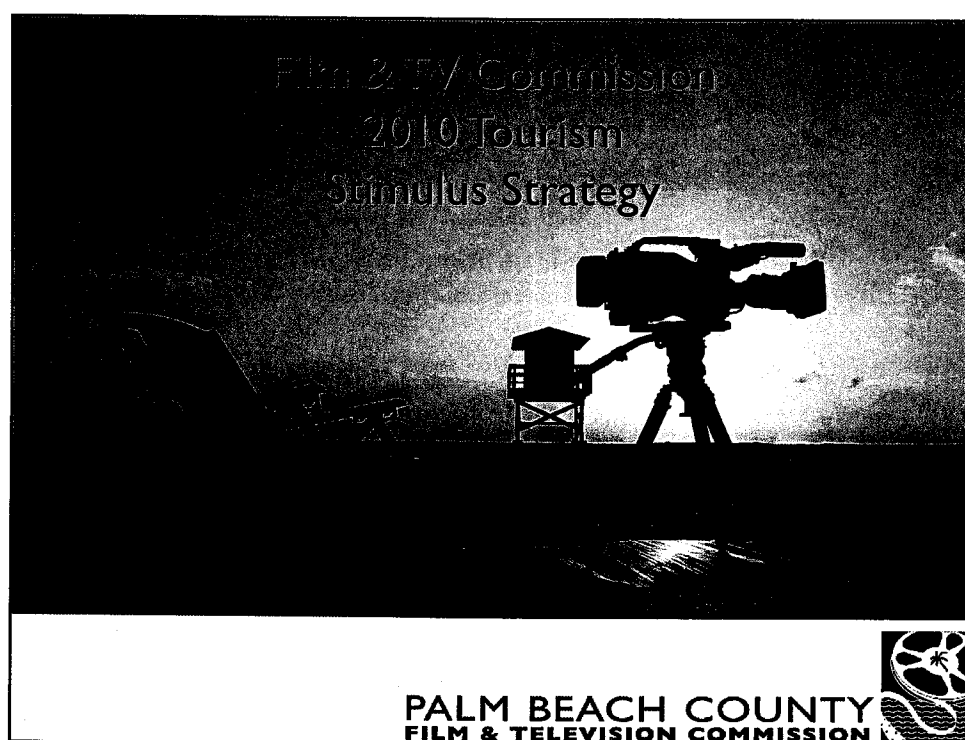
- Make Palm Beach County affordable
- Create multi-year agreements
- Establish signature events

## Retain existing events – making sure they return to Palm Beach County in future years.



1. **Enhance the Palm Beach Experience**
  - Event Servicing
  - Logistical Arrangements
  - Event Coordination
  - Event Marketing
2. **Exploit Extended Stay Program**  
"come a day early or stay a few days longer"

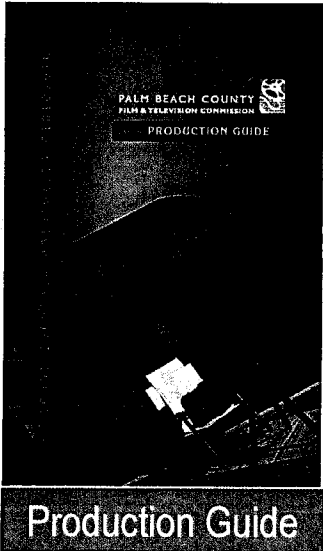
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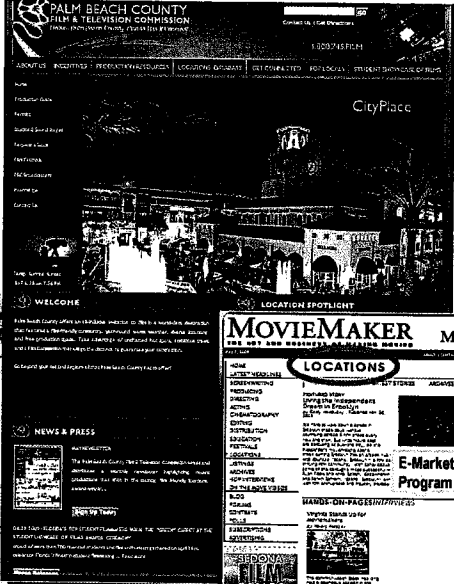
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# 2010 Tourism Stimulus Strategy

- Develop FTC website e-marketing program in collaboration with new CVB web strategy
- Grow FTC database of film/TV producers
- Distribute e-Newsletter via direct mail & electronic
- Produce "PBC Production Guide"
- Fund print ads in film/TV trade publications
- Sponsor film festivals & events
- Attend Consumer Trade Shows/Scouts



## Website



## Focus on Film

Palm Beach County, Florida Has It Covered.

**STYISH FILM FESTIVAL WELCOMES HOLLYWOOD LEGENDS**

Celebrating some of the best independent cinema has to offer, the 14th Annual Palm Beach International Film Festival (PIFFF) The year's festival which runs from April 23-27, 2009, has a fresh lineup of celebrities and films. Among the film festival guests are the legendary light fixture, Steve of Suede, Charles Martin Smith, who served as a special guest in the film, a scheduled to appear. The opening night party will once again take place on the rooftop of Ponder Park. Guests will party the night away as they dine on food served by the some of the top restaurants in the area. The main stage event will be held on Wednesday, April 22 at 8:00pm at the world-renowned Grand Club, will be hosted on Friday, April 24 at 8:00pm at the world-renowned Beach House Restaurant & Club. VIPs will be invited to the event. The event will be held on Wednesday, April 22 at 8:00pm at the world-renowned Grand Club, will be hosted on Friday, April 24 at 8:00pm at the world-renowned Beach House Restaurant & Club. VIPs will be invited to the event. The event will be held on Wednesday, April 22 at 8:00pm at the world-renowned Grand Club, will be hosted on Friday, April 24 at 8:00pm at the world-renowned Beach House Restaurant & Club. VIPs will be invited to the event.

## MovieMaker

THE ONLY ONE-STOP RESOURCE FOR FILM PRODUCERS

**LOCATIONS**

Handwritten notes and a list of locations are visible on this page.

## Newsletter

Focus on Film

Entertainment, Travel, and more. Includes a section for 'MODERN DAY MARY POPPINS RETURNS'.



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### A "PALM BEACH" BREAKTHROUGH

Go Beyond the Set to Explore what Palm Beach County, FL has to offer.

Palm Beach County invites you to film in a world class destination that features a Beachside community, year-round scenic locations, over 2,000 square miles with diverse locations and free production space. The Film Commission will go the distance to guarantee your satisfaction and just maybe you will be noticed to stay in paradise... like so many others!

**ONE OF FLORIDA'S HOTTEST LOCATIONS**  
**DISCOVERING PALM BEACH... FIRST**

Are you shooting in Hollywood at \$10 million or more and considering a Florida location? World famous 12 miles of pristine ocean and 12 miles of beach including 12 miles of movie property to choose from. Then the Silver Studios in West Palm Beach make you an offer you can't refuse... after production spend Over sixty productions have shot at Silver Studios since they began their year ago including The Police and the Paper and a Redefined Music Video. The Studios back lot contains a variety of props including new planes, a stand alone house, a 2000s car, a vintage car, a sign and a signpost, and much more. Joe Kelly, Producer of The Police and the Paper said, "I had about 6-8 weeks to make a movie and thought it was too good to be true. But as my supplier, my experience at Silver Studios proved to be so much more."

**PALM BEACH COUNTY HAS A RICH FILM HISTORY**

One legend has it that the first movie shot in Palm Beach County was a silent movie called "The Millionaire" in 1914. Since then, the county has been a hot spot for film and television production. One of the first movies shot in Palm Beach County was a silent movie called "The Millionaire" in 1914. Since then, the county has been a hot spot for film and television production.

**TOP DESTINATION FILM FESTIVAL**  
The Palm Beach International Film Festival and the Beachside Showcase of Film are events designed to bring the industry to the county. The festival will take place from April 20-26, 2009.

**KEY STORIES FROM ANNUAL SPRING MEETING**  
**ON ONE OF FLORIDA'S HOTTEST LOCATIONS**

For two years in a row, the golden sandy shores of Palm Beach hosted the annual Spring Beach production. Performances by artists such as Keith Cole, LA Wayne and Mykal Jean turned up the heat of the sun on the beautiful ocean over a three-day production period. More than 50 hours of TV coverage aired on BET.

**PALM BEACH IS NOT ONLY FOR THE SHOWBIZ**

The CTV's new drama, "Masters of Sex" has been shooting in Palm Beach County. The program has showcased numerous County locations such as the breathtaking coastline, The Breakers and The Old Key Lime House.

**SHOOTING ON LOCATION... THERE'S NOTHING LIKE PALM BEACH COUNTY HOME**

Palm Beach County is known for its ability to attract and create productions. One of the first movies shot in Palm Beach County was a silent movie called "The Millionaire" in 1914. Since then, the county has been a hot spot for film and television production.

**PERMANENTLY IN RESIDENCE**  
The People's Film Company (PFC), an award-winning independent film and video production company, has left the Universal Studios FL back lot after 14 years and permanently relocated to Silver Studios. Their latest movie, "The Ocean Love Story", was released in the fall of 2008. PFC has fully developed and filmed three feature films ready for production that will shoot in Palm Beach County.

Planning a trip based on nothing? Palm Beach County, home to the rich and famous is increasingly affordable. Call us at 561.233.1000

**Print Advertising**



*Sit back, relax and roll.*

Planning a trip based on nothing? Palm Beach County, home to the rich and famous is increasingly affordable. Call us at 561.233.1000

**PALM BEACH COUNTY**  
Film & Television Commission  
Call Today to Reserve Your Complimentary Production Kit  
1.561.233.1000  
or visit palmfilm.com



*Lighten up, Naturally.*

Planning a trip based on nothing? Palm Beach County, home to the rich and famous is increasingly affordable. Call us at 561.233.1000

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## Return On Investment (ROI)

**WITHOUT Stimulus Funds:**  
The FTC projected a -20% reduction in all performance measures.

**WITH Stimulus Funds:**  
Palm Beach County will save 10% of that business.

Economic Impact saved: \$10 million

5/7/2009

**Tourism Development Council  
Tourism Stimulus Strategy Recommendations  
(April – September 2009)**

CVB	\$2,000,000
Cultural Council	\$ 473,500
Eco Tourism Campaign	\$ 296,700
Sports Commission	\$ 147,300
Film & Television Commission	\$ 82,500
<b>TOTAL</b>	<b>\$3,000,000</b>

**2009 Tourism Stimulus Strategy  
Use of Funds by Tactical Investment**

The suggested fund allocation by main media channels, is currently under review by each of the TDC agencies. However, the following chart provides a preliminary breakdown of tactical investment.

Online	\$1,244,532	41.48%
Broadcast (Radio/TV)	613,675	20.46%
Print/Collateral	875,891	29.20%
Group/Sports Booking Rebates	248,991	8.30%
Direct Sales	16,911	.56%
<b>Totals</b>	<b>\$3,000,000</b>	<b>100.00%</b>

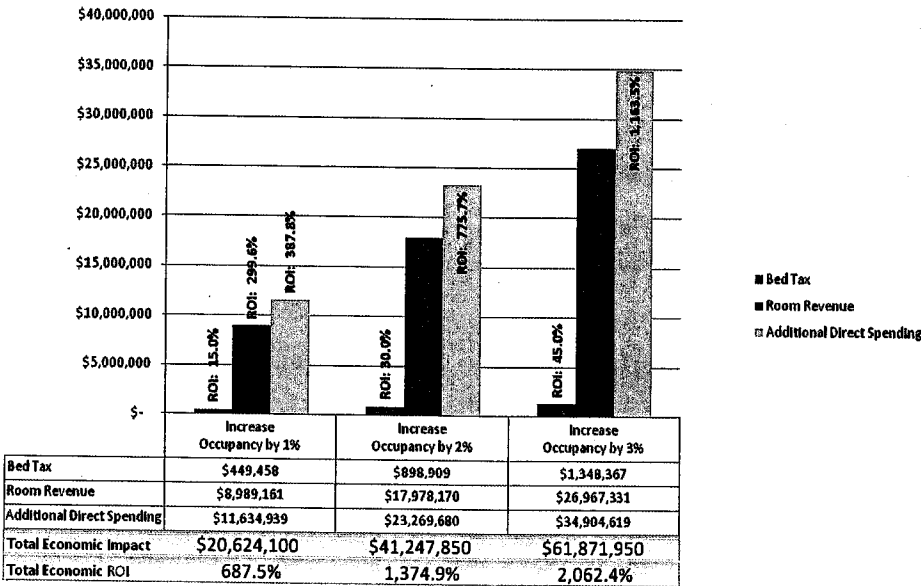
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### Tracking and Goals Of Tactical Investment

1. Hotel Room Nights from 1909 campaign (Leisure)	2K
2. Group Room Nights from 1909 Rebate campaign	12K
3. Unique visitors to landing page -1909 Founders Package	100K
4. Unique visitors to website	600K
5. Click thru activity from palmbeachfl.com to Hotel websites	30K
6. Approximate room revenue generated from click thru activity.	\$325K
7. Customer e-mail database growth	135K
8. Culture Keys (value coupons) redeemed	2,500
9. Sports events booked/retained (6+) & RNS produced	8,500
10. Incremental film/TV/photography economic impact	\$10M

### ECONOMIC IMPACT AND ROI

Based on \$3 Million Investment



Based on STR reports

## Conclusions

- The crisis is real
- TDC Agency collaboration is real
- This is the ultimate “rainy day” – really
- This plan is all about gaining customers and retaining jobs

## Thank You