

PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS  
AGENDA ITEM SUMMARY

Meeting Date: 7/20/2010 [ ] Consent [X] Regular  
[ ] Workshop [ ] Public Hearing

Department Submitted By: TOURIST DEVELOPMENT COUNCIL  
Submitted For: DISCOVER PALM BEACH COUNTY dba PBC Convention & Visitors Bureau (CVB)

I. EXECUTIVE BRIEF

**Motion and Title:** STAFF RECOMMENDS MOTION TO RECEIVE AND FILE: The results of the Brand Assessment analysis and research for Palm Beach County performed by Duane Knapp, President of BrandStrategy, Inc.

**Summary:** On May 19, 2009 the Board of County Commissioners contracted to assess the destination brand in order to develop a one-of-a-kind tourism experience for Palm Beach County. Research was conducted to analyze the perception of the destination by all tourism customer groups and stakeholders. Customer groups included visitors, meeting planners and travel trade. Representatives from community agencies, government entities, chambers of commerce, lodging facilities, attractions and business leaders participated as tourism stakeholders. Palm Beach County influencers, travel & meeting professions and consumers were surveyed by BrandStrategy and previously completed research studies, totaling over 600 pages, were reviewed. The team met with hundreds of community leaders, business owners and residents. The research was summarized and the findings presented to the CVB. Today's presentation is the result of those findings. (Countywide) (MC)

**Background and Justification:** The assessment was requested for the entire Palm Beach County. Palm Beach County is a diverse destination much like a typical state. It has a population of approximately 1.3 million people, 2,386 square miles of land and water, 38 municipalities, 47 miles of Atlantic beaches, 17,000 hotel rooms, 2,749 restaurants, 392 parks and eco areas, more than 300 museums, performing arts companies and venues, historical sites and thriving cultural organizations comprise its vast artistic landscape.

The diversity and size of the Palm Beach County destination, combined with the absence of a clear tourism epicenter, are important issues for the development of a strategy for the destination's brand.

**D. Attachments:**

1. Power Point Slides

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

Department Director

Date

Approved By: \_\_\_\_\_

Deputy County Administrator

Date

## 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	=====	=====	=====	=====	=====

# 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:

The Convention & Visitors Bureau receives 52.47% of the 2<sup>nd</sup>, 3<sup>rd</sup>,  
And 5<sup>th</sup> cent of the local option bed tax.

C. Department Fiscal Review: *E. R. Ruff*

## III. REVIEW COMMENTS

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

\* No additional fiscal impact, the cost of the analysis was \$80,000  
*N. Diaz* 7/15/2010 *Jim. J. Jacobson* 7/15/10  
 OFMB *ALJ* 7/13/2010 Contract Dev. and Control  
*SS 7/14/10* *7/12/10*

### B. Legal Sufficiency:

*Maureen Laible*  
Assistant County Attorney

### C. Other Department Review:

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

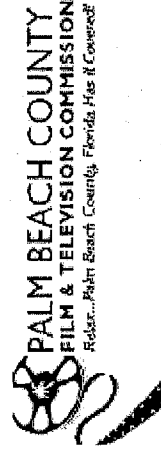
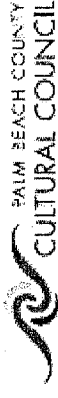
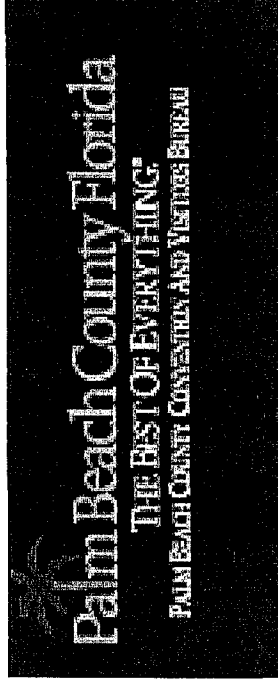


# The Palm Beach County Destination Strategy Overview

July 20, 2010  
Board of County Commissioners

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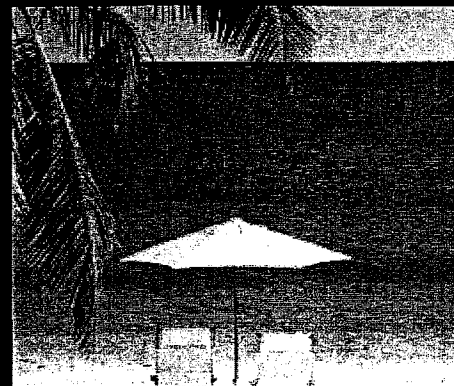
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# INTRODUCTION

WE HAVE ASSESSED OUR DESTINATION  
BRAND SO THAT WE CAN CHART A COURSE  
TOWARD CREATING A ONE-OF-A-KIND  
DESTINATION EXPERIENCE.

TODAY WE WANT TO UPDATE YOU ON OUR  
PERSPECTIVES AND INSIGHTS.



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## BRANDSTRATEGY, INC.

*A d v i s i n g   G e n u i n e   B r a n d s*

We have had the pleasure of advising over 300 brands worldwide including corporations, societies, professional associations, institutions, countries, world-class professionals, celebrities and successful individuals who desire to optimize their perception, image and success by applying the BrandScience™ principles.



at&t



**K**etel One®  
VODKA



 Destination  
Marketing  
Association International

Representing CVBs and Tourism Boards Worldwide

bloomingdale's

santa**monica**

# PALM BEACH COUNTY GENUINE BRAND PROCESS

## PHASE I – STRATEGY

- BRAND ASSESSMENT
- BRANDPROMISE®

## PHASE II – IMPLEMENTATION/ACTION PLANS

- BRAND BLUEPRINT  
(CREATIVE, MARKETING, ADVERTISING,  
COMMUNICATIONS, ETC.)
- BRAND CULTURALIZATION

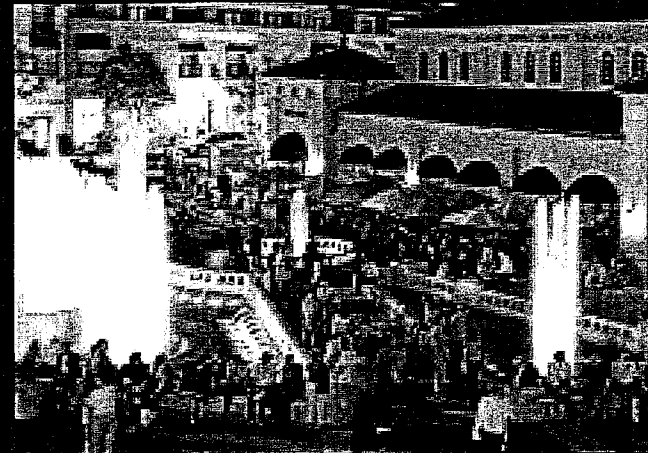
# PERCEPTION IS REALITY

- REVIEWED ALL PREVIOUS RELEVANT PBC/TDC RESEARCH (600+ PAGES)
- SENT THOUSANDS OF SURVEYS TO:
  - COMMUNITY LEADERS (200)
  - TRAVEL & MEETING PROFESSIONALS (226)
  - CONSUMERS (2,100+), ETC.
- MEETINGS WITH HUNDREDS OF COMMUNITY LEADERS, VISITORS, ETC.



# DESIRE FOR SUCCESS

THE PBC COMMUNITY WANTS  
TO WORK IN PARTNERSHIP TO  
BUILD A “ONE OF A KIND”  
DESTINATION



# EXCEPTIONAL EXPERIENCES

WHILE VARIOUS ORGANIZATIONS AND CITIES MAY  
HAVE SOMEWHAT DIFFERENT AGENDAS, YOU ALL  
HAVE THE SAME INTEREST IN CREATING AN  
EXCEPTIONAL “EXPERIENCE” THAT IS ATTRACTIVE  
FOR VISITORS, RESIDENTS, BUSINESSES, NEW  
INVESTMENT AND DEVELOPMENT.

# THE PBC DESTINATION HAS POTENTIAL TO BE ONE OF A KIND

- RANGER “BILL” MACARTHUR STATE PARK... “ONE OF A KIND”
- THE ARAMARK AIRPORT SKYCAP WAS ENGAGING, HELPFUL AND WONDERFUL
- COMMUNITY LEADERS ARE ENTHUSIASTIC VISITOR SPARK PLUGS
- WORLD CLASS HOSPITALITY LEADERS IN YOUR DESTINATION KNOW HOW TO MAKE GUESTS FEEL GREAT

# TRAVEL & MEETING INSIGHTS

- DON'T KNOW MUCH ABOUT PALM BEACH
- CLIENTS FEEL PB IS TOO EXPENSIVE AND THERE IS ONLY A FEW THINGS TO DO IN PBC COMPARED TO OTHER CITIES
- ANY GROUP WE HAVE SPOKEN TO THAT HAS MET IN PBC HAS NOTHING BUT POSITIVE COMMENTS. WE'VE ENCOUNTERED NO NEGATIVE COMMENTS FROM THESE MEETING PLANNERS.
- I DIDN'T REALIZE HOW LITTLE I KNEW OF PALM BEACH COUNTY UNTIL I STARTED THE SURVEY- NEED TO DO A SITE AS WE ARE ALWAYS SEEKING FLORIDA DESTINATIONS.

WHAT IS THE FIRST WORD OR PHRASE THAT COMES  
TO MIND WHEN YOU THINK OF?

MIAMI

1. BEACH/BEACHES
2. SOUTH BEACH
3. NIGHTLIFE/PARTY

FT. LAUDERDALE

1. BEACH
2. SPRING BREAK
3. FUN/PARTY

NAPLES

1. BEACH/BEACHES
2. QUIET
3. EXPENSIVE/LUXURY

PALM BEACH

1. UPSCALE/LUXURY
2. BEACH/BEACHES
3. BEAUTIFUL

(VISITORS)

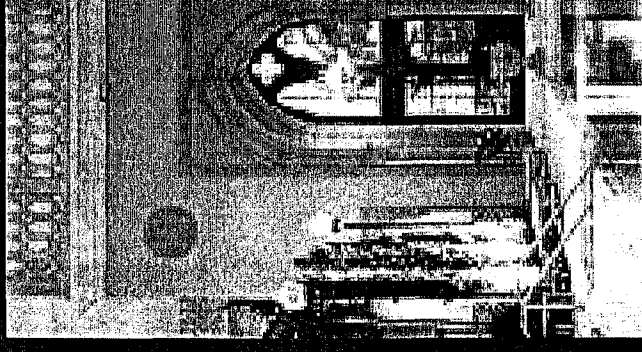
# HOW UNFAMILIAR ARE TRAVELERS WITH EACH OF THESE FLORIDA DESTINATIONS: (PERCENTAGE)

1. PALM BEACH AREA (65%)

2. FT. LAUDERDALE (61 %)

3. MIAMI (54%)

4. ORLANDO (41 %)



(TRAVELERS)

## OPPORTUNITIES & SUGGESTIONS

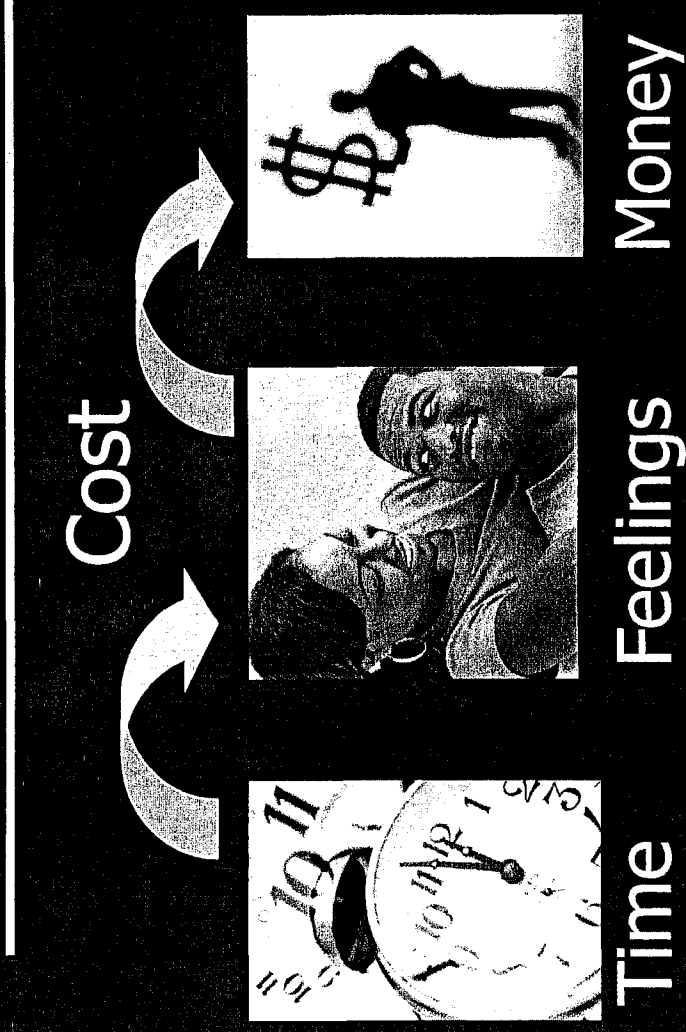
- GET BETTER MAPS
- HAVE A TOURISM INFORMATION CENTER PHONE#
- MARKET MORE TO CANADA, SOUTH AMERICA
- ENHANCE BEACH SERVICES...BE BEST AT BEACH
- PALM BEACH NEEDS MORE ADVERTISING, PROMOTION, PR
- THE “GULF STREAM” ADVANTAGE
- “THE RESORT EXPERIENCE”

# Everyone Wants Value!

Perceived  
Value

=

Benefits

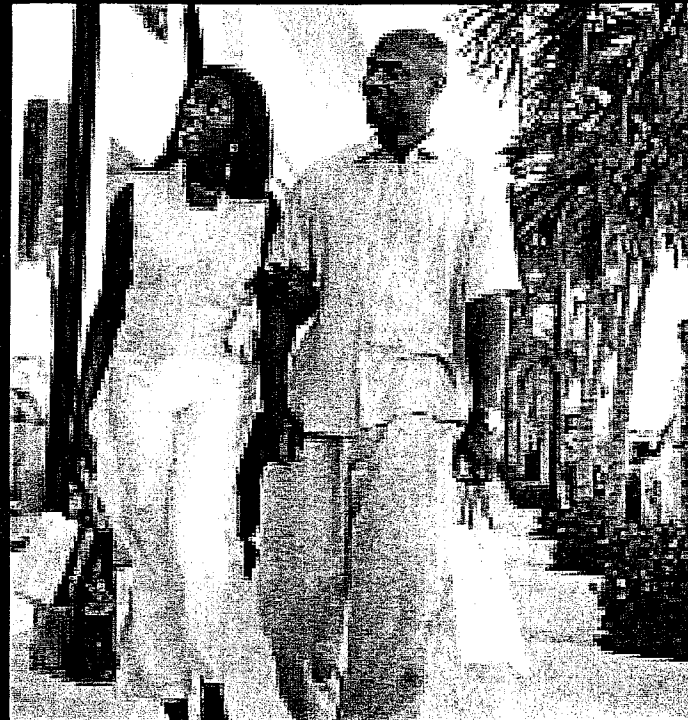




# SUCCESSFUL COMMUNITY BRANDS...

...ARE ENTIRELY FOCUSED ON THE  
EXPERIENCE THEY INTEND TO DELIVER  
AND ON THE EMOTIONAL AND  
FUNCTIONAL BENEFITS WHICH RESULT  
IN DELIGHTING RESIDENTS AND GUESTS  
AND IN TURN, CREATE ENORMOUS  
COMPETITIVE ADVANTAGES.

# A SUCCESSFUL BRAND PROMISE...



...IS A TRUTHFUL AND  
ASPIRATIONAL  
DESCRIPTION OF HOW  
WE WANT OUR GUESTS  
AND RESIDENTS TO  
FEEL.

# THE WAY PROMISES WORK

#1 A DESTINATION'S PROMISE IS THE  
COMMUNITY'S INTERNAL COMMITMENT  
FOR HOW IT WANTS ITS VISITORS TO  
FEEL...THEIR EXPERIENCE.

IT IS NOT THE ADVERTISING  
MESSAGE...HOWEVER; ADVERTISING  
MESSAGES AND ALL BRAND  
COMMUNICATIONS SHOULD BE DRIVEN  
BY THE PROMISE.

# THE WAY PROMISES WORK

#2 IN ORDER FOR THE PROMISE TO BE EFFECTIVE, ACTION PLANS MUST BE IMPLEMENTED BY THE DESTINATION IN ORDER TO DELIVER THE DESIRED EXPERIENCES.

A PROMISE IS NOTHING WITHOUT THE IMPLEMENTATION OF THE ACTION PLANS.

# THE WAY PROMISES WORK

#3 THE KEY PROMISE PRINCIPLES EXPAND  
AND IDENTIFY THE FUNCTIONAL &  
EMOTIONAL ATTRIBUTES.

A PROMISE SETS THE DIRECTION FOR A  
DESTINATION FROM THE 30,000FT. LEVEL.

# PROMISE PRINCIPLES

- ENJOY...THE TIME OF YOUR LIFE
- GENUINE HOSPITALITY... A WAY OF LIFE
- BREATHTAKING BEAUTY...NATURALLY

THE BEST EXPERIENCE WINS!

DELIVERING OUR PROMISE

TAKING ACTIONS THAT BRING  
OUR DESTINATION'S PROMISE  
TO LIFE!



# WOULDN'T YOU RATHER BE IN:

Atlantis	Greenacres	Lake Park	Palm Beach
Belle Glade	Gulf Stream	Lake Worth	Palm Beach Gardens
Boca Raton	Haverhill	Lantana	Palm Beach Shores
Boynton Beach	Highland Beach	Loxahatchee Groves	Palm Springs
Briny Breezes	Hypoluxo	Manalapan	Riviera Beach
Cloud Lake	Juno Beach	Mangonia Park	Royal Palm Beach
Delray Beach	Jupiter	North Palm Beach	South Bay
Glen Ridge	Jupiter Inlet Colony	Ocean Ridge	South Palm Beach
Village of Golf	Lake Clarke Shores	Pahokee	Tequesta
			Wellington
			West Palm Beach <sup>22</sup>





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