

PALM BEACH COUNTY

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: May 4, 2010 [] Consent [] Regular
[] Workshop [] Public Hearing

Department

Submitted By: TOURIST DEVELOPMENT COUNCIL

Submitted For: All TDC FUNDED AGENCIES

I. EXECUTIVE BRIEF

Motion and Title: STAFF RECOMMENDS MOTION TO RECEIVE AND FILE: Tourism Stimulus Marketing Campaign Report on the expenditure of Tourist Development ("bed tax") revenues to support the marketing stimulus plans for the Convention Visitors Bureau (CVB) including Eco-Tourism, Cultural Council, Film and Television Commission and the Sports Commission.

Summary: On May 19, 2009 the Board approved the reallocation of \$3 million of bed tax revenues to a TDC multi-agency tourism stimulus strategy to market Palm Beach County to fly and drive market travelers. The \$3 million was allocated in the following areas: the CVB/Eco-Tourism 74.89% for \$2,246,700, the Cultural Council 15.78% for \$473,500, the Sports Commission 4.91% for \$147,300 and the Film & TV 4.42% for \$132,500.

The performance measures Palm Beach County experienced as of November 2009 through February 2010 were positive gains in occupancy levels year over year for each month. Attached is a summary of the Smith Travel Research report of our monthly performance statistics compared to the previous year.

Background and Justification:

As of March 2009 tourism performance indicators for the first 3 months for Palm Beach County showed a decline in occupancy rate over the past 4 years. The previous year of 2009 average daily rates (ADR) and revenue per available room (REVPAR) had also declined significantly from 2007.

At the direction of the Tourist Development Council and with the recommendation of the Strategic Marketing Council, TDC agencies (CVB, Sports, Culture and Film & TV) developed tactical promotional plans to stimulate demand in their key markets. The overarching theme of the program

Continued on Page 3

D. Attachments:

- 1. Power Point Slides

Recommended by: [Signature] Department Director Date 4/13/10
Approved By: [Signature] Deputy County Administrator Date 4/21/10

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2010	2011	2012	2013	2014
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
NET FISCAL IMPACT	0 =====	=====	=====	=====	=====
# ADDITIONAL FTE POSITIONS (Cumulative)	_____	_____	_____	_____	_____

Is Item Included In Current Budget? Yes _____ No. _____

Budget Account No.: Fund _____ Agency _____ Org. _____ Object _____
Reporting Category _____

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

C. Department Fiscal Review: _____

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Administration Comments:

No fiscal impact.

OFMB *4/28/10*
4/19/10 SW
4/15/10 SW

Contract Dev. and Control
4/20/10
6/20/10 Jones 4/20/10

B. Legal Sufficiency:

Maureen Cullen 4/20/10
Assistant County Attorney

C. Other Department Review:

Department Director

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

Continued from page 1

revolved around the County's founding in 1901.

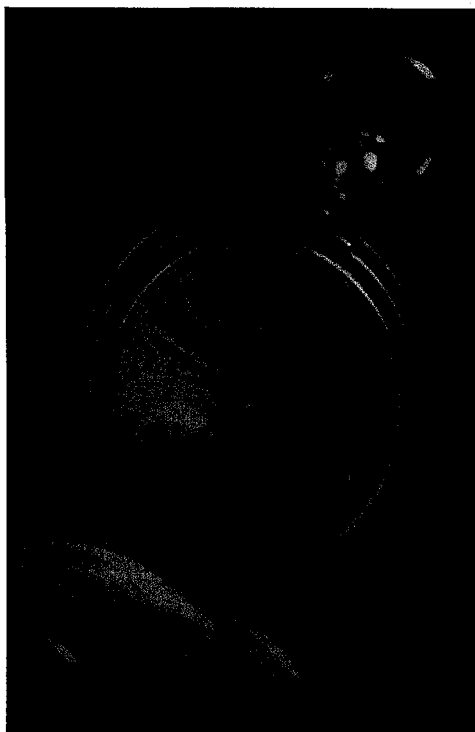
This directive was based on fresh research showing that there is a healthy level of travel activity still taking place. Research further indicated travelers would choose destinations based on a compelling promotional offer. All of the agencies collaborated and presented an integrated Tourism Stimulus Strategy to the Tourism Development Council Finance Committee and the full TDC board. This Tourism Stimulus Strategy was put into motion by the BCC in June upon its approval of an amendment to the TDC ordinance reallocating \$3 million in bed tax revenues to the program.

4/13/2010



Main Goals

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



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 summer; influence fall/winter
4. Strong call to action online
5. Strong focus on ROI measurement

Target Markets:

CVB

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

Sports

- Sports Event Organizers



Target Markets:

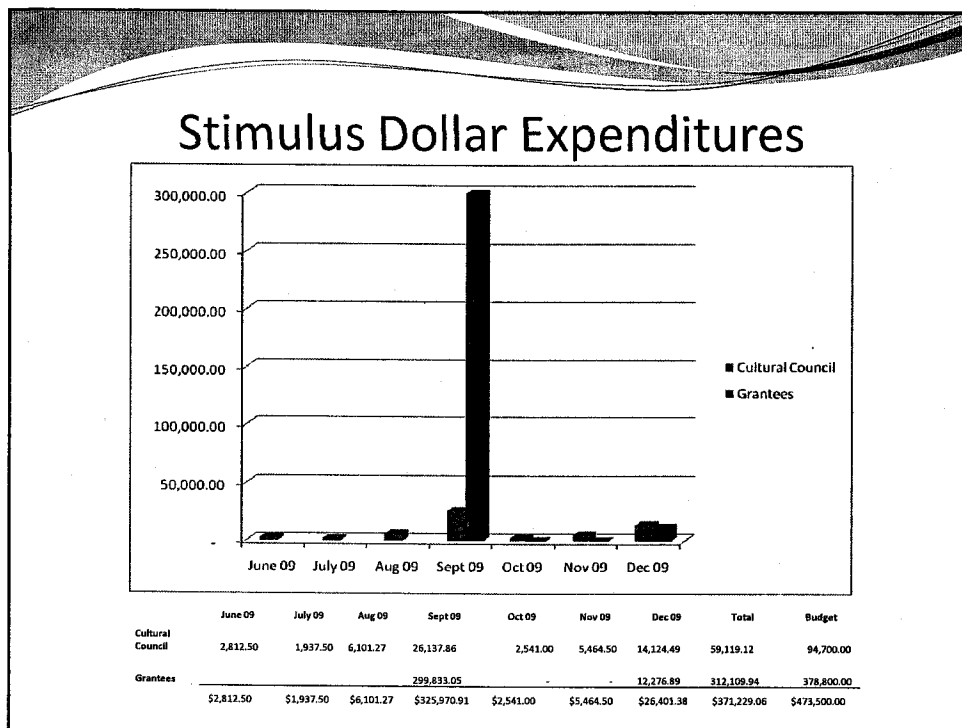
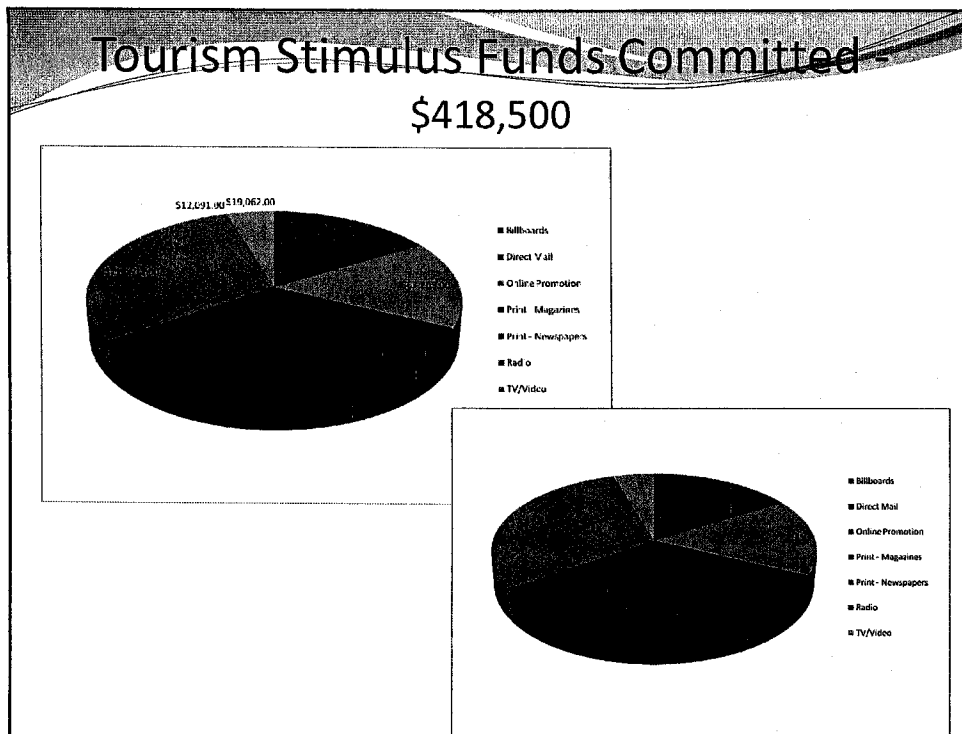
Culture

- Consumers seeking a Cultural Travel Experience

Film

- Film/TV Producers and Production Personnel

Cultural Tourism Stimulus Strategy



Advertising Results

- **PRINT MEDIA**

- 77 Unique Print Media (40 newspapers/37 magazines)
- First-time Visibility in National Newspapers and Niche Market Publications

Digital Photography - Clay Times
American Theater
Florida Gardening
Opera Now - American Craft
Art in America - ArtJewelry
Ceramics Monthly

- **Increased Editorial Space**

FL Travel & Lifestyles
New York Times
Miami Herald
International Artist
Visit Florida Magazine



Advertising Results

- **ONLINE AND OTHER MEDIA**

- 22 Online Media
- New York Times Great Getaways E-blasts, National Trust Heritage Tourism site, nytimes.com, visitflorida.com and yahoo.com, orlandosentinel.com
- 2 Direct Mail Campaigns - History and Barbie
- 9 Radio/TV Campaign

COASTFM.com

WGCU

WMNF 88.5 fm

WLRN Florida's News and Television for South Florida

WCCS.org

Advertising Results

- 7 Outdoor Billboards – Major Drive Arteries –
 - I-95 in Miami , Vero Beach, and Coco Beach
 - Florida Turnpike North and South at Ft. Pierce
 - Florida Turnpike South of Kissimmee (Zoo/SFSM)



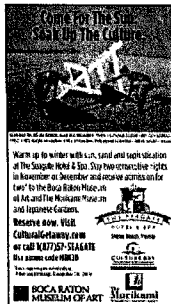
Stimulus Marketing Results

Cultural Council Leads Actual 24,079 Goal -10,000

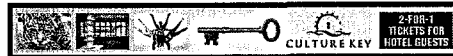
Cultural Organizations

- Print Leads – 113,351
- Online Leads – 203,250
- Reader Response Leads – 978
- Total Leads 341,652
- Landing Page Hits – 10,949

Hotel Partnerships/Culture Key



- Unique hotel partnerships created: 20
 - 42 Palm Beach County hotels participating
- From these hotel partnerships, 404 room nights were generated.
- 400 Vouchers redeemed by Cultural Organizations with a goal of 2,500



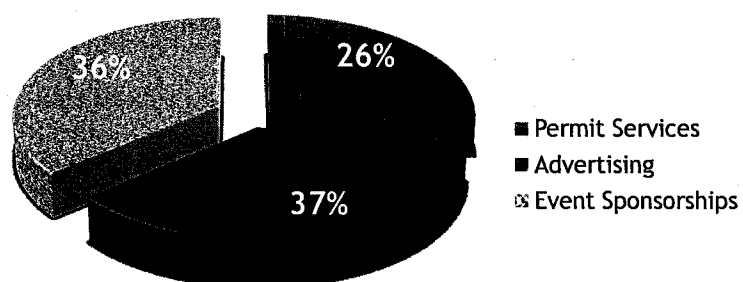
PALM BEACH COUNTY FILM & TELEVISION COMMISSION

PALM BEACH COUNTY
FILM & TELEVISION COMMISSION



Relax... Palm Beach County, Florida Has It Covered!

STABILIZE – RETAIN – DEVELOP



Stimulus Funding Report FY10 First Quarter

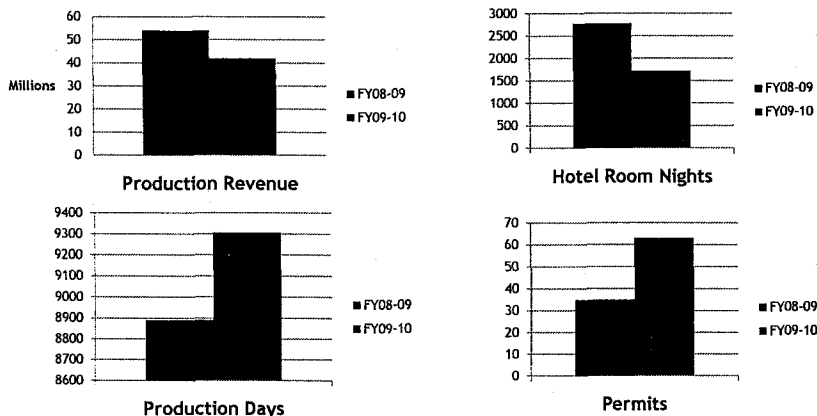
- Permitting Services
- Industry Event Sponsorships
- Advertising

PALM BEACH COUNTY
FILM & TELEVISION COMMISSION



Relax... Palm Beach County, Florida Has It Covered!

1st Quarter Comparison

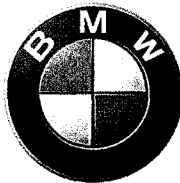


	FY08-09 (Oct 08-Dec 08)	FY09-10 (Oct 09 - Dec 09)	% Change
Production Revenue	\$54,419,092	\$42,261,142	-22%
Permits	35	63	80%
Hotel Room Nights	2,783	1,719	-38%
Production Days	8,890	9,307	5%

Permitting Services Impact Repeat Clients



FRONTGATE



Marketing & Advertising



Destination Tourism Events



- Hosts more than 20,000 filmgoers annually
- Named as one of the Top 25 Independent Film Festivals in the World
- Has screened more than 150 World Premieres and more than 1,100 films from 55 countries.



- Attendance of over 3000 visitors
- Event draws more than \$ 2.1 million in revenue
- Attendance demographic, avg. income \$ 100k+
- On average 60 to 70 local business sponsor the film festival



- Economic Impact of more than \$ 6 million
- Attendance over 20,000
- Viewership totals more than 87 million households



Rookie Challenge


FOTOfusion®
Palm Beach Photographic Centre
Develop Your Inner Creativity





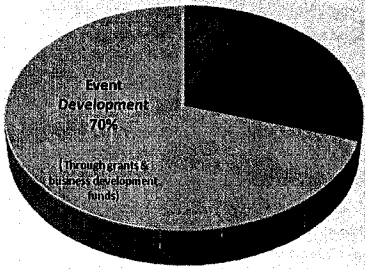
Palm Beach County Sports Commission

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Use of \$147,300 Stimulus Appropriation

Stabilize – Retain – Develop
Sports Tourism in Palm Beach County




- Travel
- Advertising
- Event Development

Event Development 70%
(Through grants & business development funds)







JUST BRING
YOUR
GAME

WWW.PALMBEACHSPORTS.COM



Stimulus Updates & Results

- **Event Development Results to Date**
 - 6 events, \$35,200 of grant funds distributed, 5,143 room nights
- **Event Development Results Forecasted**
 - 12 events, \$49,500 of grant funds distributed, 11,000 room nights
- **Advertising Efforts**
 - Direct marketing with 6 ads in 3 major trade publications, distributed to over 16,000 event owners and industry representatives







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Advertising Efforts

Date	Publication	Ad Specs	Distribution / Circulation
July 2009	Sports Destination Magazine	Full page, plus 2 page editorial	10,000 industry representatives
July 2009	Sports Travel Magazine	Full page, plus 1 page editorial	16,000 industry representatives
August 2009	Sports Travel Magazine	Full page ad	16,000 industry representatives
October 2009	Sports Travel Magazine	Full page ad	16,000 industry representatives
October 2009	Sports Events Magazine	Full page ad	16,530 industry representatives
December 2009	Sports Events Magazine	Full page ad	16,530 industry representatives



Other Advertising:
Event specific ad placed in Firehouse Magazine to promote the National Firefighter Games, resulting in 309 room nights

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Event Development & Support - To Date

Event	Sport	Date	Location	Funds Committed	Room Nights
Kick It USA Nationals	Martial Arts	September 2009	West Palm Beach	\$3,000	104
Ad Coed Softball World Series	Softball	October 2009	Palm Beach Gardens	\$5,000	654
USTA Father-Daughter Nationals	Tennis	November 2009	Jupiter	\$1,200	134
MSBL Florida Fall Classic	Softball	November 2009	Jupiter	\$10,000	2,264
AJGA Polo Junior Golf Classic	Golf	November 2009	Palm Beach Gardens	\$6,000	686
PGA Tour Q School Finals	Golf	November 2009	West Palm Beach	\$10,000	1,301

Total Room Nights Supported Through Stimulus Grants = 5,143






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Event Development & Support - Forecasted

- BMX State Qualifier, February 2010, Royal Palm Beach
- Spring Fling Women's Lacrosse, March 2010, West Palm Beach
- BMX Easter Classic, April 2010, Royal Palm Beach
- Int'l Wheelchair Tennis Championships, April 2010, Boca Raton
- Big Shots Basketball Palm Beach, May 2010, Boca Raton
- Under Armour SE Wood Bat Tourney, June 2010, Jupiter
- USSSA Girl's Basketball State Championships, June 2010, Boca Raton
- Lady Gators Elite Softball Invitational, June 2010, Royal Palm Beach
- USA Baseball 16 & under Championships, June 2010, Jupiter & Lantana
- World Powerlifting Congress Amateur Worlds Championships, June 2010, Palm Beach Gardens
- National Council of Corvettes Convention, July 2010, Jupiter
- National Wrestling Coaches Association Convention, August 2010, Delray Beach

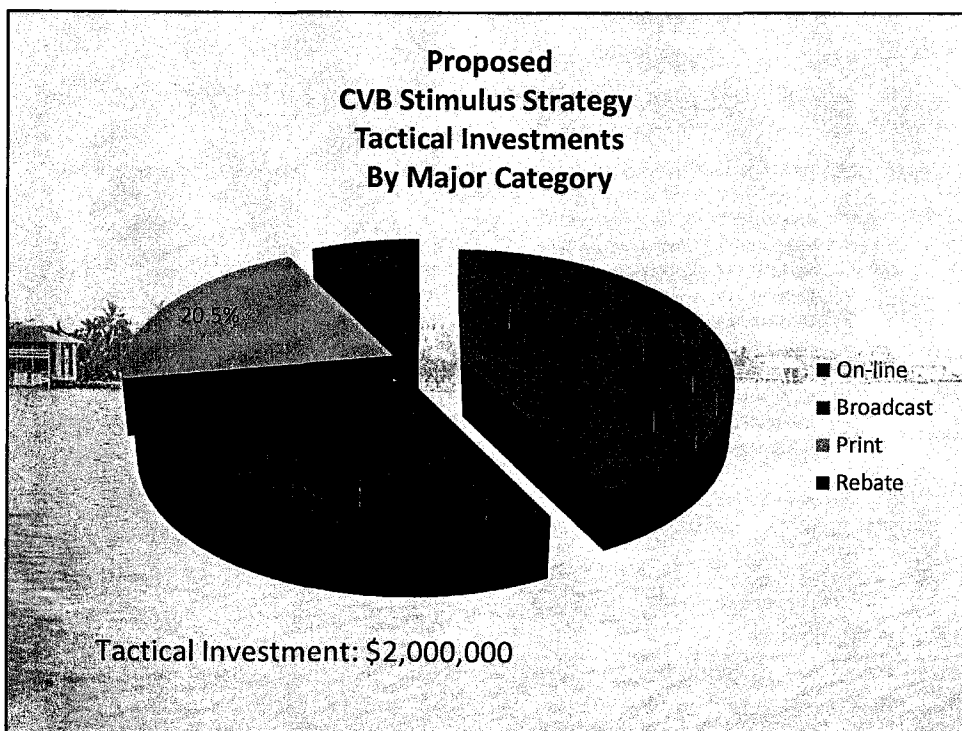
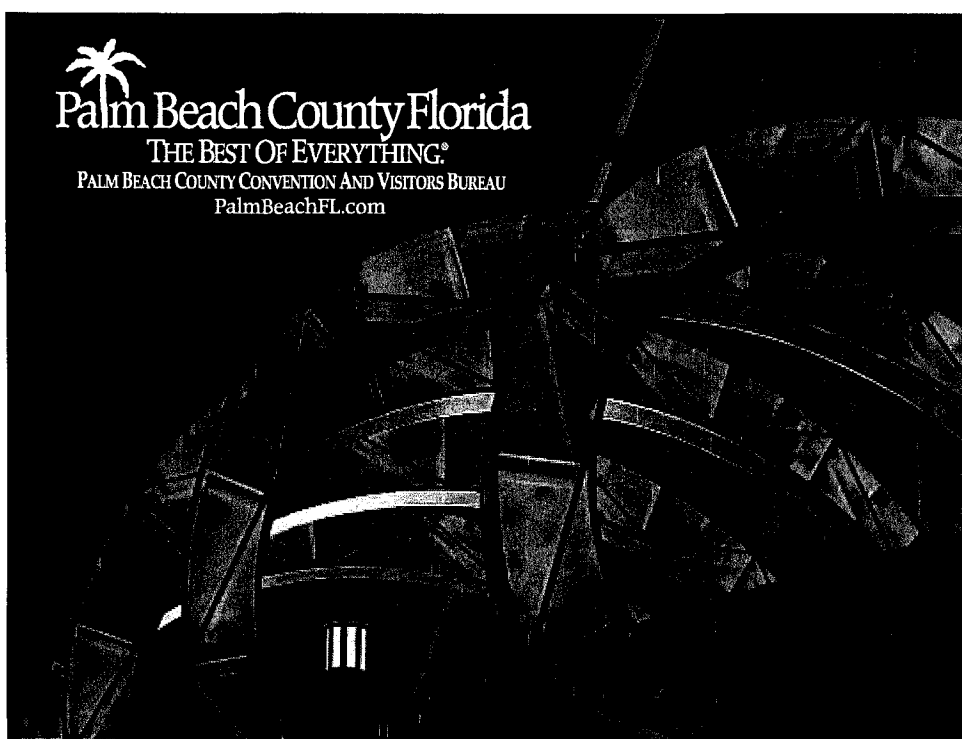
Above events expected to generate over 11,000 room nights for Palm Beach County



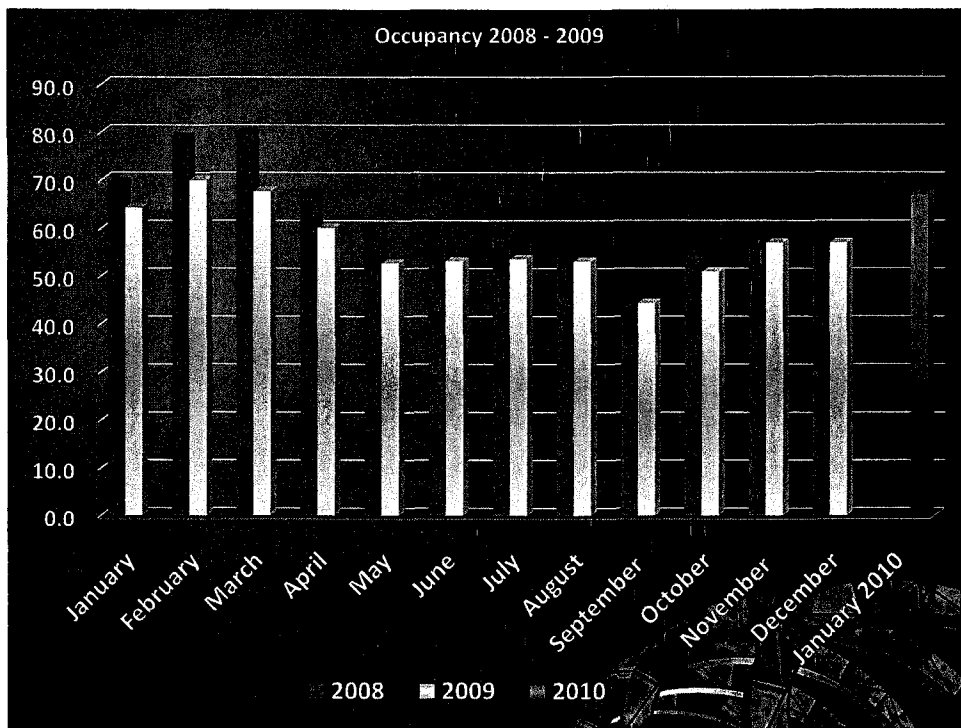
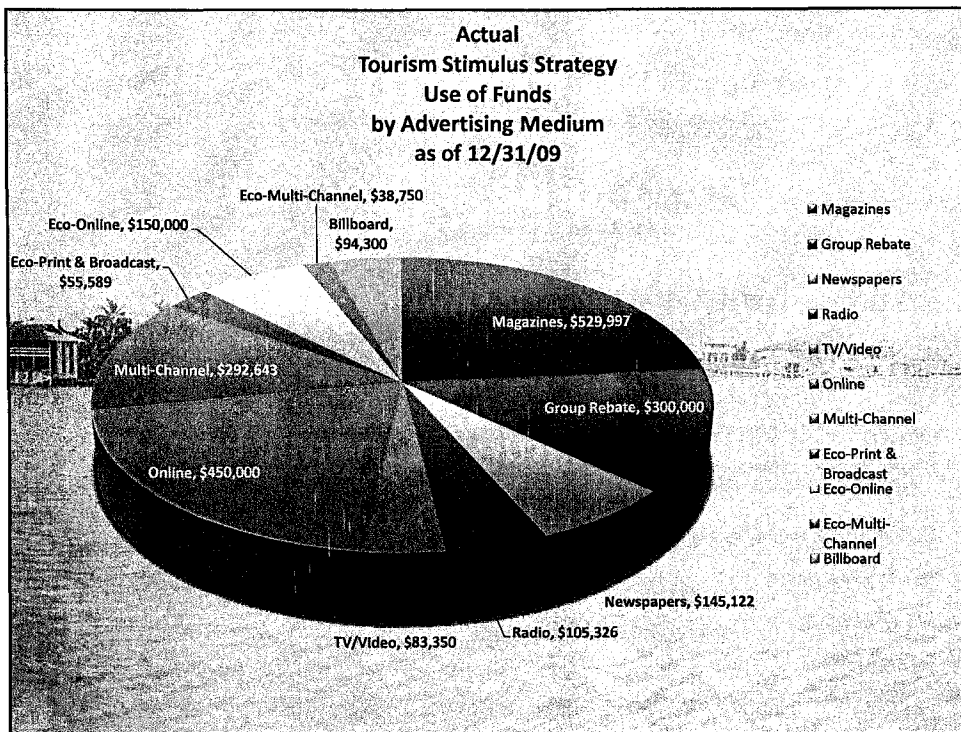



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4/13/2010



4/13/2010



Accomplishments

Group Rebate Program

- Over 30,000 Group Room Nights Booked
- \$5.4 Million in Room Revenue
- \$10.5 Million in Future Economic Impact
- Program Extended to 2010
- 247% of goal

Accomplishments

The collage features several images: a group of people at a dining table, a group of people on a boat, a group of people on a beach, and a group of people in a large hall. In the center is a promotional flyer for Palm Beaches. The flyer text includes: 'Discover THE PALM BEACHES FLORIDA', 'Your business is our pleasure. Bring your group and receive a rebate up to \$1,909*', 'Then, come discover all that The Palm Beaches have to offer.', 'FORGOTTEN ISLES PALM BEACHES RESORT', '\$4,909* PER PERSON', '27 rooms or more | 125 meals or beverages | 170 golf rounds | 240 ocean games | 10 tournaments | 6000+ activities and 1000+ entertainment, spa', '877.722.2821', 'PalmBeachFL.com/GroupRebate', and 'Palm Beach Communities'. The background of the flyer is a collage of images similar to the main slide.

2009 Accomplishments

Shift To “Online”

Accomplishments

Initiated Comprehensive
Online, New/Social Media Strategy:

The image displays a collection of logos for various online and social media platforms and organizations. The logos are arranged in a grid-like fashion. At the top, there are logos for LinkedIn and Facebook. Below these are logos for Gozaic (with the tagline 'Connecting Through Places That Matter'), Twitter, and Discover America. The next row features Visit Florida (with the tagline 'THE STATE'S OFFICIAL SOURCE FOR TRAVEL PLANNING') and Bing. The bottom row includes Yahoo and Google. The background of the slide is dark with a faint, abstract pattern of lines and shapes.

Accomplishments

eNewsletter Campaigns:

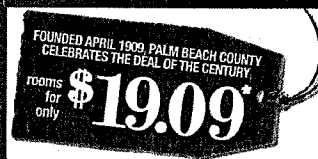
5+ MILLION customers viewed on our eNewsletters.

Database growth: +25%



Accomplishments

1st Themed Campaign:



- 10,000+ customers per month clicked to hotel websites
- Record participation: 80 hotels / 15 attractions

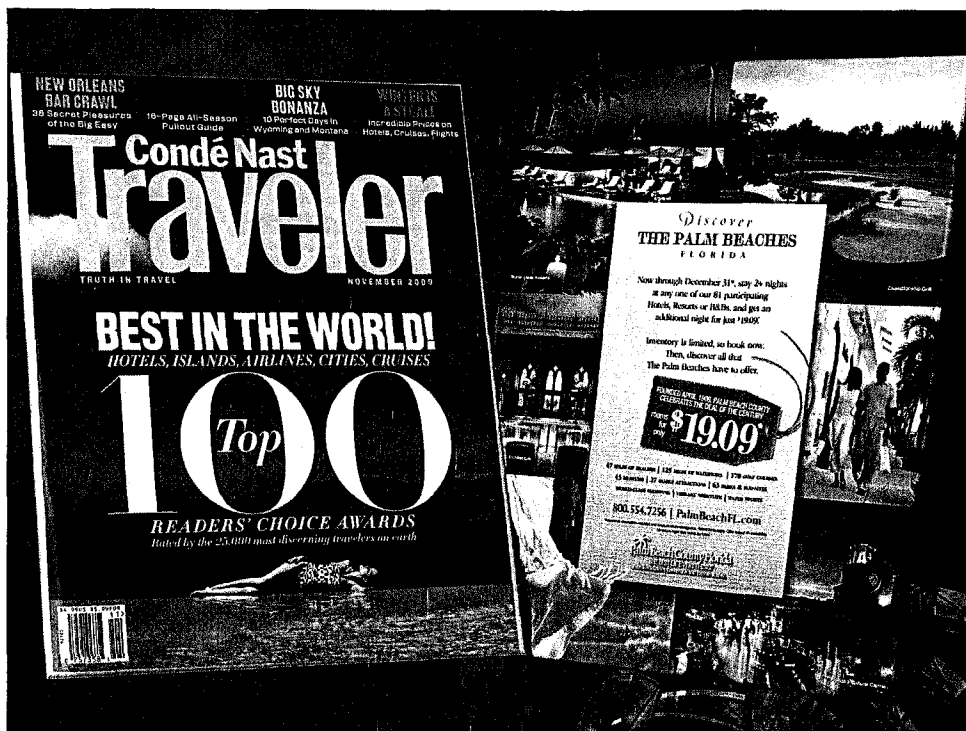
Accomplishments

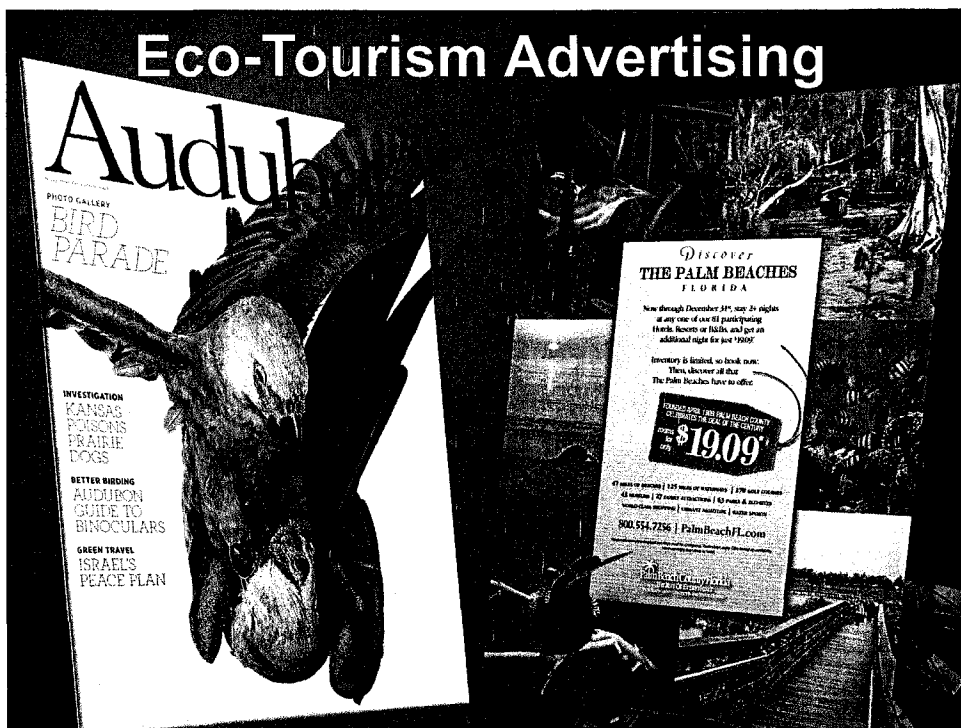
Print Advertisements:

26+ million customers saw a PBC advertisement in magazines / newspapers



4/13/2010





Accomplishments

Radio:

- 22+ MILLION Customers
- 800+ Announcements
- 7 Fly Markets
- 10 Drive Markets
- Airline Tags

Accomplishments

Communications:

500+ media assists resulting in:

- 200+ Million media impressions
- \$2+ Million in publicity value

4/13/2010

Accomplishments
Public Relations



Sherman's Travel Video

Multi-Channel Campaigns:



Travel Channel
FEATURES



Fodor's



DISCOVERY
CHANNEL



VISIT FLORIDA™

4/13/2010

Times Square Video Billboard:

- **65+ MILLION** people in next 2 months
- **Ed Sullivan Theater – New York City**

Out of Home/Billboards:

17+ MILLION people in
Miami/Dade county will see
the PBC “out of home” billboards
along I-95 and the FL Turnpike

4/13/2010

MOMENTS AWAY...
A WORLD APART

Rooms from only
\$19.09*
*See website for details

PalmBeachFL.com

Discover
THE PALM BEACHES



4/13/2010

Looking Forward...

TV Ads:

* 50+ MILLION viewers
will see a PBC cable
TV ad on networks in
New York and Chicago

4/13/2010



Fresh Approach To Event Marketing:

- * Art & Antique Shows
- * Culinary Happenings
- * Film & Music Festivals
- * Lifestyle & Collector Shows

4/13/2010

Art of Gras
Fine Arts Festival

artpalmbeach
15-19 JAN 2010
ART + PHOTOGRAPHY + DESIGN

Allianz 
Championship

FLAVOR PALM BEACH


AMERICAN INTERNATIONAL FINE ART FAIR
Palm Beach | Feb 3-8, 2010

PALM BEACH JEWELRY, ART & ANTIQUE SHOW

DELRAY BEACH INTERNATIONAL TENNIS CHAMPIONSHIPS

Barrett Jackson
THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS™

THE PALM BEACHES
Marathon Festival

The Honda Classic

FTI WINTER EQUESTRIAN FESTIVAL
at Wellington

Palm Beach INTERNATIONAL Film Festival

PALM BEACH
25th Annual MARCH 25-28, 2010
Palm Beach International Boat Show

4/13/2010

Tourism Stimulus Strategy Tracking and Goals Marketing Campaigns

	GOAL	TOTAL	% of GOAL
DATABASE GROWTH	135,000	209,822	155%
LINKS TO HOTELS	30,000	82,093	274%
UNIQUE VISITORS TO WEBSITE	600,000	348,197	58%
HOTEL ROOMNIGHTS	2,000	3,466	173%
WEB VISITORS TO 1909 LANDING PAGE	100,000	32,612	33%

Tourism Stimulus Strategy Tracking and Goals Marketing Campaigns

	GOAL	TOTAL	% of GOAL
HOTEL ROOM REVENUE	\$325,000	\$594,966	183%
MEETING PLANNER GROUP REBATES	12,000	29,481	246%

4/13/2010

Smith Travel Research-Palm Beach County

	OCC		ADR		REVPAR		OCC%	ADR%	REVPAR
	2009	2008	2009	2008	2009	2008	Change	Change	Change
Nov									
West Palm Beach-Boca Raton, FL	57.0	56.5	110.86	125.49	63.19	70.96	0.8	-11.7	-10.9
Dec									
West Palm Beach-Boca Raton, FL	57.0	56.2	134.64	149.11	76.75	83.77	1.5	-9.7	-8.4
	OCC		ADR		REVPAR		OCC%	ADR%	REVPAR
	2010	2009	2010	2009	2010	2009	Change	Change	Change
Jan									
West Palm Beach-Boca Raton, FL	67.0	64.0	147.05	161.01	98.51	103.05	4.7	-8.7	
Feb									
West Palm Beach-Boca Raton, FL	78.4	69.7	165.85	179.73	130.04	125.35	12.4	-7.7	-3.7

Conclusion

- Palm Beach County “buzz” achieved
- Group and Sports business development programs highly successful
- Occupancy erosion stopped
- Optimism parallels to economic recovery