

5E-1

Agenda Item #:

PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS  
AGENDA ITEM SUMMARY

Meeting Date: 12/21/2010 [ ] Consent [X] 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: The significant achievements and results by all the TDC Funded Agencies that include Discover Palm Beach County, Inc. dba as the Palm Beach County Convention and Visitors Bureau, Palm Beach County Cultural Council, Palm Beach County Sports Commission and the Palm Beach County Film & TV Commission for the fiscal year ended September 30, 2010 and marketing and sales highlights planned for fiscal year 2011.

**Summary:** At the September 15 and October 14 TDC meetings the TDC funded agencies made their marketing presentation to the TDC Board. Additionally, on September 30, the CVB made its third annual Marketing and Sales Plan Presentation to the hospitality and business community in Palm Beach County. Approximately 450 people attended this multimedia presentation aimed at showcasing the efforts by the CVB in the aftermath of the most challenging period in the county's tourism industry; including the use of the Tourism Stimulus Funds approved by the BCC in June 2009 that included a wider range of online marketing components; as well as initiatives to attract additional air service into Palm Beach International Airport. The results have been excellent and Palm Beach has led the State of Florida in occupancy recovery year to date in 2010. Countywide (MC)

**Background and Justification:** The Marketing and Sales Plan presentation is the single most important community event of the year by the CVB. Destination Marketing Organizations owe their existence to the hospitality community they serve. Therefore, this is the event in which the CVB presents key highlights of achievements and future plans with the purpose of keeping its stakeholders and partners engaged and informed of their wide range of programs and initiatives. It was therefore recommended at the October 14<sup>th</sup> TDC meeting that a brief version of all of the Agencies marketing plans also be presented to the Board of County Commissioners to highlight past achievements and goals for FY2011.

**Attachment:** Video Presentation

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)	_____	_____	_____	_____	_____
<b>NET FISCAL IMPACT</b>	<b>=====</b>	<b>=====</b>	<b>=====</b>	<b>=====</b>	<b>=====</b>
 # 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:  
No fiscal impact

*[Signature]*

## III. REVIEW COMMENTS

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

*[Signature]* 12/8/2010  
OFMB  
ALJ 12/7/2010  
SP 12/1/10  
12/16/10

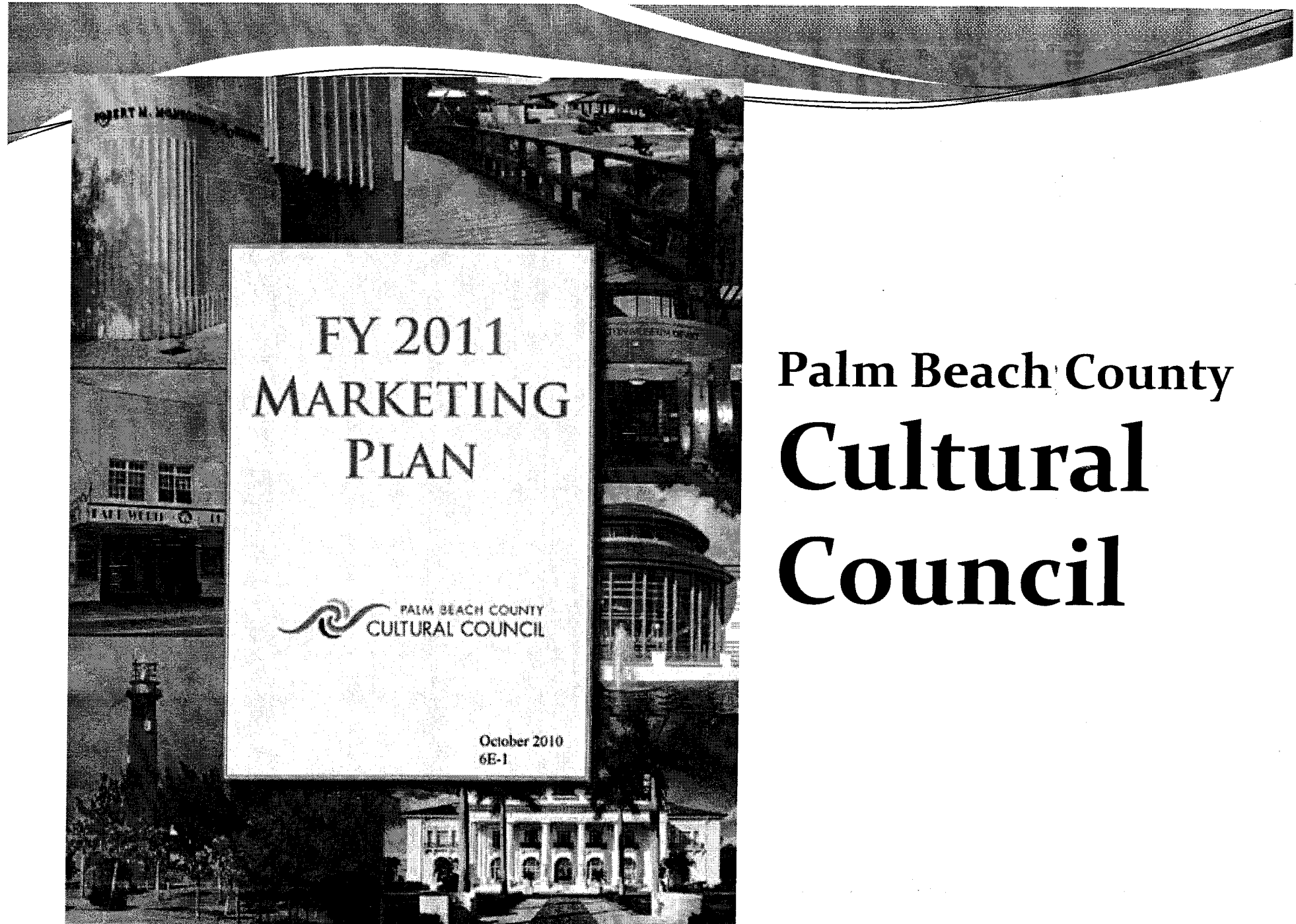
*[Signature]* 12/9/10  
Contract Dev. and Control

### B. Legal Sufficiency:

*[Signature]*  
Assistant County Attorney

### C. Other Department Review:

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



# Palm Beach County Cultural Council



# Cultural Council 2009 Stimulus Marketing Results

<u>Cultural Council Leads</u>	24,079
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## Cultural Organizations

- |                  |                |
|------------------|----------------|
| • Print Leads –  | 113,351        |
| • Online Leads – | <u>203,250</u> |
| • Total Leads    | 341,652        |

*20 New hotel partnerships with cultural groups*





# Cultural Council Audience Development

- Continued growth in attendance over last three year
  - 2008 3,091,984 +5.0%
  - 2009 3,420,728 +10.6%
  - 2010 3,469,963 +1.4% 12.2%
- Approximately 30% from out-of-county
- Approximately 10% stayed in hotels
- More than 9,800 direct room nights from cultural performers and crews

\*Previous Audience Survey





# Cultural Council

## 2010-2011 Marketing Plans

- Capitalize on new social media and technology to appeal to cultural tourists.
- **Integrated on-line promotions-** 33% increase in FB fans thru *Cultural Treasures Hunt*
- **New website platform** -More attractive layout, user friendly , social media, videos
- **New consumer portal** -Things to do and places to stay.


# New attractive website



Follow Us   stay informed [my account](#) [login](#)

search

[About Us](#) [Join Us](#) [Support Us](#) [Grants](#) [Education](#) [Events](#) [Cultural Resources](#) [Gallery](#)



## Rich History

### what's new


[Grant Recommendations for Major and Emerging Cultural Organizations](#)

[Cultural Council's New Lake Worth Home has an Arts Legacy](#)

### get cultured with us...

We invite you to join us on the arts and cultural scene in Palm Beach County, Florida's Cultural Capital. As the official agency for arts and cultural development, the Palm Beach County Cultural Council markets the county's cultural tourism, advocates for cultural funding, supports arts education and provides grants to cultural organizations and artists. We also happen to know where all the fun is. Plan your weekend with our calendar of events, see how you can join us or take a look at what we're doing for arts education.


### calendar of events



From every budget to every interest, there are more than 350 cultural venues around Palm Beach County. Look here to find everything from colorful festivals and spectacular theatre to unique galleries, museums and rockin' concerts.

[learn more](#)

### membership



Help us continue our work as the official voice for arts and culture in Palm Beach County. Become a member in the Palm Beach County Cultural Council and enjoy valuable benefits, like CultureCard and exclusive invites.

[learn more](#)


### Make a Gift



### Artist Community



### Advocacy



### featuring...

FEBRUARY 10, 2011




## MUSE AWARDS


CALL FOR NOMINATIONS

This year's Muse Awards will feature exciting changes to the award categories. View them here and learn how to nominate an outstanding individual or organization. Nominations are being accepted until 6pm on Oct 1st.

[learn more](#)


[all news >](#)


[2010 Summer Cultural Guide](#)


[Arts & Culture in Palm Beach County](#)

[Palm Beach County Cultural Council](#)

[Arts & Culture in Palm Beach County](#)

[WVEL](#)

[Voices Venues](#)

[forte](#)

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# New Regional Consumer Portal



South Florida's Guide to Arts & CultureWednesday Sep 01, 2010South Florida Weather

HOMEEVENTSDIRECTORIESRESOURCESCLASSIFIEDSUBMIT LISTINGSABOUT US

THEATREDANCEMUSICVISUAL ARTS & GALLERIESFILM & VIDEOMUSEUMSPOETRY & LITERATUREKIDS & FAMILIESFESTIVALS & SPECIAL EVENTSHISTORY & HERITAGEFREE EVENTSCLASSES & WORKSHOPS

Search for:  in: Whole site  -OR- Search events by date:   [Advanced Search](#)



**DANCE**

**Dancin in the District**  
Presented by Haitian Heritage Museum  
August 14 - December 11, 2010

"Dancin in the District" a cultural medley of dances that represent South Florida communities with world renowned dancer from Haiti Alexandra Prophete. Come out and dance to the rhythms of South Florida. This event will go on until December 2010 every 2nd Saturday in the Design District at the Haitian Heritage Museum. Think "Dancing with the Stars" with a Caribbean and Latin American (read more...)

**FEATURED SECTIONS**

-  **Take Our Survey**  
Help us help you.
-  **Local Musicians**  
Check out local musicians in your area
-  **Today's TOP 10**  
Check out today's list of the most-viewed events on ArtsCalendar
-  **Join ArtServe**  
Membership has its privileges
-  **Join Our Newsletter Mailing List**  
Receive announcements, special offers and the chance to win great prizes
-  **Calls for Artists**  
New opportunities for artists
-  **Promote Your Event**  
Submit a listing today

**FEATURED EVENTS**

**THEATRE**



**DANCE**



**So You Think You Can Dance**  
Presented by American Airlines  
Arena at American Airlines Arena  
09/29/10

**MUSIC**



**Twilight Notes Presents... "The Standard"**  
Presented by TwilightNotes.com  
09/01/10

**ART**



**For the Birds, Wildlife Nature Exhibit**  
Presented by Candy Childress



Host your next event at ArtServe

**CLASSICAL 89.7**  
SOUTH FLORIDA





# Palm Beach County Sports Commission Business/Marketing Plan

JUST  
BRING  
YOUR  
GAME



[WWW.PALMBEACHSPORTS.COM](http://WWW.PALMBEACHSPORTS.COM)



# Mission

- Promote and market PBC as a sports tourism destination on a national and international level.
- Develop and attract sporting events and activities to PBC that stimulate bed tax revenue and create economic impact (focus on the off-season)
- Maximize utilization of County facilities
- Improve the quality of life through sports

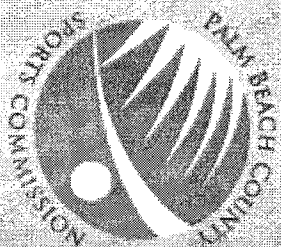
[WWW.PALMBEACHSPORTS.COM](http://WWW.PALMBEACHSPORTS.COM)





# Return on Investment & Economic Impact of Hotel Room Nights

Fiscal Year	PBCSC Room Nights	YTD ADR for WPB per Smith Travel	Hotel revenue from PBCSC room nights	PBCSC overall expense per TDC	\$ of Hotel revenue per \$ of PBCSC expense	PBCSC Room Nights per day
2007-2008	144,213	\$158.68	\$22,883,719	\$1,112,125	\$21	395
2008-2009	144,751	\$132.60	\$19,193,938	\$1,217,396	\$16	397
2009-2010	166,047	\$126.00	\$20,921,922	\$1,108,691	\$19	455
3 Year Total	455,011		64,035,805	3,438,212		
3 Year Average	151,670	\$142	\$20,999,860	\$1,146,071	\$18.32	416



## Event Development



- Focus on retaining and growing current portfolio of events
- Recruitment of new events through the event bid process
- Identify and focus on core competencies

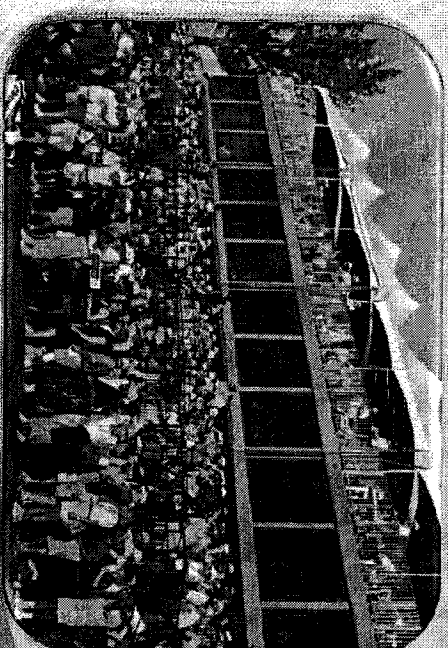
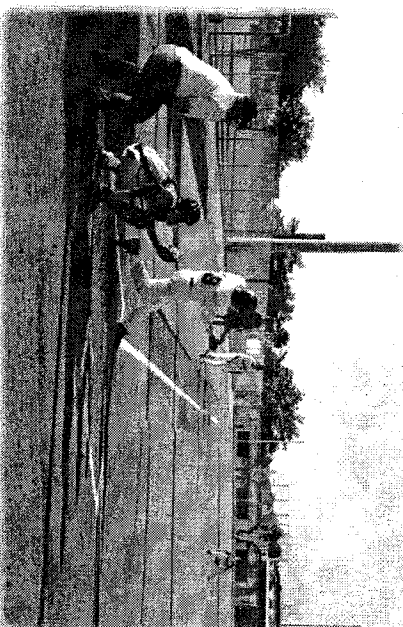
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## Event Development

- Extended Experience Program
- Marketing and utilizing the Category G grant program

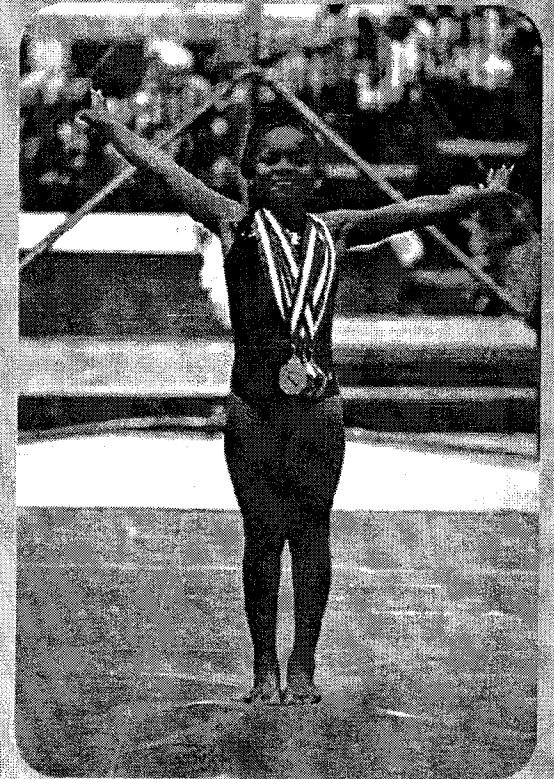


[WWW.PALMBEACHSPORTS.COM](http://WWW.PALMBEACHSPORTS.COM)



# Marketing & Promotions

- Targeted ads in national trade publications
- Website & E-Marketing Campaigns
- Identify and focus on core competencies
- Support events that promote Palm Beach County through national and/or international media and television coverage
- Development of sports facility guide

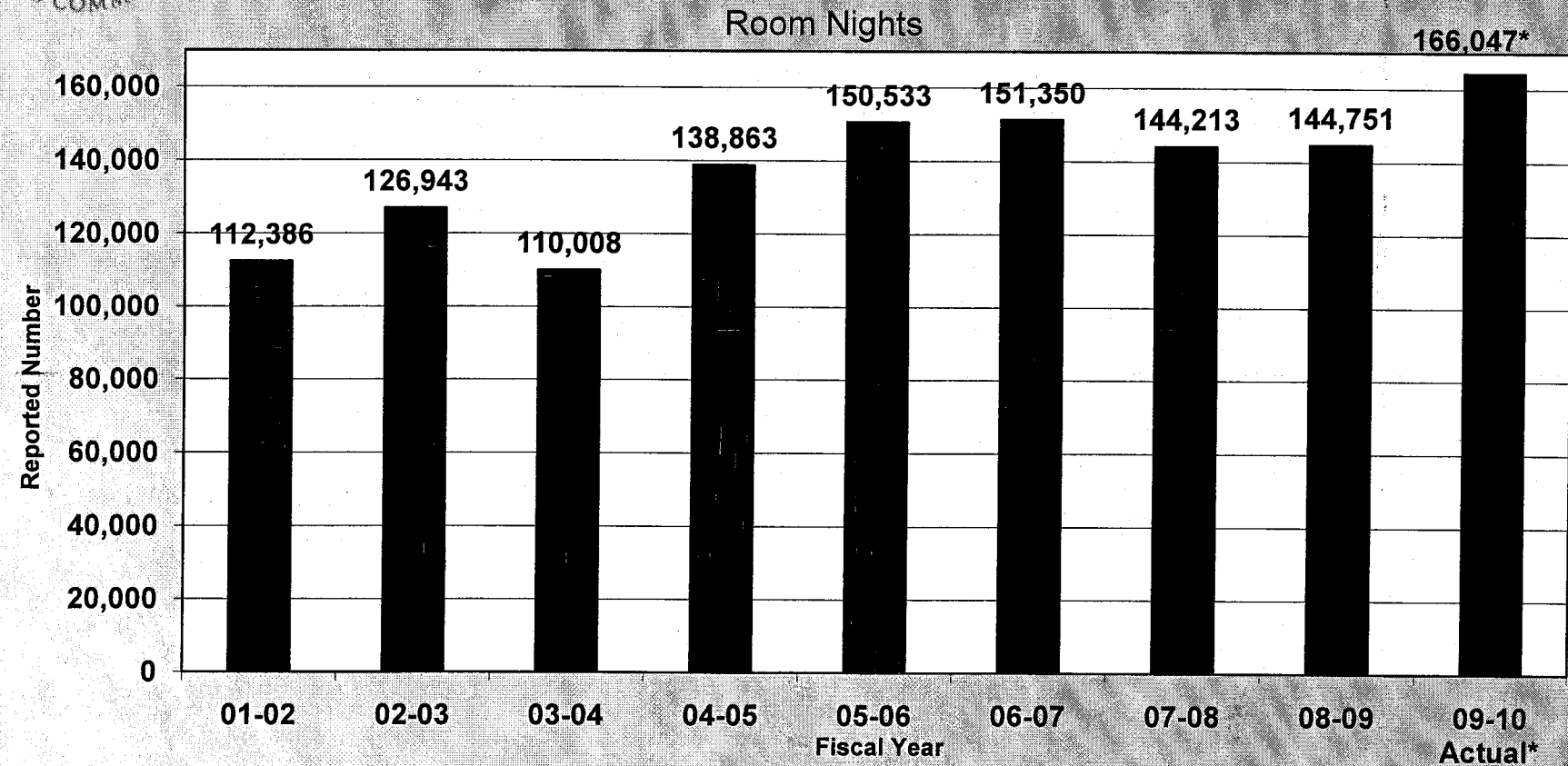


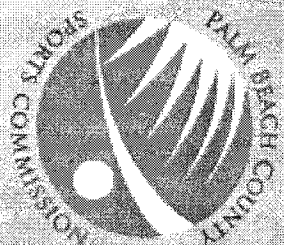
[WWW.PALMBEACHSPORTS.COM](http://WWW.PALMBEACHSPORTS.COM)





# Performance Measures





# JUST BRING YOUR GAME

[WWW.PALMBEACHSPORTS.COM](http://WWW.PALMBEACHSPORTS.COM)



# Palm Beach County's Film, TV and Media Industry

BCC Marketing Plan  
December 2010



PALM BEACH COUNTY  
FILM & TELEVISION COMMISSION



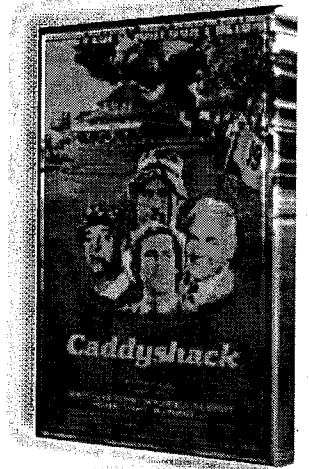
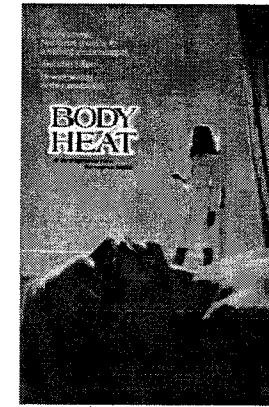
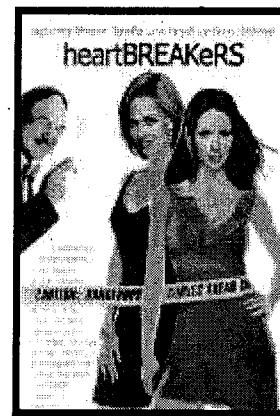
# MISSION STATEMENT

The Palm Beach County Film & Television Commission's mission is to generate a positive impact on business tourism and the economy in Palm Beach County through the growth of the film, television and still photography industry by attracting on location production, educating the local workforce and providing superior services to both visiting and the indigenous production community.

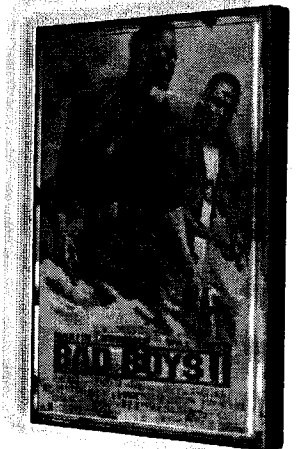
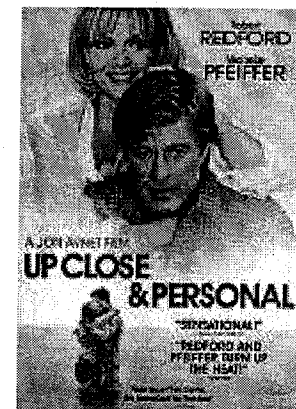
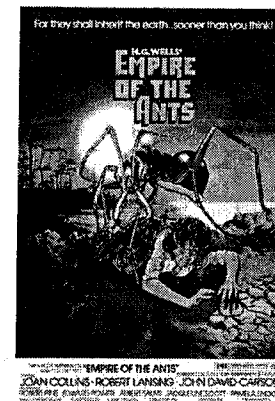
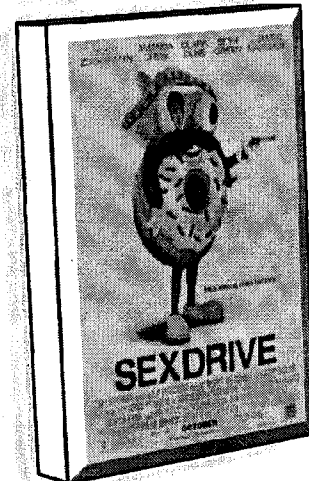
**PALM BEACH COUNTY**  
**FILM & TELEVISION COMMISSION**



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



# 150 Films and MOW's 2,041 Television Shows shot in PBC 1991-2010



# Impressions (invaluable)

More than 30 Networks aired shows filmed in PBC (2009-2010)



- Bang for your Buck
- My first Sale
- Property Virgins



- Super Nanny
- Wife Swap
- Extreme Makeover Weight Loss Edition
- 20/20



- Vanilla Ice Project
- Man Caves



- Kitchen Nightmares
- So you Think you Can Dance



- Hoarding: Buried Alive
- Four Weddings



- ADT Golf Skills Challenge
- ADT LPGA Championship
- Allianz Championship
- Honda Classic



THE HISTORY CHANNEL

- Monster Quest



- Psychic Investigators



- ADT Golf Skills Challenge
- ADT LPGA Championship
- Allianz Championship
- Honda Classic



- Ghost Adventures



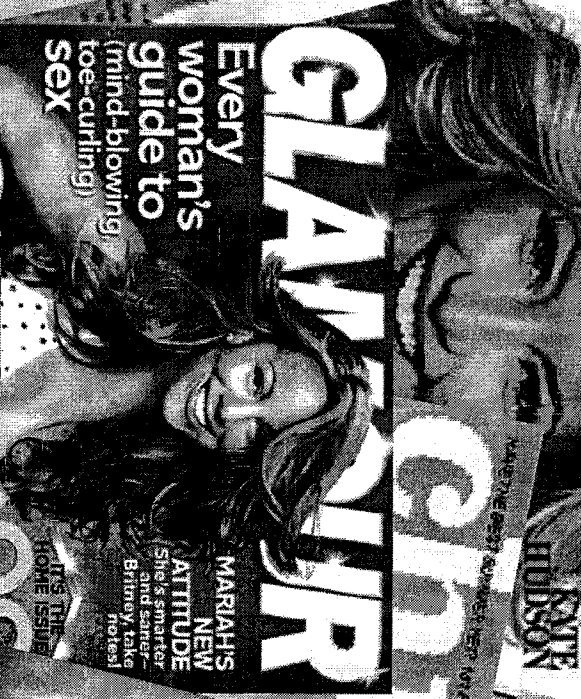
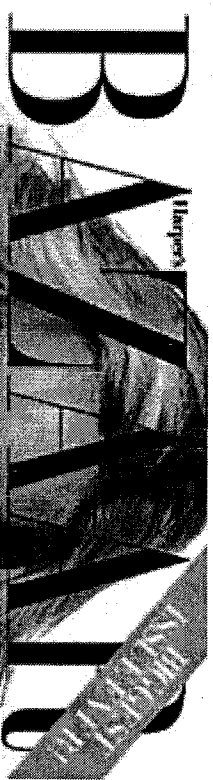
- Barrett-Jackson Classic Car Auction



- Spring Bling

\*Repeat Business

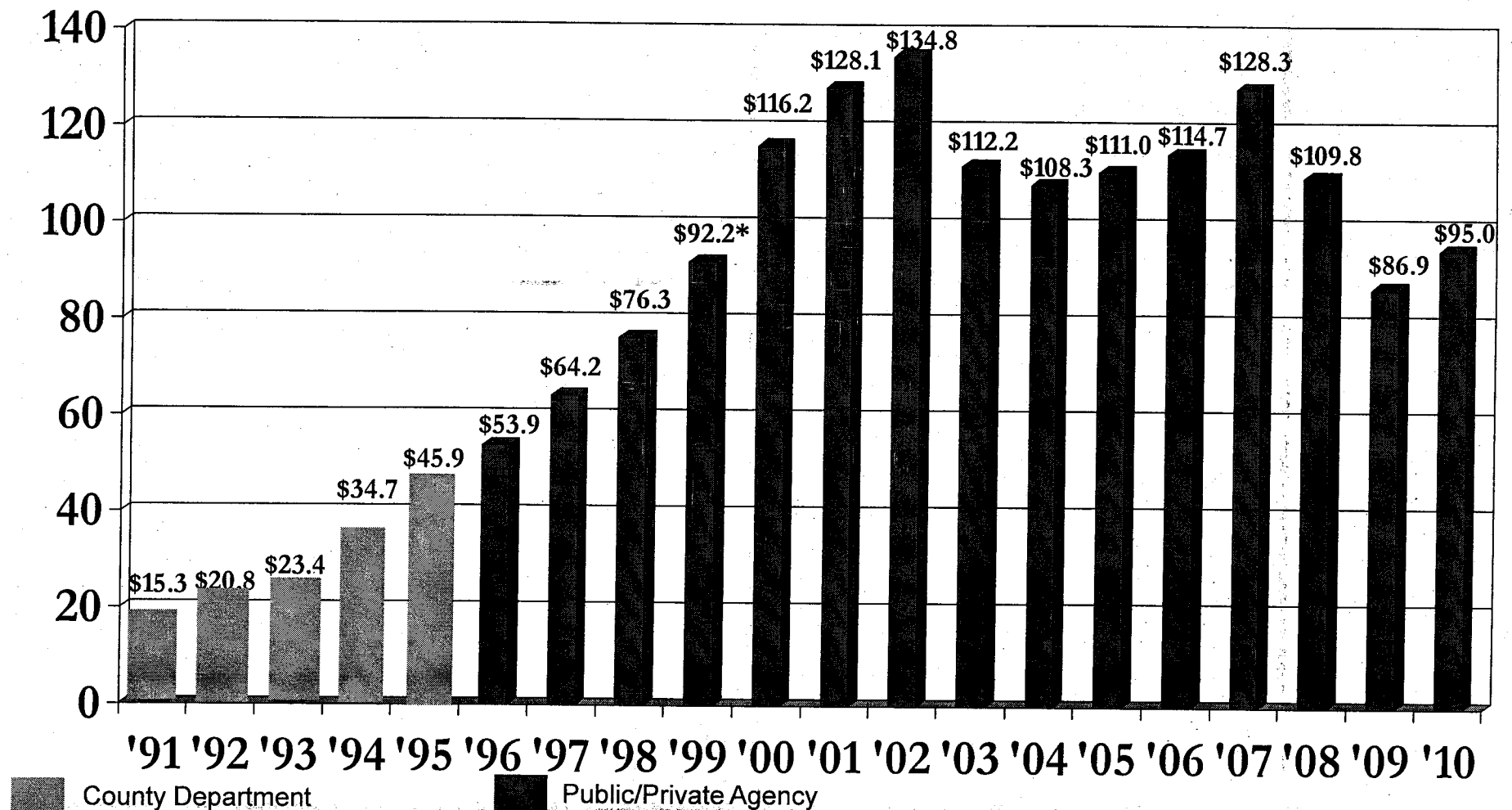




# PRODUCTION REVENUE CHART

(IN MILLIONS)

Total Production Revenue: \$1,672,000,000

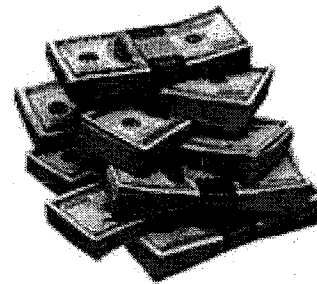


\*Year studied by the Florida Governor's Office of Film and Entertainment, which recorded a production revenue of \$96.7 million (approximately 5% higher than the FTC's findings) for Palm Beach County in 1999.

# ROI

For every \$1 spent by Palm Beach County to fund film,  
television and still photography from 1991-2010

**\$220**



## Cumulative Annual Total: 1991 - 2010

Production Volume (in billions)	\$1,672,000,000
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## Cumulative Budget: 1991 - 2010

Actual Spent by PBC TDC	\$7,596,930
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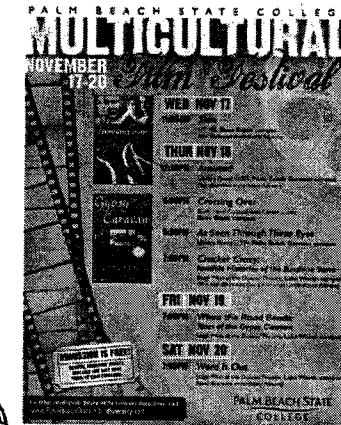
# PBC FILM FESTIVALS



African American  
Film Festival



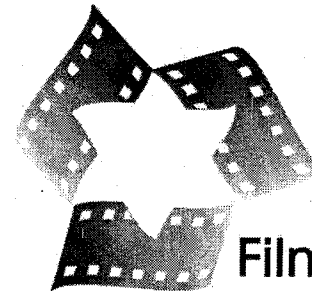
PALM BEACH STATE  
COLLEGE



## Palm Beach INTERNATIONAL Film Festival



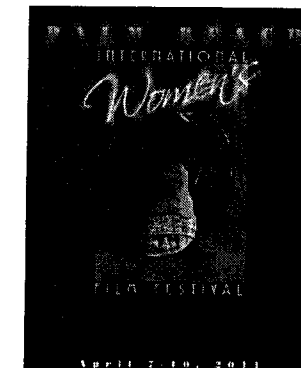
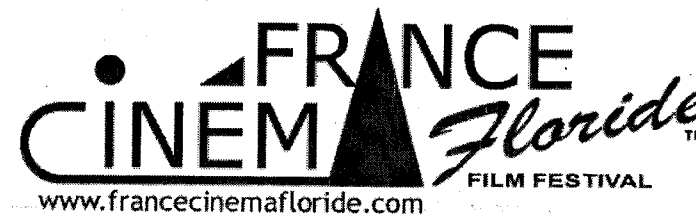
Delray Beach  
FILM FESTIVAL

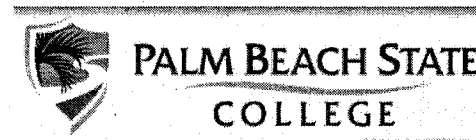
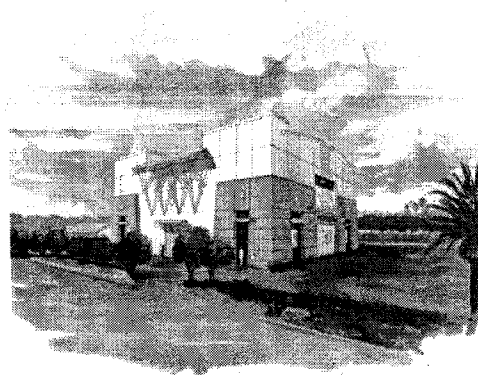


Palm  
Beach  
Jewish  
Film Festival

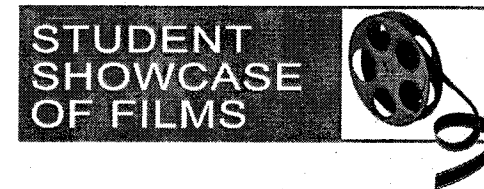
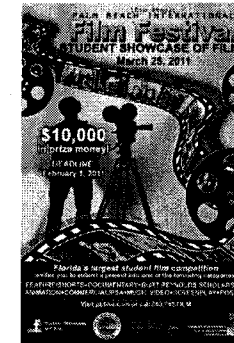
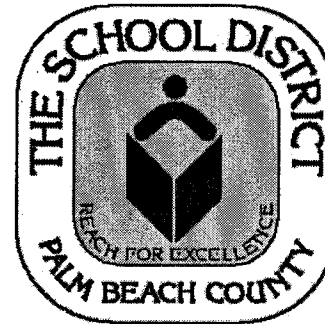


PALM BEACH  
WOMEN'S  
INTERNATIONAL  
FILM FESTIVAL

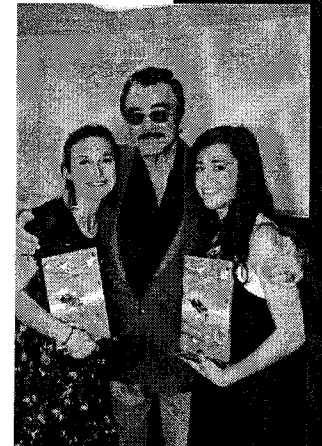




# EDUCATION



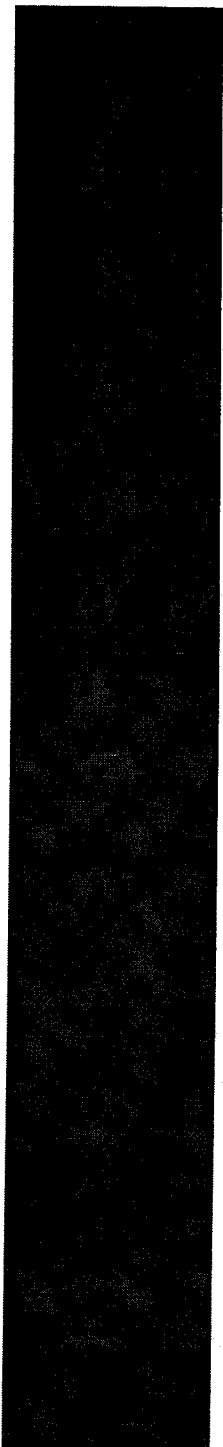
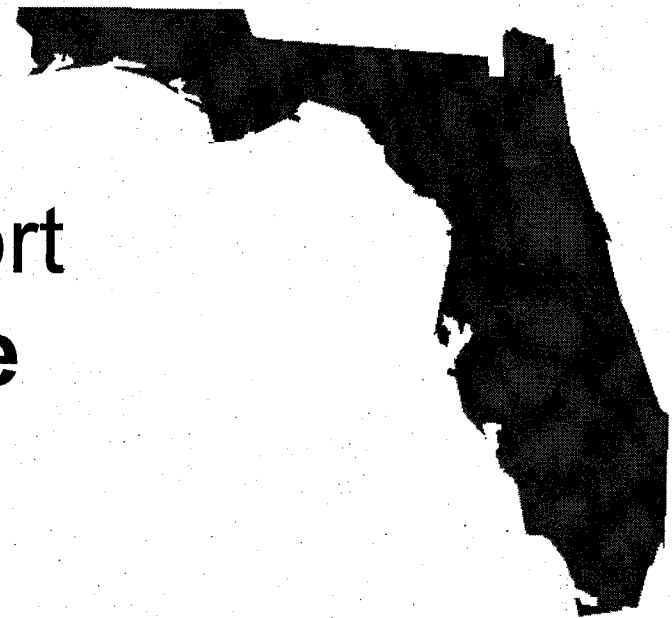
Northwood Youth  
Empowerment Center



**Palm Beach County has approximately  
3,775 students enrolled in film,  
television, media classes in PBC high  
schools and colleges.**



Unprecedented support  
from **State legislature**  
increasing incentive  
funding from \$10.8  
million to **\$242 million**  
over **5 years.**





# 2011 MARKETING PLAN GOALS

10% Increase in the Following:

	Actual 2009	2010 Projected	Goals 2011
Production Revenue	\$86,944,418	\$95,000,000	\$104,500,000
Hotel Room Nights	8,081	8,889	9,777
Permits	208	228	251
Productions Filming in PBC	486	534	587

# Palm Beach County's Film, TV and Media Industry

BCC Marketing Plan  
December 2010



**PALM BEACH COUNTY**  
**FILM & TELEVISION COMMISSION**

