

PALM BEACH COUNTY

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

---

Meeting Date:	8/25/2020	<input type="checkbox"/>	Consent	<input checked="" type="checkbox"/>	Regular
		<input type="checkbox"/>	Ordinance	<input type="checkbox"/>	Public Hearing

---

Department

Submitted By: TOURIST DEVELOPMENT COUNCIL

Submitted For: TOURIST DEVELOPMENT COUNCIL

---

I. EXECUTIVE BRIEF

**Motion and Title:** Staff recommends motion to approve: Tourism Stimulus Marketing Recovery Plans under Palm Beach County Tourist Development Ordinance 95-30 due to the impact of the COVID-19 pandemic.

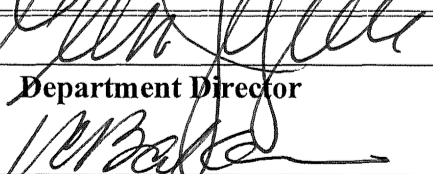
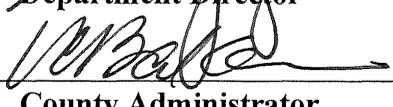
**Summary:** Tourism in Palm Beach County has suffered its worst retraction of “bed tax” collections since the Great Recession of 2008/2009 (20%), and the retraction we witnessed in the Fall of 2001 from 9/11 (10%), forecasts show a decline in tax collections from the pandemic of thirty-three percent (33%) for FY2020. This tourism stimulus strategy will be tactical in stages of recovery, driven by the State of Florida and County leadership direction to ease into the reopening of tourism related assets across the County. Stage I focuses on local and South Florida residents, Stage II expanding to the Florida Drive Market and Stage III moving back to our traditional airline markets of the eastern United States. The marketing plans will be deployed by Discover The Palm Beaches, the Cultural Council, the Sports Commission and the Film and Television Commission. A Budget Amendment for FY2020 was approved on July 14<sup>th</sup> and adjustments for FY2021 are reflected in the FY2021 Budget. The recommended sources of stimulus funding in the amount of \$6.5 Million reflect: 1) use of a maximum of 50% of available agency reserve dollars; 2) bed tax fund transfers from Category “C” Beach Improvements from a one-time reduction for FY2020 of \$2 Million and 3) \$2 Million from Category “E” Special Projects. This provides funding for a tourism stimulus campaign to execute Palm Beach County’s Tourism Marketing Recovery Plans FY2020 and FY2021. Approval of this item requires the amendment of the Tourism Local Option Tax Ordinance. The ordinance amendment is on the agenda for adoption today. Countywide (LDC)

**Background and Justification:** The four contracted marketing agencies of the TDC have received amended agreements reducing operating budgets for FY2020 and FY2021, these agreements reflect the projected (33%) reduction in bed tax collections impacting the 2<sup>nd</sup>, 3<sup>rd</sup>, 5<sup>th</sup> and 6<sup>th</sup> Cents of the Tourism Local Option Tax caused by the COVID-19 pandemic. The global tourism industry recovery will extend for multiple years and for Palm Beach County the recovery is estimated to extend through FY2024 before returning to pre-COVID-19 “bed tax” revenue/collection levels. Changes in business travel and Groups and Meetings activities, normally seen in an upscale resort destination will also be slow to recover. Cultural and Sports tourism recovery will be dependent on the availability of venues to entertain and host participants. The leisure traveler, as witnessed in the last contraction, will be the visitor who drives the recovery from this pandemic caused recession. This supplemental marketing stimulus funding is needed to execute a multi-year marketing campaign developed by all TDC Agencies to promote Palm Beach County and increase tourism visitation from both drive and fly markets. These marketing recovery plans will be implemented in stages/phases that correspond to the readiness of the County to accept travelers/visitors while first promoting their health and safety: a) local residents inviting their friends and family, both in PBC and surrounding counties for stay vacations, b) the “Drive Market” from the State of Florida and Southeast United States and c) airline travel to Palm Beach International (PBI) and other South Florida Airports.

(continued page 3)

**Attachments:** Tourism Marketing Recovery and Stimulus Strategy

---

Recommended by:		Date:	<u>8/18/20</u>
	Department Director		
Approved By:		Date:	<u>8/18/2020</u>
	County Administrator		

FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2020	2021	2022	2023	2024
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	\$3,076,052	\$3,415,668	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	-----	-----	-----	-----	-----
In-Kind Match (County)	-----	-----	-----	-----	-----
	\$3,076,052	\$3,415,668			
NET FISCAL IMPACT	=====	=====	=====	=====	=====
# ADDITIONAL FTE POSITIONS (Cumulative)	- 0-	0----	0----	0----	0-----
Is Item Included In Proposed Budget?	Yes <u>X</u>		No.		

Budget Account No.: Fund \_\_\_\_\_ Dept \_\_\_\_\_ U nit \_\_\_\_\_ Object \_\_\_\_\_  
Reporting Category \_\_\_\_\_ Various

B. Recommended Sources of Funds/Summary of Fiscal Impact:  
Reallocation of 2<sup>nd</sup>, 3<sup>rd</sup>, 5<sup>th</sup> and 6<sup>th</sup> Tourist Tax Funds

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

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Administration Comments:

\_\_\_\_\_  
OFMB Contract Dev. and Control

B. Approved as to form and Legal Sufficiency:

\_\_\_\_\_  
Assistant County Attorney

C. Approved as to Terms and Conditions:

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

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

**BACKGROUND AND JUSTIFICATION (CONT'D)**  
**PAGE THREE**

At the direction of the TDC Board, the Finance Committee and input from various marketing sub-committees within the Agencies, we have developed these tactical marketing recovery campaigns attached and presented in summary. Plans will be closely monitored and measured by the TDC using Key Performance Indicators (KPI's) to ensure all funds are being expended in a responsible manner.

Tourism business intelligence for the United States highlights that 46% of Americans plan to travel as soon as the COVID-19 lockdown is over, 42% of Americans plan to visit family and friends as soon as travel is permitted, and 53% of Americans trust the travel and hospitality industry to follow safety protocols post lockdown. Data suggests the first leisure travel trip will likely be to destinations with beaches, resorts and less dense areas.

Palm Beach County is well positioned to capture that first leisure traveler trip with our 47 miles of beaches, our world class resorts on those beaches and the lower density in our cities and towns along with our award winning County parks and environmental areas throughout. The forecasted (33%) decline in "bed tax" collections (revenues), and hotel occupancy for FY20 projected to be slightly less than 50%, compared to pre-COVID-19 levels of 73%, requires a marketing stimulus investment to recapture market share. Tourist Development Taxes will experience a loss of over (\$20) million from this (33%) decline for FY2020 in comparison to FY2019. The County's recovery for tourism is projected to be years compared to months. The annual pre COVID-19 level of "bed tax" collections/revenues achieved in FY2019 of \$54.2 million is not forecasted to regain this level until FY2023 and FY2024.

All TDC agencies play a role in this recovery effort, with the overarching marketing platform developed by Discover The Palm Beaches (DMO), with the tourism sectors of the Cultural Council for Palm Beach County, the PBC Sports Commission and the PBC Film & TV Commission/ Palm Beaches Television Channel providing their respective marketing initiatives for their respective sectors. The recovery plan stages will pace to the County's readiness and phased implementation for the State of Florida.

To focus on keeping travelers safe, the TDC and all Agencies are supporting the International Sanitary Supply Association (ISSA) and the Global Biorisk Advisory Council (GBAC) certification program being pursued by Palm Beach International, the PBC Convention Center (recently achieved) and by assisting county hotels and cultural venues in achieving this globally recognized certification for cleaning, disinfection and infectious disease prevention. Our marketing is focused on our abundance of outdoor spaces, and activities that lend themselves to social distancing, throughout the variety of cities and towns that allow for lower density.

All TDC Agencies collaborated and presented this integrated tourism marketing strategy to the Tourist Development Finance Committee and full TDC Board with unanimous approval. The \$6.5 Million being requested will be allocated with the following distribution: Discover The Palm Beaches - \$4,051,049; Cultural Council for Palm Beach County -\$1,088,737; Palm Beach County Sports Commission- \$326,400; Palm Beach County Film and TV Commission- \$285,934. The Special Projects Fund will hold \$739,600 to be assigned to any or all agencies based upon program need and return on investment, as authorized by the TDC Board.



# Tourist Development Council Marketing Recovery & Stimulus Request 8.25.2020



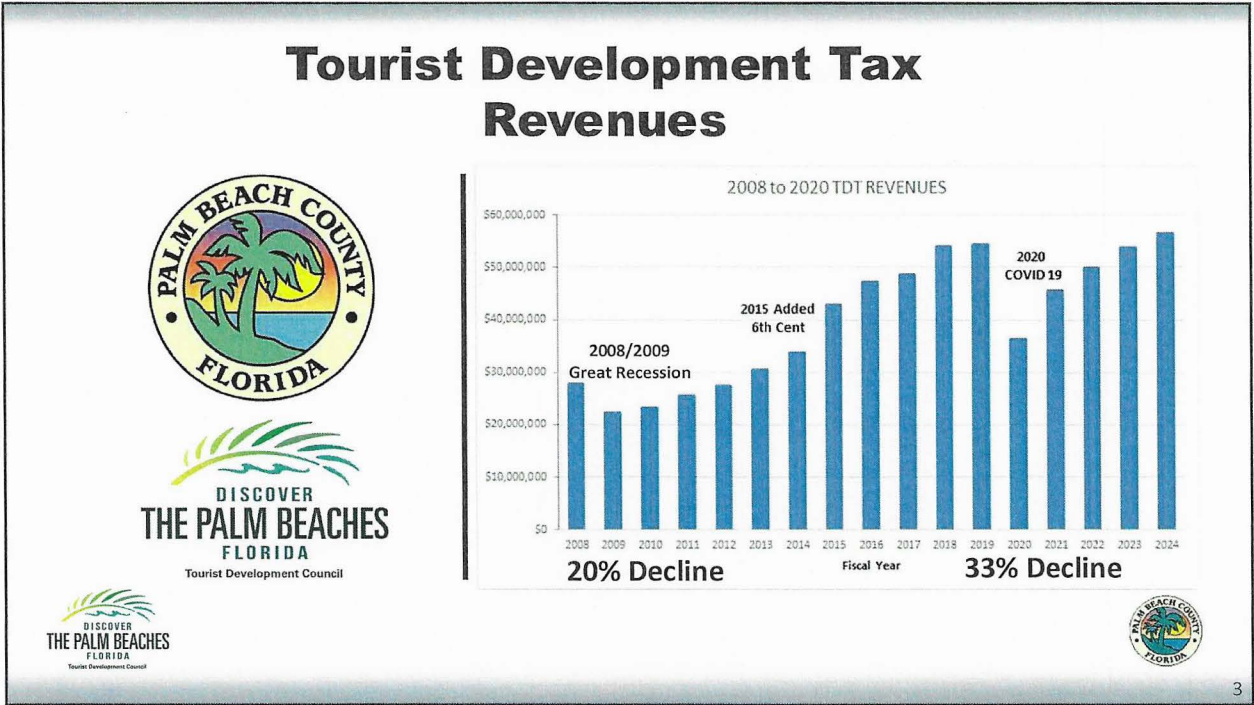
1

## Tourism Partner Agencies Collaboration on the Recovery Plan

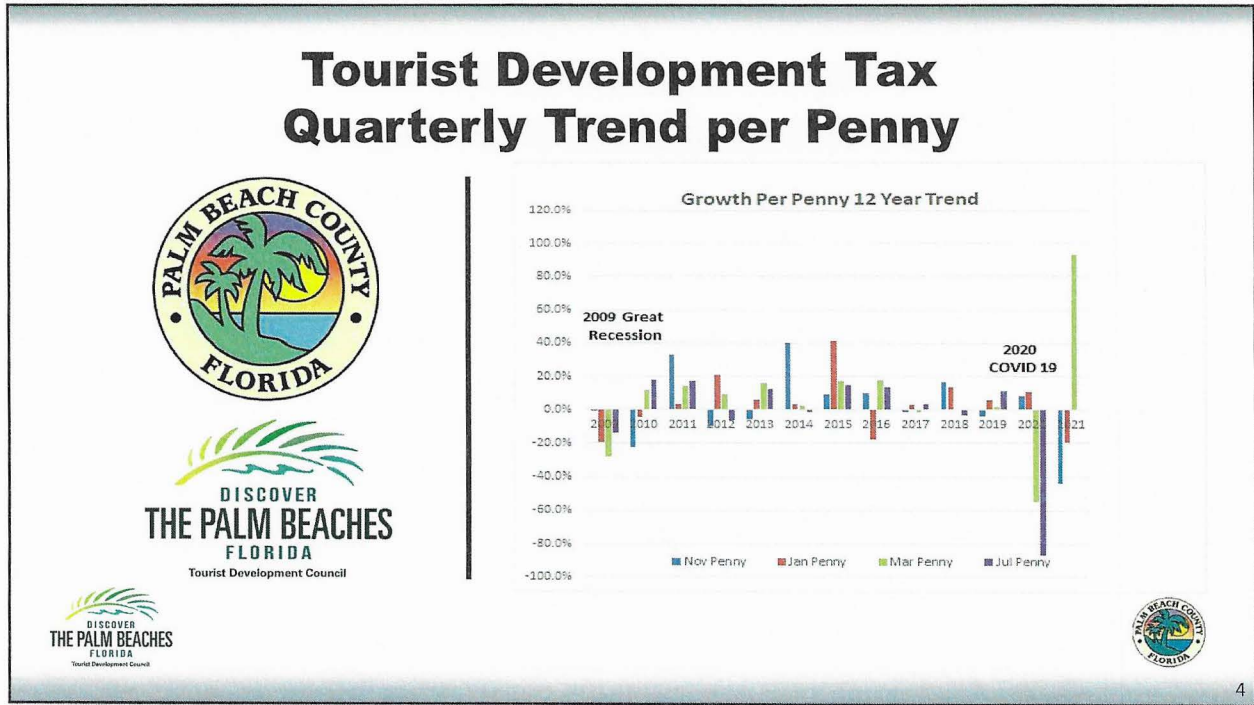




2



3



4

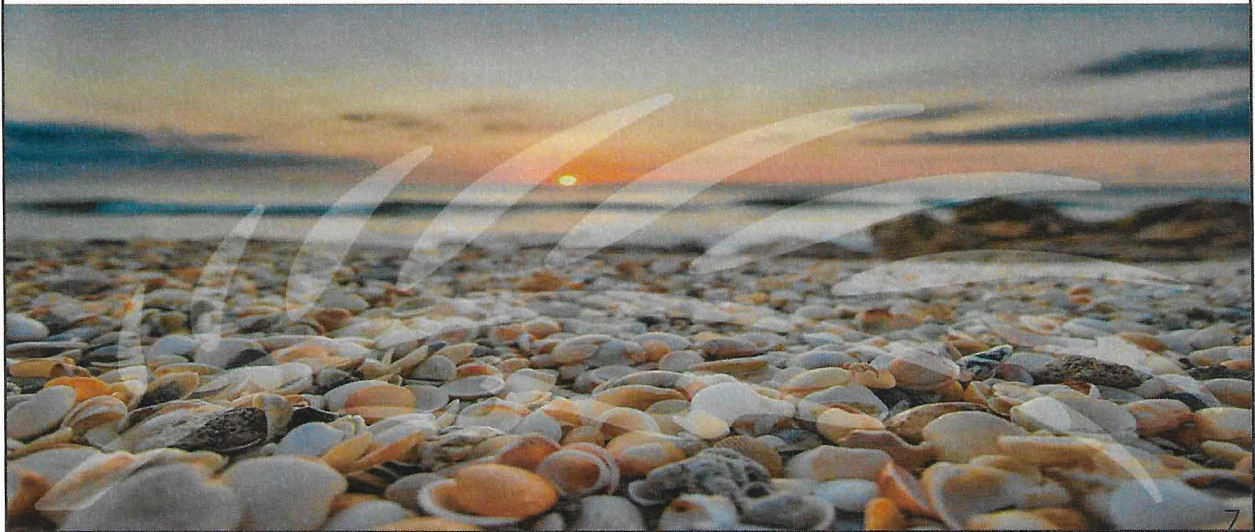


5

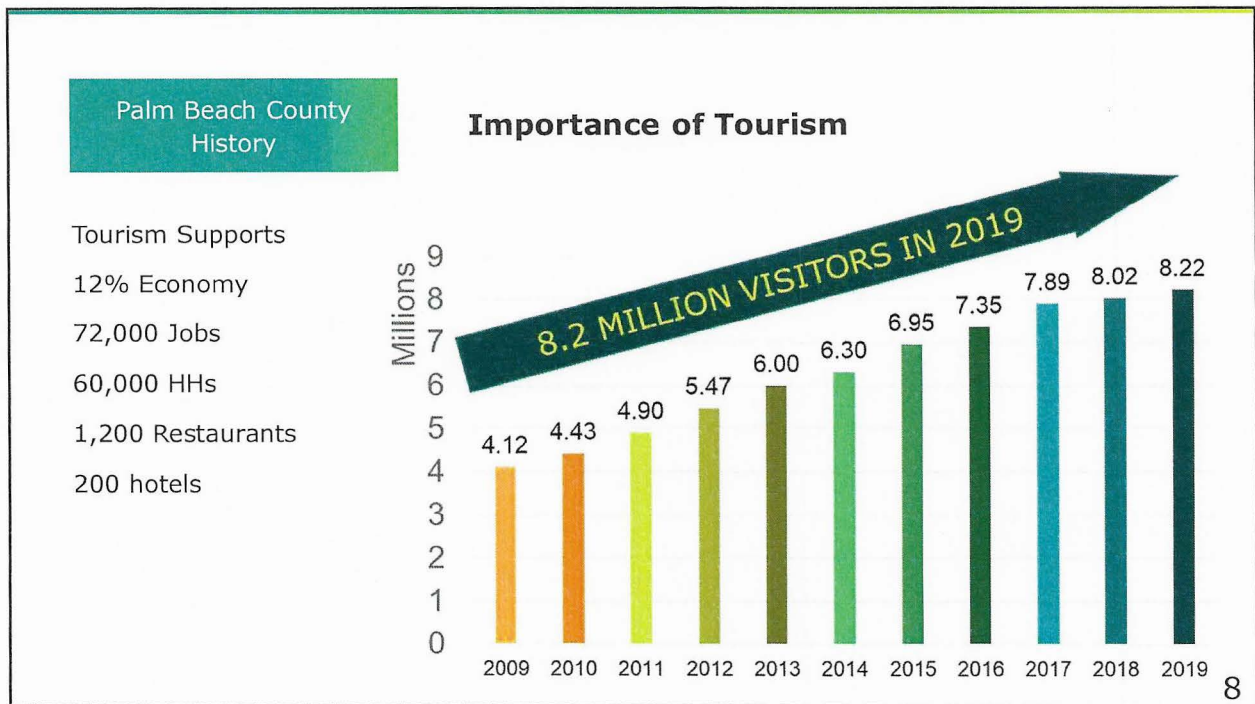


6

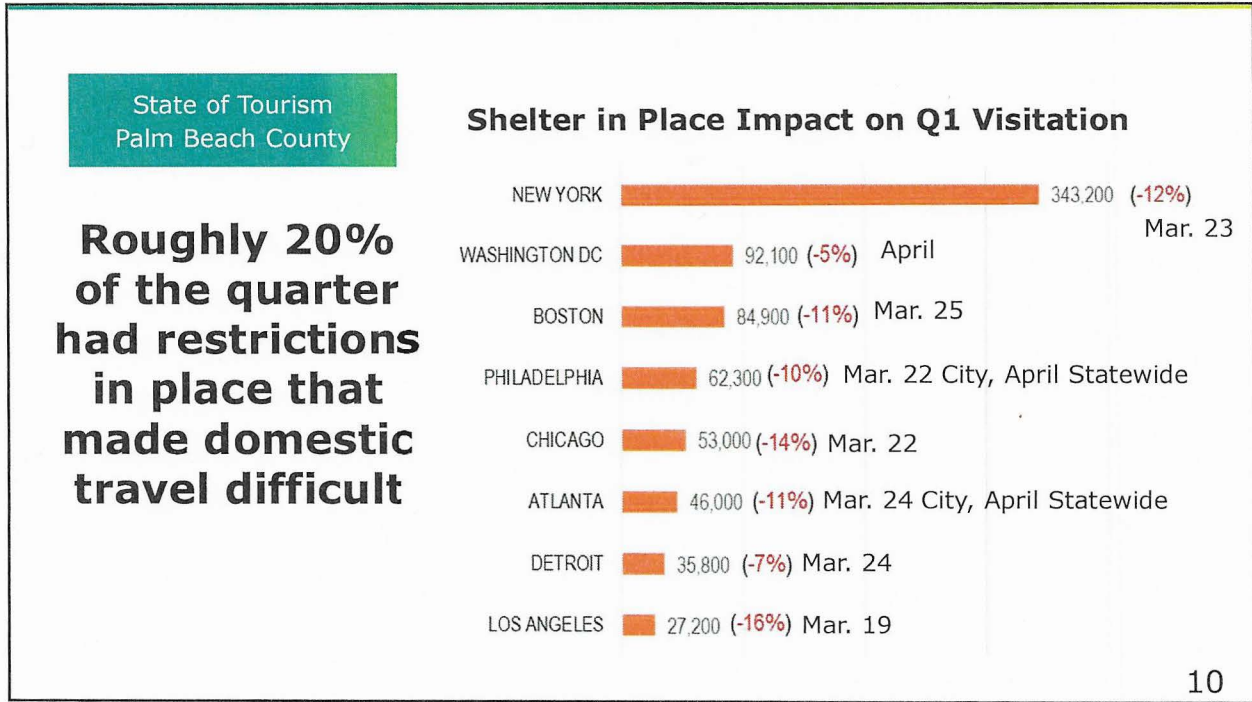
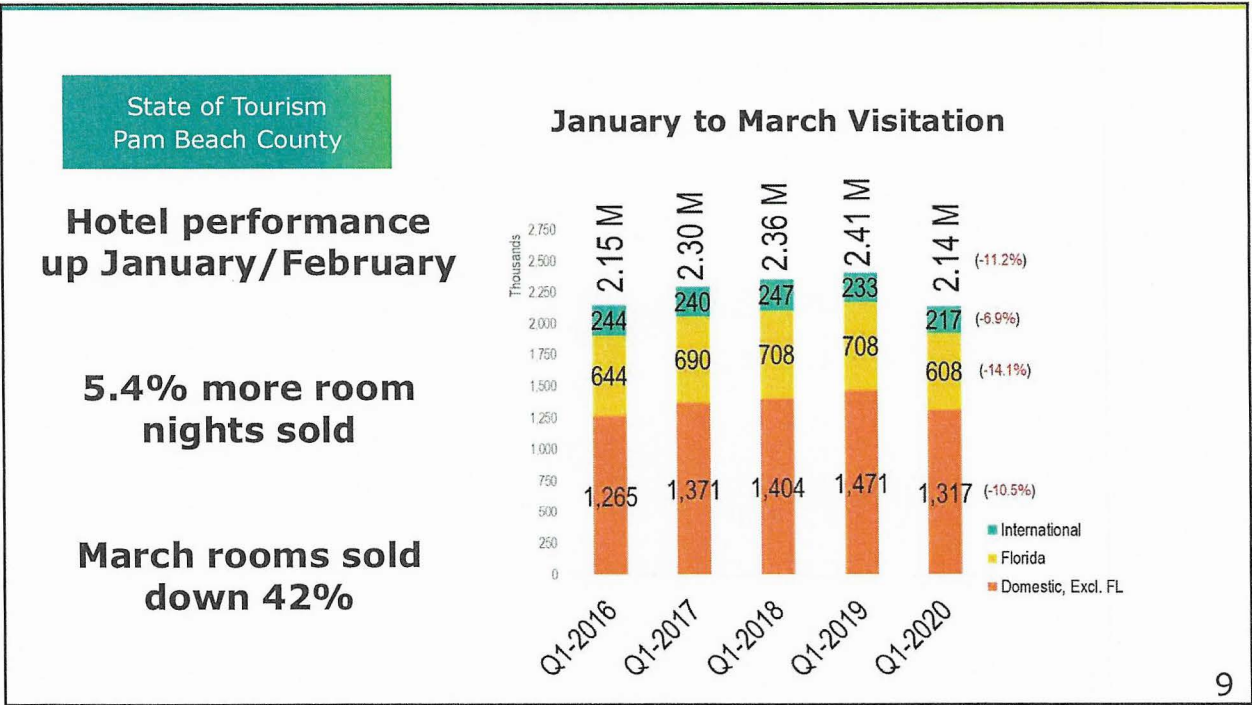
# BUSINESS INTELLIGENCE

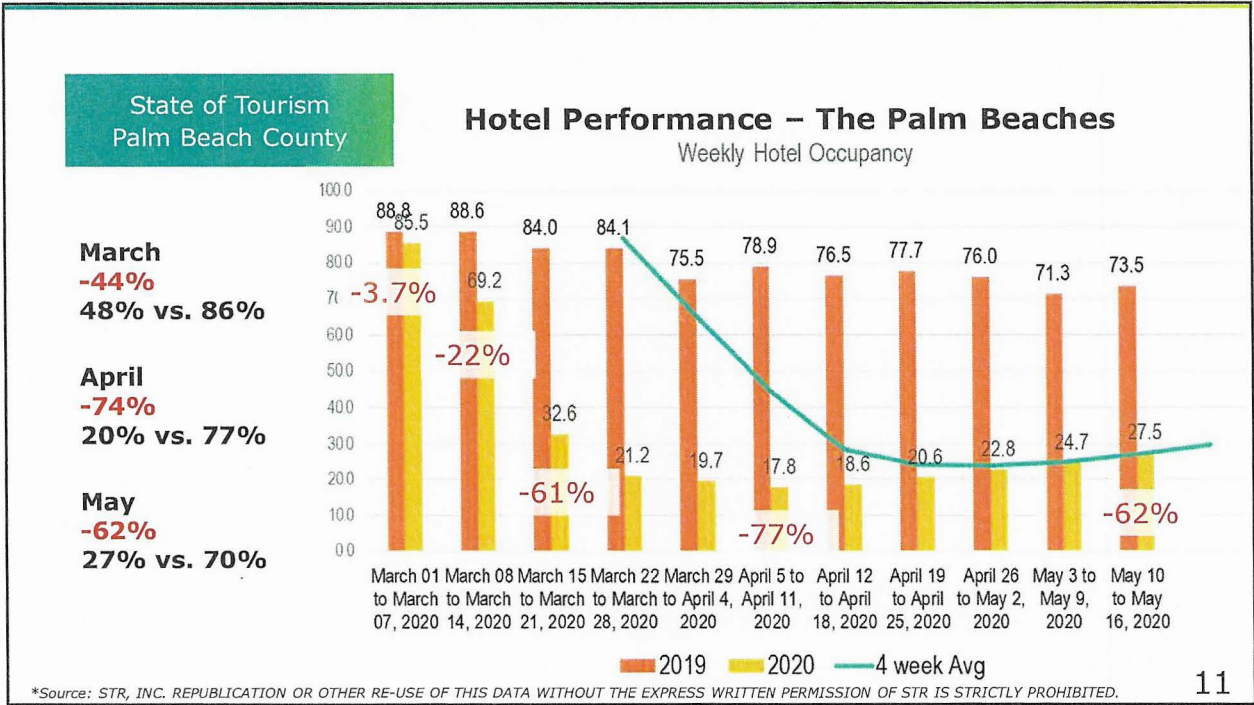


7

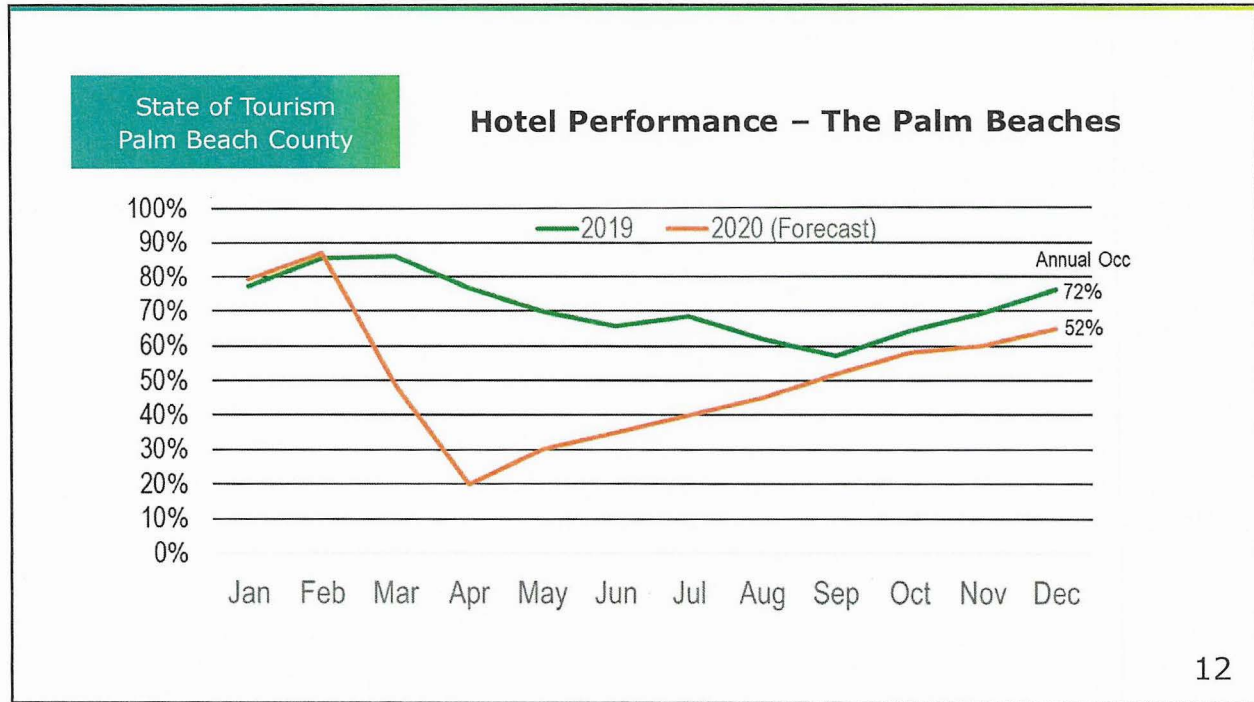


8

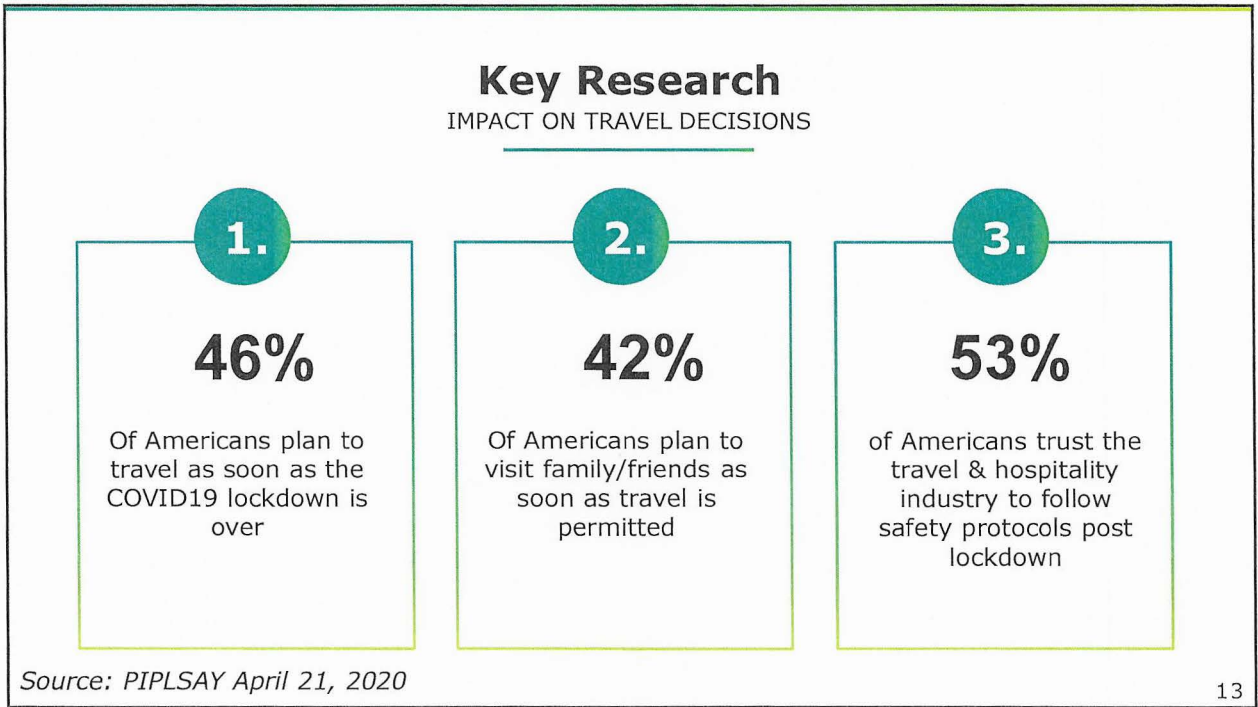




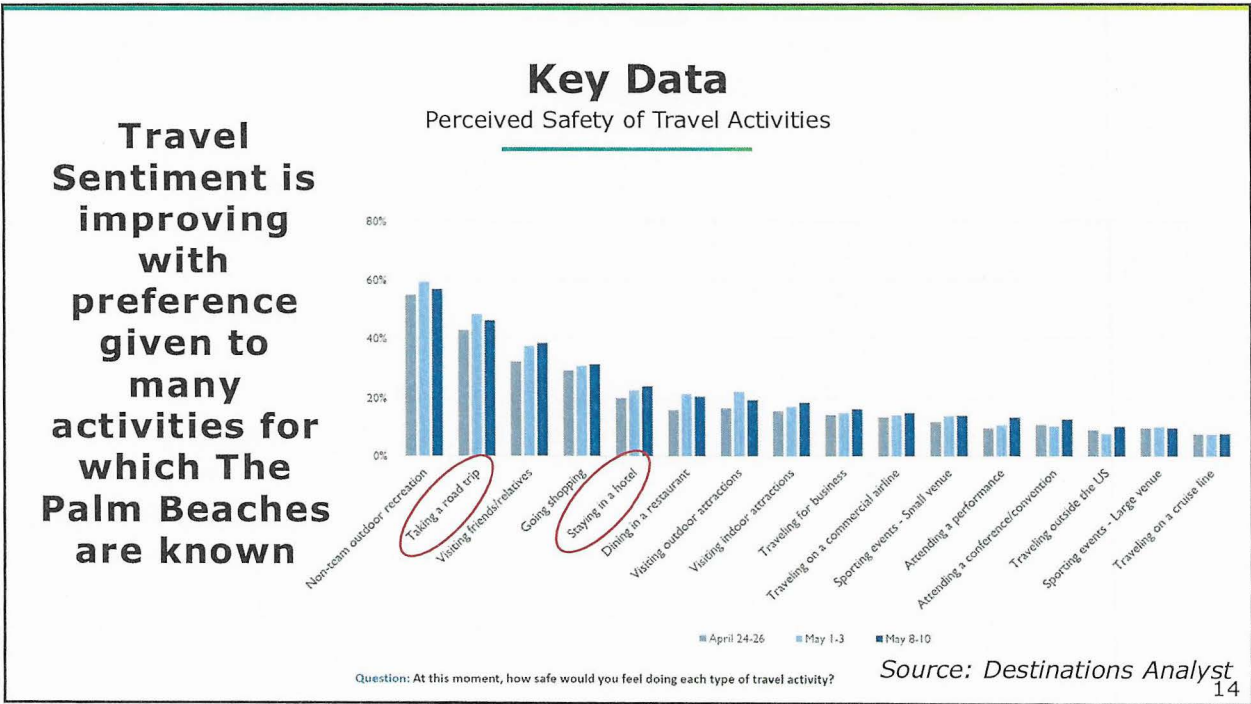
11



12



13

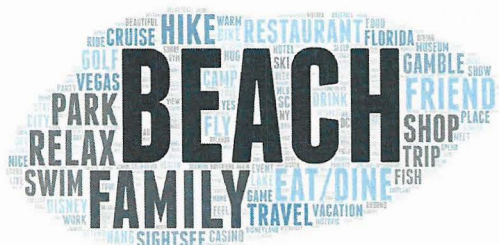


# First Trip

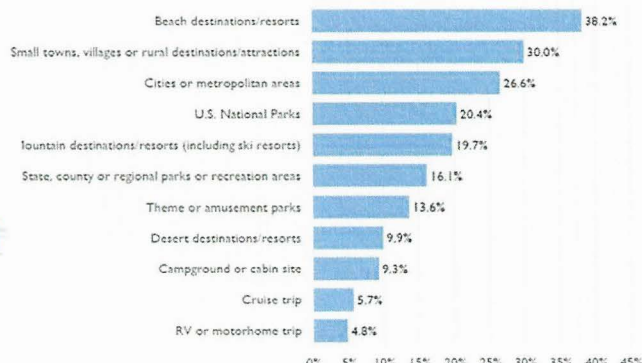
LEISURE TRAVEL

The First Trip will likely be:

- Beaches
- Resorts
- Less Dense Areas



Source: Destinations Analysts



Question: Imagine it is sometime later when you're first begin feeling it is safe to travel again for leisure. Which best describes the places you will visit on THE FIRST TRIP YOU WILL TAKE?

(Base: All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)

Source: Destinations Analyst

15

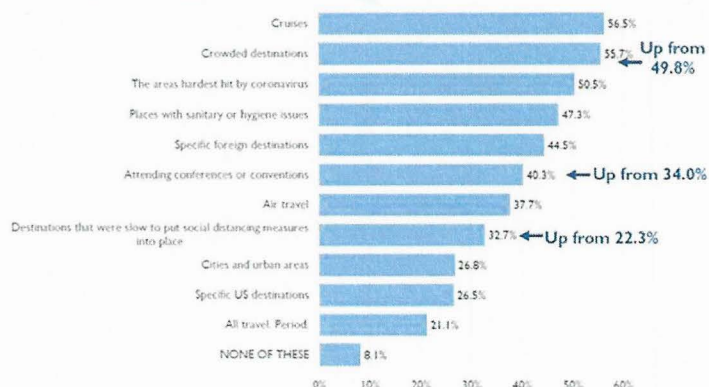
15

## What Travelers Will Avoid

LEISURE TRAVEL

The Palm Beaches will be a good substitute for

- Cruises
- Crowded Destinations
- International Travel



**Question:** Do you expect that you will avoid any of the following in the SIX (6) MONTH period immediately after the coronavirus situation is resolved? (Select all that would complete the following sentence for you)  
I will most likely avoid \_\_\_\_\_.

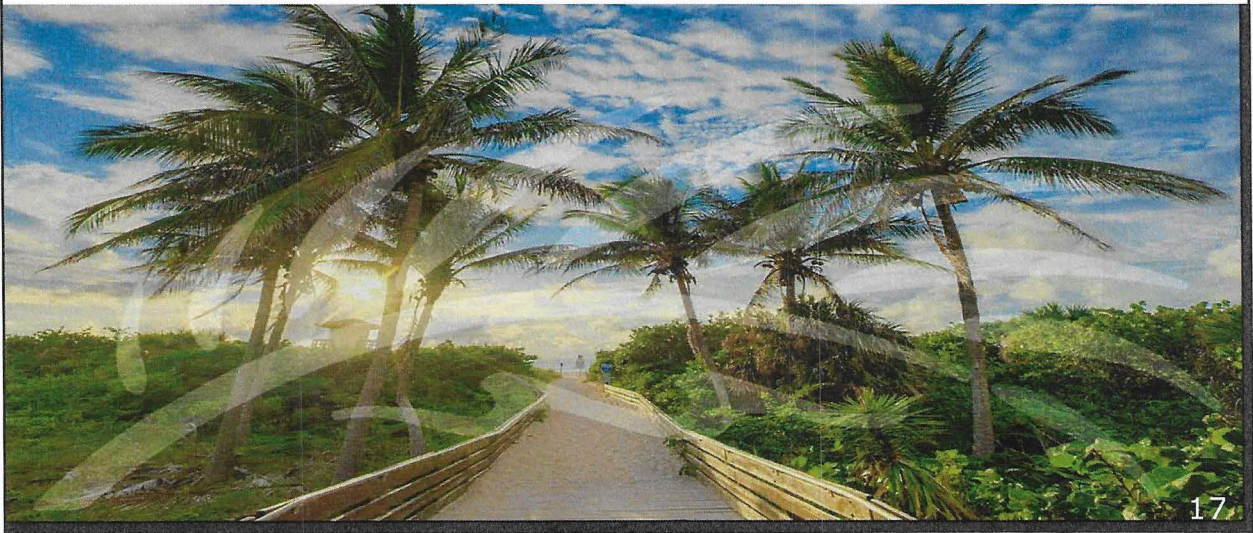
(Base: All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)

Source: Destinations Analysts

16

16

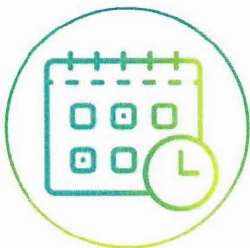
# RELAUNCH MARKETING PLATFORM



17

## RECOVERY: Health & Safety

DTPB will work with news outlets, hotels, restaurants, attractions and all partners to highlight key health & safety measures being taken.



**Projected Timing**  
May 1, 2020 –  
Dec 31, 2020  
\*Based on  
lift of stay-at-home  
orders



**Campaign  
Messaging**  
Health & Safety  
Measures  
Travel Guidelines



**Market**  
Palm Beach County  
and South Florida  
Top Target Markets



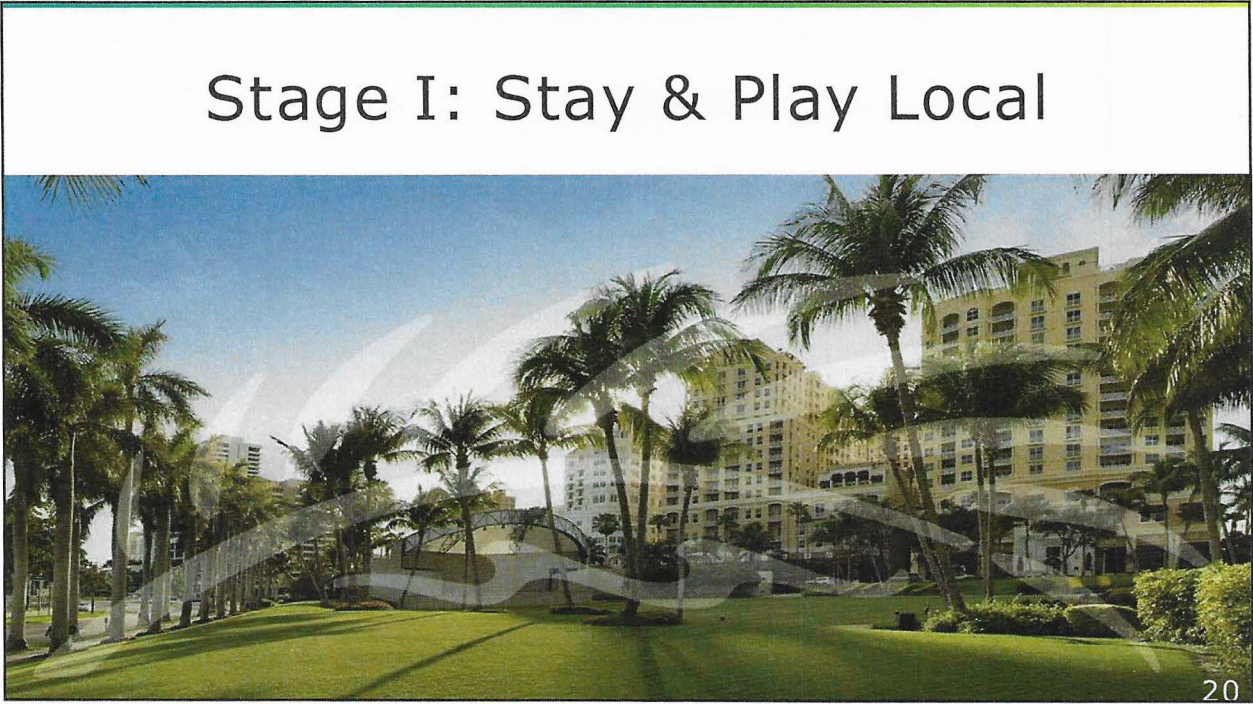
**Audience**  
All Future Travel  
Intenders

18

18

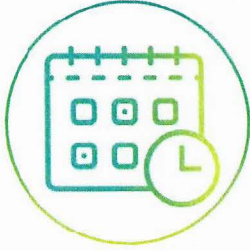


19




20


# Stage I




**Projected Timing**  
June 1, 2020 –  
August 31, 2020



**Campaign Messaging**  
Ready with Open Palms  
Stay & Play Local  
Support Local  
Missed Milestones



**Markets**  
Palm Beach County  
Broward  
Miami-Dade



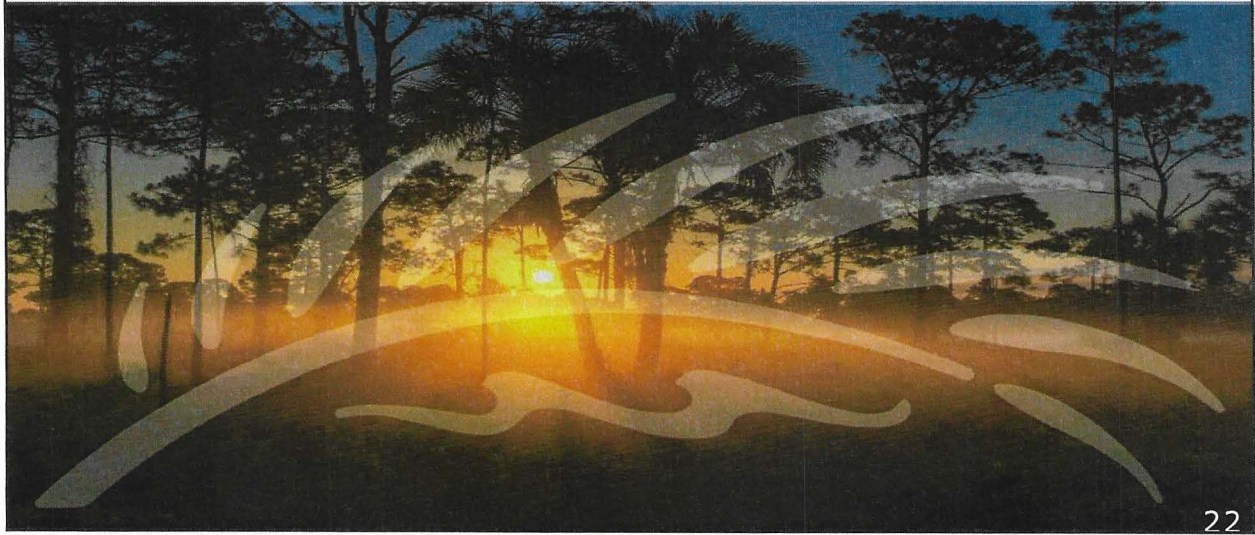
**Audience**  
Families  
Couples  
Affluent  
Friends & Family

**Budget Origin: Stimulus Funds**

21

21

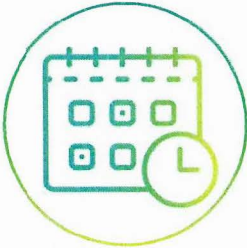
# Stage II: Drive Markets




22

22


# Stage II




**Projected Timing**  
August 1, 2020 –  
December 31, 2020



**Campaign Messaging**  
Drive Markets



**Markets  
(In Priority Order)**  
Miami  
Ft. Lauderdale  
Orlando  
Tampa  
Jacksonville  
Atlanta  
Charlotte



**Audience**  
Florida Residents  
Families  
Couples  
Family & Friends  
Affluent

**Budget Origin: Stimulus Funds**

23

23

Stage II

## MARKETING TRIGGERS

- **Stage II media will start based on the following triggers:**
  - Occupancy Thresholds
  - Decrease in Daily COVID New Positive Tests Statewide

**Stage II - A**

**40% Occupancy AND  
7/10 Days of  
Decreased New Positive  
Cases in PBC/FL**

Markets:  
- Orlando  
- Tampa

**Stage II - B**

**45% Occupancy AND  
7/10 Days of  
Decreased New  
Positive Cases in PBC/FL**

Markets:  
- Jacksonville  
- Atlanta

**Stage II - C**

**50% Occupancy AND  
7/10 Days of  
Decreased New  
Positive Cases in PBC/FL**

Markets:  
- Charlotte

24

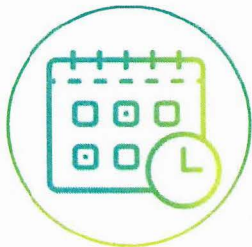
24

# Stage III: Fly Markets



25

## Stage III



**Projected Timing**  
Dec 1, 2020 –  
March 1, 2021



**Campaign Messaging**  
Launch of The  
Palm Beaches New  
Leisure Brand  
Campaign



**Markets  
(In Priority Order)**  
New York  
New Jersey  
Washington DC  
Boston  
Other Markets TBD



**Audience**  
- Families  
- Affluent Couples  
- Expanded Fly and  
Drive Markets

**Budget Origin: Stimulus Funds**

26

26

Stage III

MARKETING TRIGGERS

- **Stage III media will start based on the following triggers:**
  - Occupancy Thresholds
  - Decrease in Daily COVID New Positive Tests Statewide
  - Airlift Improvement

Stage III - A

55% Occupancy AND  
30 Days of Downward Trend in New Positive Cases in PBC/FL (Oct – Dec)

Markets:

- New York
- New Jersey

Stage III - B

60% Occupancy AND  
30 Days of Downward Trend in New Positive Cases in PBC/FL (Nov – Jan)

Markets:

- Boston
- Washington DC

27

27

Stage III

Visit Florida Economic Recovery Co-Op Program

- Media Buy Opportunity with Visit FL investing 1 to 1 Match on all Ad Spend
- DTPB has become an Official Partner of Visit FL in order to participate
- Templated, destination-focused creative with high-impact imagery and experiential story-telling
- Retargeting and lookalike audiences modeled off Visit FL owned channels

VISITFLORIDA



28

28

Relaunch Marketing

TDC Agency Collaboration Plan



Film Commission

- Support with Video Production Utilizing Existing & New Footage



Sports Commission

- Leisure Sports Co-Op
- Shared Social Content Surrounding Leisure Sports
  - Golf
  - Tennis
  - Endurance
  - Watersports



Cultural Council

- MOSAIC Special Offers from Culture Attractions
- Social Sharing

29

29

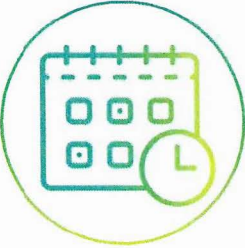
FISCAL YEAR 2021




30

30

# FY 2021



**Projected Timing**  
January 2021 – September 2021



**Campaign Messaging**  
The Palm Beaches  
New Leisure Brand Campaign



**Markets (In Priority Order)**  
New York  
New Jersey  
Washington DC  
Boston  
Chicago  
Houston  
Charlotte  
Philadelphia

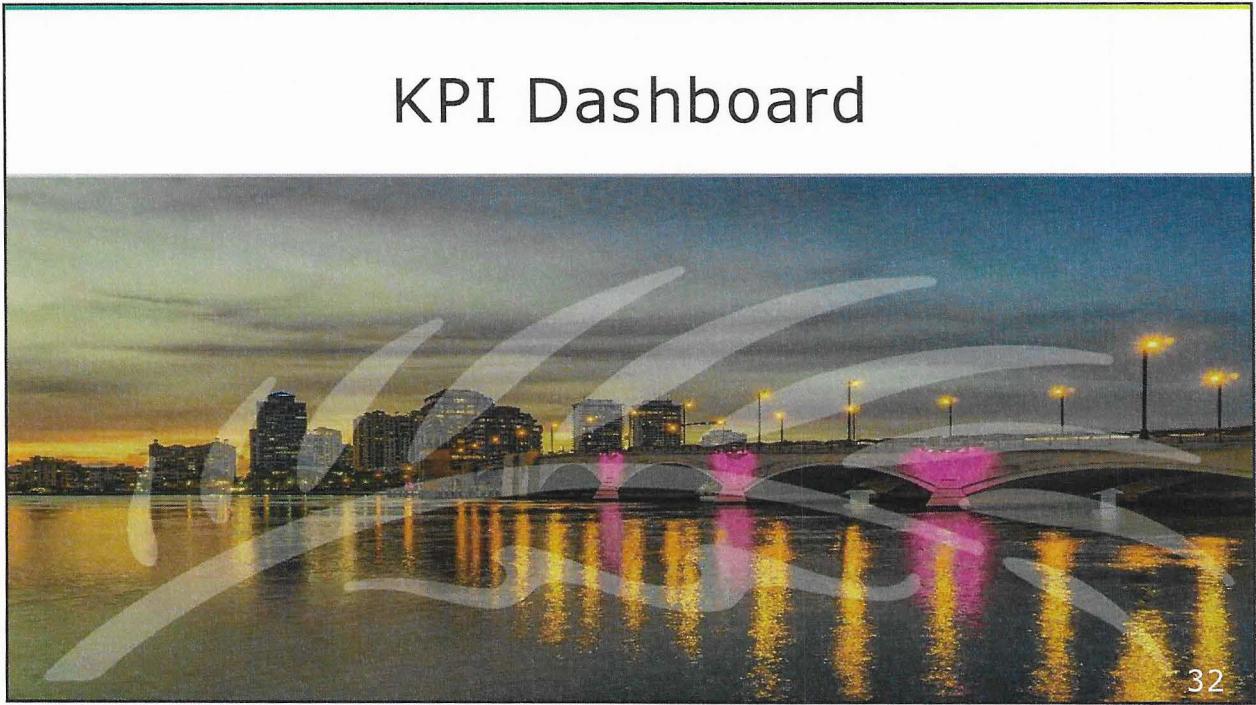


**Audience**  
- Families  
- Affluent Couples  
- Expanded Fly and Drive Markets

**Budget Origin: Annual Bed Tax Revenue**

31

31



32

KPI Dashboard

Lodging Performance

Recovery Dashboard

Hotel Occupancy

Room Nights Sold (YOY and vs. FL)

Leisure & Hospitality Jobs (YOY and vs. FL)

Total Industry Sales (YOY and vs. FL)

Bed Taxes Collected

Market Share

PBC vs. Comp Set

- In-State
- Out-of-State

PBI Passenger Arrivals

Marketing Analytics

Unique Visitors/Web Traffic

Social Media Engagement

Advertising Impressions

Expedia

- Avg. Daily Books Pre & Post
- ADR
- Length of Stay

33

33



DISCOVER  
THE PALM BEACHES  
TELEVISION

The Tourist Development Council  
ThePalmBeaches.TV



PALM BEACH COUNTY

FILM AND  
TELEVISION  
COMMISSION

CONTENT & PRODUCTION

WATCH IT  
LIVE IT  
SHARE IT

34

34

17

# Marketing Recovery Plan

Multi-Phase Strategy to Create and Distribute Content and Messaging Centered Around the "With Open Palms" Concept

DISCOVER  
THE PALM BEACHES  
TELEVISION  
Tourist Development Council  
ThePalmBeaches.TV

PALM BEACH COUNTY  
FILM AND  
TELEVISION  
COMMISSION

## Re-Opening The Palm Beaches Tourism/PBTV

Online

Roku

Mobile Devices  
New Free App

35

## PHASED APPROACH

# Marketing The Palm Beaches

**Stage I**    **Projected Timing:**    June 1, 2020 – September 30, 2020

**Campaign Messaging:** The Palm Beaches TV to attract visitors

Welcoming You WITH OPEN PALMS, Re-Discover The Palm Beaches

We Invite You WITH OPEN PALMS ...to Re-Discover The Palm Beaches

Welcoming Production WITH OPEN PALMS and Free Permits

DISCOVER  
THE PALM BEACHES  
TELEVISION  
ThePalmBeaches.TV

STAY  
And  
PLAY

We Invite You to Re-Discover The Palm Beaches  
**WITH OPEN PALMS**

DISCOVER  
THE PALM BEACHES  
TELEVISION  
Tourist Development Council  
ThePalmBeaches.TV

We Invite You  
**WITH OPEN PALMS**  
to Re-Discover The Palm Beaches

DISCOVER  
THE PALM BEACHES  
TELEVISION  
ThePalmBeaches.TV

36

18

# PHASED APPROACH

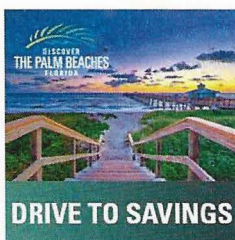
## Marketing The Palm Beaches

**Stage II Projected Timing:** August 1, 2020 – December 30, 2020

### Campaign Messaging: The Palm Beaches TV to attract visitors

Plenty of Room to Roam – open space concept

Some Things Will Never Change – image driven



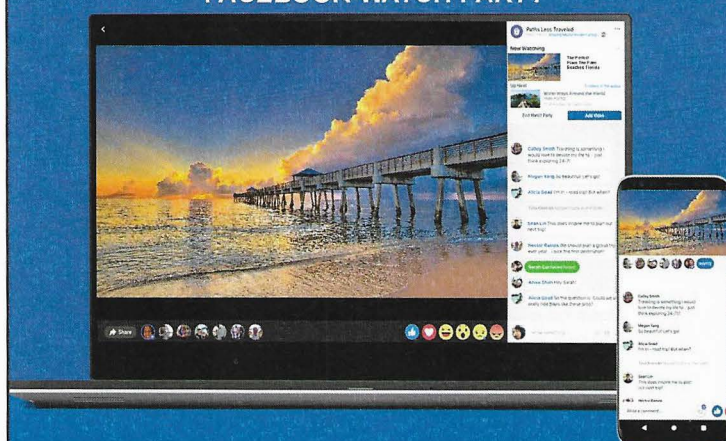
37

37

PHASED APPROACH

**THE PALM BEACHES TV**

## FACEBOOK WATCH PARTY



- 13-part episodic series
- 10-15 minutes in length
- Hosted by Glenn Jergensen, TDC
- Guest appearances from on-air talent & local producers
- Leverage existing content
- Wrap it with relative but sensitive messaging
- Launched June 9th

- Drive traffic to The Palm Beaches TV
- Inspire travel again
- Engage community stakeholders
- Platform for partner offers:
  - Stay & Play
  - Drive Market
  - Fly Market

38

38

# RECENTLY AIRED PROJECTS

SPONSORSHIP PROGRAM

				
<b>Art Adventures of The Palm Beaches</b> 6 episodes	<b>Little Wonders of The Palm Beaches</b> 6 episodes	<b>Passport to The Palm Beaches</b> 6 episodes	<b>On The Town in The Palm Beaches</b> 15 episodes	<b>Perfect Place Miniseries</b> 3 promos
South Florida PBS 6.3 Million Homes	Destination America 40 Million Homes	Destination America 40 Million Homes	South Florida PBS 6.3 Million Homes	Olympusat Network 11 Million Homes
				

39

# RECENTLY AIRED PROJECTS

SPONSORSHIP PROGRAM

				
<b>Women of Polo</b> 1 episode	<b>Scuba Nation</b> 3 episodes	<b>Golf Advisor Round Trip</b> 1 episode	<b>Travels &amp; Traditions with Burt Wolf</b> 5 episodes	<b>Our Best 18 Golf The Palm Beaches</b> 1 episode
TVG Network 60 Million Homes Fox Sports Florida 5 Million homes	FOX Sports Sun CSN New England 11 Million Homes	NBC Golf 70 Million Homes	PBS 10 Million Homes + 9,517 re-broadcasts	WPTV Channel 5 850,000 Homes
				

40

MULTIPLE REBROADCASTS

NO COST

TOTAL VALUE \$423,000.00

Travels & Traditions with Burt Wolf

Passport to The Palm Beaches

Women in Polo The Palm Beaches

Drive The Palm Beaches

Little Wonders of The Palm Beaches

On the Town in The Palm Beaches

Hooked on The Palm Beaches

UNTAMED SPORTS TV

FOX SPORTS FLORIDA

SOUTH FLORIDA WPBT • WXEL

slingsling

CARBON TV

pluto tv

prime video

PBS

PBS

41

41

THE PALM BEACHES TV

IN-ROOM TV CHANNEL ENTERTAINMENT

“The Palm Beaches TV is overseen by TDC and one of the newest initiatives to attract more visitors to the area. With this kind of oversight, we felt confident that The Palm Beaches TV would be a great addition to our in-room programming.”

**John Tolbert, Boca Raton Resort**

“This is a great tool for the destination to stand out. Our hope is that what guests see will entice them to return for another trip, extend a trip, or invite other friends and family to the area.”

**Roger Amidon, Palm Beach Marriott Singer Island Beach Resort & Spa**

“This channel really ignites a guest to go out and explore the area or come back for another trip!”

**Rick Netzel, Best Western Palm Beach Lakes**

“It’s the kind of high-quality entertainment that not only fits with the resort image, but the channel is reflective of the entire area.”

**Kristiann Galati, PGA National Resort & Spa**



42

42

21



LOGGERHEAD MARINELIFE CENTER.

# CULTURAL TOURISM SECTOR



## Cultural Council

FOR PALM BEACH COUNTY

Arts. Sciences. History. Community.

43

43

# PBC CULTURAL TOURISM RECOVERY STRATEGY

MARKETING & COMMUNICATIONS PLAN



**MOSAIC** 2020

Month of Shows, Art, Ideas & Culture

PRESENTED BY



## Cultural Council

FOR PALM BEACH COUNTY

44

44

OBJECTIVE

■ ■ ■ ■ ■

Now in its third year, MOSAIC is the Month of Shows, Arts, Ideas and Culture in The Palm Beaches. This year, MOSAIC will be used as a cultural tourism recovery strategy once COVID-19 shutdowns have been lifted, and it will span multiple months over the summer through late fall. The campaign will begin with a teaser phase followed by a promotional phase once organizations begin to reopen and the Cultural Council has secured deals to encourage visitation. The overall goal of this campaign is to drive awareness and traffic to the MOSAIC events and encourage our target audiences to visit cultural organizations—thereby supporting communities in The Palm Beaches and restarting its arts economy.



45

45

TIMING & TACTICS

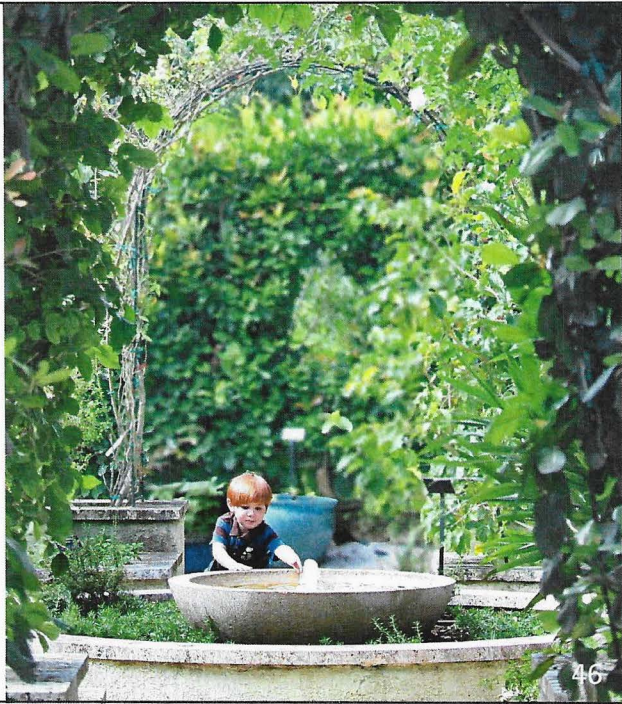
■ ■ ■ ■ ■

Recovery Communications – “Open Palms” / Rediscover The Palm Beaches (June/July)

- Tactics:
  - Nonpaid:
    - PR
    - Email
    - Social
    - Blogs
  - Paid:
    - Google Search (brand)

Stage 1: Stay & Play Local (July – September)

- Tactics
  - Nonpaid:
    - Same as above
  - Paid:
    - Google Search (brand/MOSIAC)
    - Digital Display
    - Facebook/Instagram
    - Retargeting (Aug)
    - Geofencing (Aug)
    - Pandora (Aug)



46

46

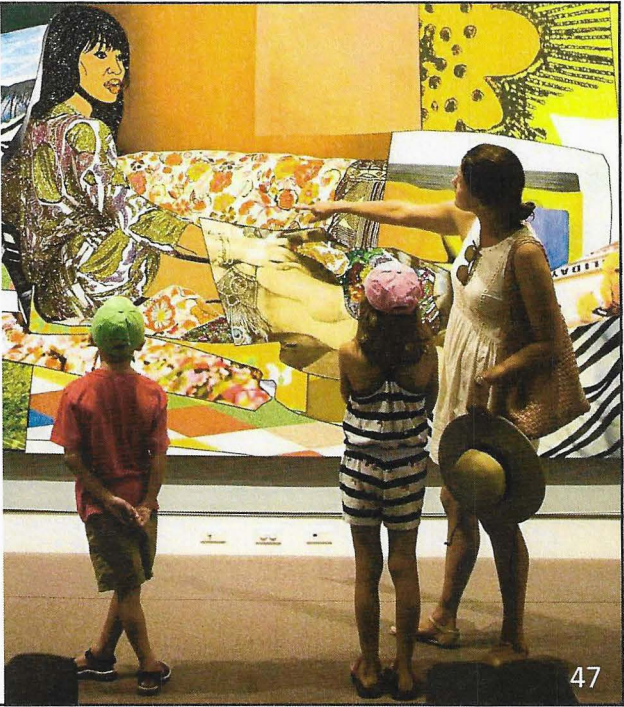
**Stage 2: Drive Market Offers  
(August – December)\***

- Tactics
  - Paid:
    - Google Search (brand/MOSIAC)
    - Digital Display
    - Facebook/Instagram
    - Retargeting (Aug)
    - Geofencing (Aug)
    - Pandora (Aug)

*\*Timing depends on cultural venue openings/offers*

**Stage 3: Fly Markets/NE  
(December through March 2021)**

- Tactics
  - Paid:
    - Google Search (brand/MOSIAC)
    - Digital Display
    - Facebook/Instagram
    - Retargeting
    - Pandora
    - NYTimes (digital)
    - Travel & Leisure/Food & Wine (digital)



47

47

**T A R G E T I N G**

■ ■ ■ ■ ■

In-County/Drive Market with three different target audience buckets once cultural

organization deals are secured:

- Bucket 1 (Visual Arts)
- Bucket 2 (Performing Arts)
- Bucket 3 (Families)

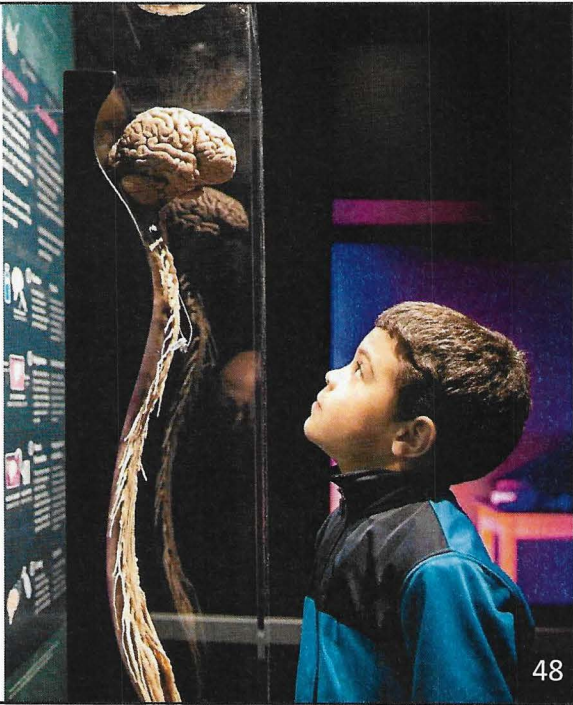
Top Metro Areas for drive markets\*:

1. Miami —Ft Lauderdale DMA
2. Orlando —Daytona DMA
3. Tampa —St. Pete DMA
4. Ft. Myers —Naples DMA

MOSAIC Creative:

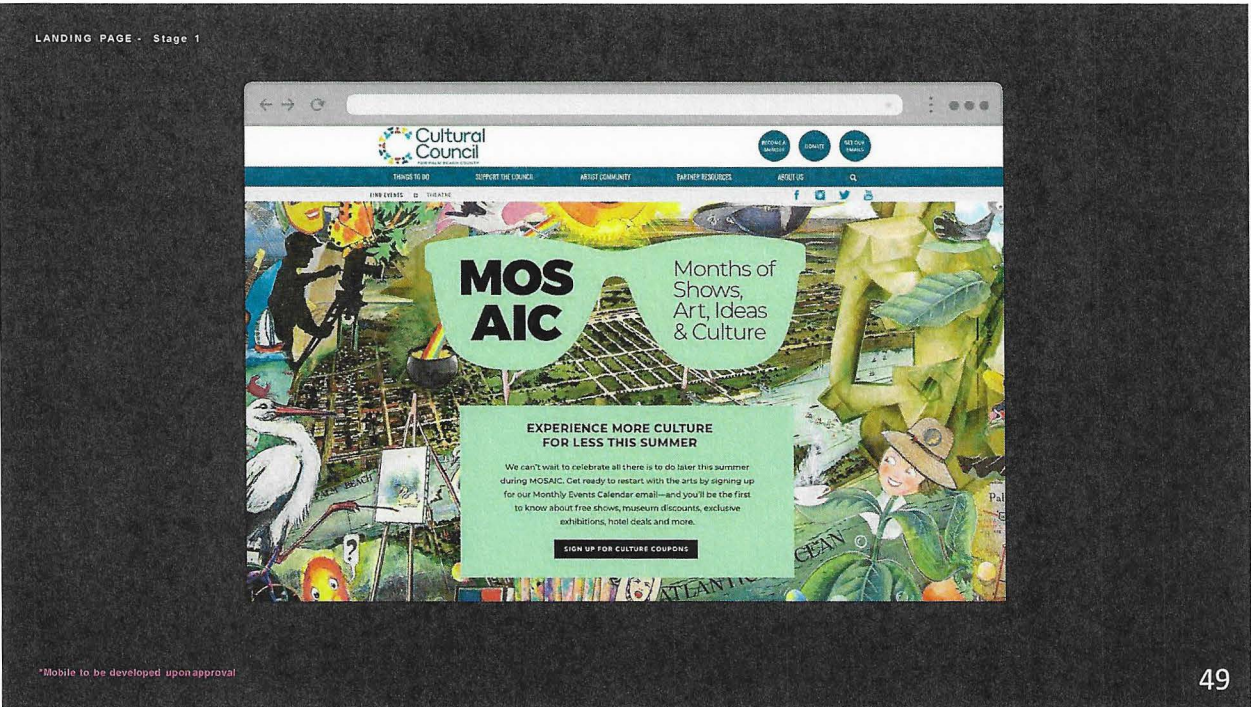
- **Stage 1/Teaser** (while venues begin to reopen and some continue virtually)
- **Stage 2/Offers** (once enough venues are open and offers secured)

*\*Information is based on most website visits to the Cultural Council's website in the last year*



48

48



49



50

Stage 2 DIGITAL BANNER ADS

300 X 600 PX



ANIMATION:  
COPY FADES IN AND OUT BETWEEN EACH FRAME

\* Messaging to encourage hotel night stays and underscore the destination brand



300 X 250 PX



51

51

Stage 2 RETARGETING DIGITAL BANNER ADS

300 X 600 PX



ANIMATION:  
COPY FADES IN AND OUT BETWEEN EACH FRAME

300 X 250 PX



52

52


SOCIAL INFLUENCER STRATEGY

CAMPAIGN

Leveraging word-of-mouth referrals to help instill confidence in travel and tourism once it is safe again to do so again will be critical. Influencers are proven leaders in their respective communities, and partnering with them creates the perfect opportunity to share the importance of culture in and travel to The Palm Beaches. As last year's campaign was a success, this year the Cultural Council will seek to create a collaborative Instagram marketing campaign to raise awareness, interest and travel to The Palm Beaches post-shutdown.


RECEPTION

The Cultural Council will engage local influencers to be brand ambassadors for MOSAIC and cultural tourism in The Palm Beaches. This may include hosting an activation with MOSAIC artwork by renowned local collage artist Bruce Helander as well as other exclusive experiences and content creation opportunities for their social channels.




P

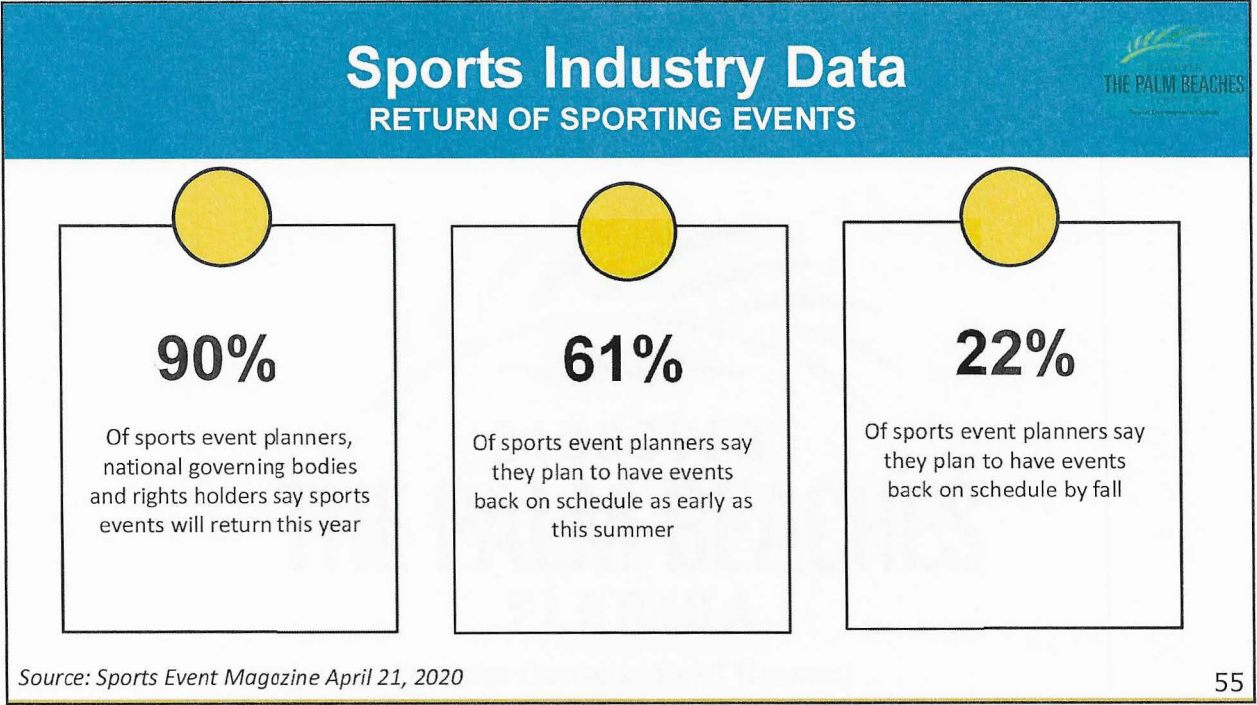
53



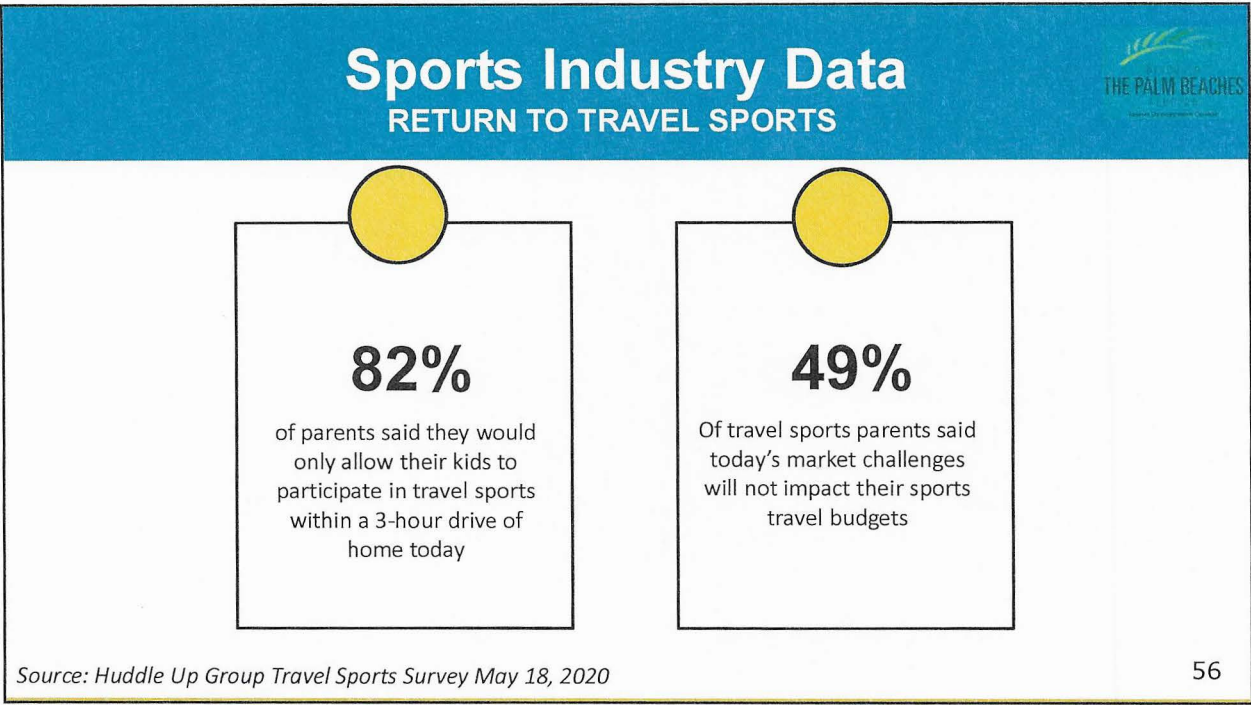
SPORTS TOURISM  
SECTOR



JUST  
BRING  
YOUR  
GAME



55



56

# Sports Tourism Advisory Council



Local Sports Tourism Leaders,  
Event Owners and Sports  
Tourism Venues


- Small Focus Group
- Offering Advise and Guidance
- Focused on:
  - Marketing Strategies
  - Event Servicing
  - Post COVID19 Event Support



57

# Phased Marketing Strategy

## OVERVIEW



<h3>Recovery</h3> <ul style="list-style-type: none"><li>• Communication</li><li>• Compassion</li><li>• Empathy</li><li>• Build Trust</li><li>• Virtual FAM Tours</li></ul>	<h3>Stage 1</h3> <ul style="list-style-type: none"><li>• Hotels Reopen</li><li>• Game On! Messaging</li><li>• Working with local/state sports organization</li><li>• Rediscover The Palm Beaches (Leisure Sports)</li></ul>	<h3>Stage 2</h3> <ul style="list-style-type: none"><li>• Targeting Drive Marketing, Florida State and Regional Events</li><li>• In Person FAM Tours</li></ul>	<h3>Stage 3</h3> <ul style="list-style-type: none"><li>• Targeting National and International Events</li><li>• Return to Trade Shows</li></ul>
--	---	---	--

58

# Website and Social Media Content

## RECOVERY AND STAGE 1





### Virtual Palm Beaches

If you're practicing your social distancing and need a virtual vacation, we've got you covered. Enjoy some of the best of what The Palm Beaches has to offer. When you're ready to visit again, we're here for you with open palms.

#### National Croquet Center

The National Croquet Center has a 19,000 square foot, Caribbean-Colonial-style clubhouse, with wide verandas overlooking four acres of lush lawns that are the equivalent of laser-level putting greens (105' X 84' each). Take a [virtual tour](#) inside and you will find wide entryways; gracious space for dining; an elegant lounge; and two ballrooms upstairs for dinners, dancing, or meetings, or a combination thereof.



#### Florida Atlantic University

Take a [virtual](#) look at the crown jewel in FAU's sports portfolio, the 30,000-seat FAU Stadium, is home to the CheriBundi Boca Raton Bowl each December, which is broadcast annually on the ESPN family of networks. The stadium is built on natural turf, and includes 23 private boxes on two suite levels, a luxury Premier Club level, an open air Priority Club level with Cabana Bar, and a media/broadcast press box level.



59

# Leisure Sports

## REDISCOVER THE PALM BEACHES



### *The Palm Beaches are Ready to Welcome You with Open Palms*

- Stay Local | Play Local | Support Local
- Social Distancing Leisure Sports
- Venue Partnerships




- Golf
- Equestrian
- Racquet Sports
- Cycling
- Motorsports
- Aquatic sports
- Spectator sports



60

# Agency Collaboration

## RECOVERY AND STAGE 1




**DISCOVER THE PALM BEACHES**  
The Official Tourism Marketing Corporation for Palm Beach County

Shared Leisure Sports

- Equestrian
- Motorsports
- Racquet Sports
- Golf
- Endurance Sports

Content/Social Sharing



**FILM AND TELEVISION COMMISSION**

Support with Palm Beaches TV watch parties

Support with Sports Video Content

- Honda Classic All Access
- Par-fect 18
- US Open of Polo
- Boca Raton Bowl



**Cultural Council**  
FOR PALM BEACH COUNTY

Share MOSAIC Special offers for cultural attractions with sports visitors.

Social Sharing


61

61

# Recovery Stage – Events

## Support local sports events and activities

- Identified sports and venues that lend themselves to social distancing practices (examples shown below):
  - Golf
  - Racquet Sports
  - Equestrian Sports
  - Motorsports
  - Aquatic Sports
  - Endurance Sports
  - Eco-Sports
  - Individual Sports (non-contact).



62

62

31

# Stage 1 - Events

This phase includes preparation for opening of certain sports venues and localized approach for event hosting

- Focus on localized approach - support local sports events & activities (allows for efficiency with social distance practices)
- Identify modifications that will allow sports events to operate safely during Phase 1 & 2
- Support equestrian sport with summer circuit
- Target Individual sports & some team sports
- Sports, such as golf, tennis, aquatic sports, and cycling / BMX, and baseball are eager to return




63

63

# Stage 2

This phase prepares for a relaunch of sports events which will happen in stages and begins with the drive market

- Sports events will rebound in stages – Drive market is the initial focus
- Targeting statewide events / regional events
- Florida Sports Foundation will offer support for hosting statewide effort (localized approach for FSF)
- Team sports events to be measured & implemented
- Continuation of monitoring event execution plans with social distancing and safety strategies




64

64

### Stage 3

This phase prepares for a relaunch of national sports events with airlift

- National sports events will be targeted and implemented in The Palm Beaches
- These events will support airlift
- Team sports events to be hosted
- Continuation of monitoring event execution plans with safety strategies



65

65

### All Stages

Our Sports Commission continues its development efforts to recruit events to The Palm Beaches

- During the last 60 days, over 60 bids have been submitted to host national events from 2021-2025
- 29 bids for NCAA Championships were submitted over the last 2 weeks for 2022–2025
- The International Tennis Federation awarded its Senior World Championships for 2021 / 2022
- US Lacrosse sanctioned event recently awarded for January of 2021.



66

66



**RE-IMAGINATION  
OF HOSTING  
EVENTS &  
MEETINGS**




**THE PALM BEACHES**  
PALM BEACH COUNTY  
CONVENTION CENTER

67

67

CURRENT STATUS

- **Venue Closed**  
(No Events April, May, June, July)
- **Customer Event Reopening –**  
Late August 2020
- **Capital Projects Continue**  
Courtyard  
“Skyroom” Project



• 68

68

### VENUE PREPARATIONS

- **Staff, Client, Attendee Health and safety is number one priority**
- **Received GBAC (Global Bio-Risk Advisory Council) Certification**
- **Modified Floor Plans and Capacities (Moving Target)**
- **Updating Current and Developing New Venue Policies and Guidelines**
  - **Staff, Client and Attendee**
- **Preparing the Spectra/PBCCC team**
  - **Set the Standard**
- **Reimagination of how we do business.....**
  - **The Think Tank**

• 69

69



**Tourist Development Council  
Budget & Stimulus Funding  
Recommendations**




70

70

- **TDC Recommended Budget FY2020**
- **TDC Recommended Budget FY2021**
- **Marketing Stimulus Request**
- **Projected Spending Five Years**



71

71

**TDC Approved Marketing Budgets & Marketing Stimulus FY 2020**

<b>2020 Budget</b>	<b>Contractual Services</b>	<b>County Direct</b>	<b>Grants</b>	<b>Marketing Stimulus</b>	<b>Total Budget</b>	<b>Actual Beginning Reserves</b>	<b>Budgeted Ending Reserves</b>
Discover the Palm Beaches	\$ 18,500,000	\$ 328,623	\$ 78,750	\$ -	\$ 18,907,373	\$ 5,258,875	\$ 3,053,937
Cultural Council	\$ 2,845,505	\$ 355,044	\$ 4,825,600	\$ -	\$ 8,026,149	\$ 1,753,509	\$ 1,142,982
Sports Commission	\$ 2,123,836	\$ 287,933	\$ 1,250,000	\$ -	\$ 3,661,769	\$ 2,750,451	\$ 1,540,175
Film & TV Commission	\$ 1,800,000	\$ 177,005	\$ -	\$ -	\$ 1,977,005	\$ 769,295	\$ 363,582
<b>TDC Contracted Agencies</b>	<b>\$ 25,269,341</b>	<b>\$ 1,148,605</b>	<b>\$ 6,154,350</b>	<b>\$ -</b>	<b>\$ 32,572,296</b>	<b>\$ 10,532,130</b>	<b>\$ 6,100,676</b>

<b>Revised Operating Budget FY2020 With Stimulus</b>	<b>Contractual Services</b>	<b>County Direct</b>	<b>Grants</b>	<b>Place-Holder Marketing Stimulus</b>	<b>Total Budget</b>	<b>Actual Beginning Reserves</b>	<b>Ending Reserves After Stimulus</b>
Discover the Palm Beaches	\$ 12,500,000	\$ 153,136	\$ -	\$ 1,851,153	\$ 14,504,289	\$ 5,258,875	\$ 2,654,259
Cultural Council	\$ 2,213,935	\$ 261,925	\$ 3,476,262	\$ 556,265	\$ 6,508,387	\$ 1,753,509	\$ 565,863
Sports Commission	\$ 1,790,340	\$ 194,566	\$ 900,000	\$ 162,200	\$ 3,047,106	\$ 2,750,451	\$ 1,797,615
Film & TV Commission	\$ 1,335,000	\$ 125,227	\$ -	\$ 135,634	\$ 1,595,861	\$ 769,295	\$ 280,127
<b>TDC Contracted Agencies</b>	<b>\$ 17,839,275</b>	<b>\$ 734,854</b>	<b>\$ 4,376,262</b>	<b>\$ 2,705,252</b>	<b>\$ 25,655,643</b>	<b>\$ 10,532,130</b>	<b>\$ 5,297,864</b>
<b>Change from Pre Covid Budget</b>	<b>-29%</b>	<b>-36%</b>	<b>-29%</b>	<b>0%</b>	<b>-21%</b>		





72

72

TDC Approved Marketing Budgets & Marketing Stimulus FY2020 & 2021							
Revised Operating Budget FY2020 With Stimulus	Contractual Services	County Direct	Grants	Place-Holder Marketing Stimulus	Total Budget	Actual Beginning Reserves	Ending Reserves After Stimulus
Discover the Palm Beaches	\$ 12,500,000	\$ 153,136	\$ -	\$ 1,851,153	\$ 14,504,289	\$ 5,258,875	\$ 2,654,259
Cultural Council	\$ 2,213,935	\$ 261,925	\$ 3,476,262	\$ 556,265	\$ 6,508,387	\$ 1,753,509	\$ 565,863
Sports Commission	\$ 1,790,340	\$ 194,566	\$ 900,000	\$ 162,200	\$ 3,047,106	\$ 2,750,451	\$ 1,797,615
Film & TV Commission	\$ 1,335,000	\$ 125,227	\$ -	\$ 135,634	\$ 1,595,861	\$ 769,295	\$ 280,127
TDC Contracted Agencies Change from Pre Covid Budget	\$ 17,839,275	\$ 734,854	\$ 4,376,262	\$ 2,705,252	\$ 25,655,643	\$ 10,532,130	\$ 5,297,864
	-29%	-36%	-29%	0%	-21%		

2021 Revised Operating Budget After Stimulus	Contractual Services	County Direct	Grants	Place-Holder Marketing Stimulus	Total Budget	Actual Beginning Reserves	Ending Reserves After Stimulus
Discover the Palm Beaches	\$ 12,900,000	\$ 251,545	\$ 78,750	\$ 2,199,896	\$ 15,430,191	\$ 2,654,259	\$ 1,233,496
Cultural Council	\$ 2,280,000	\$ 297,539	\$ 3,250,000	\$ 532,472	\$ 6,360,011	\$ 565,863	\$ 472,287
Sports Commission	\$ 2,000,000	\$ 208,912	\$ 762,500	\$ 163,200	\$ 3,134,612	\$ 1,797,615	\$ 1,130,866
Film & TV Commission	\$ 1,100,000	\$ 141,017	\$ -	\$ 150,300	\$ 1,391,317	\$ 280,127	\$ 192,301
TDC Contracted Agencies Change from FY20 Budget with Stimulus	\$ 18,280,000	\$ 899,013	\$ 4,091,250	\$ 3,045,868	\$ 26,316,131	\$ 5,297,864	\$ 3,028,950
	2%	22%	-7%	13%	3%		



# TDC Approved Marketing Stimulus FY2020 & FY 2021 BCC Approval Request

Place-Holder  
Allocations based  
Upon distribution %  
County TDC Ordinance

Assign Beach  
% Allocation to  
Special Projects  
Fund

All Stimulus  
Investments will  
be evaluated for:  
ROI, Visitation,  
Room Nights,  
Media Exposure

	ALLOCATION OF STIMULUS	2020 Marketing Stimulus	2021 Marketing Stimulus	2020 Marketing Stimulus	2021 Marketing Stimulus	Marketing Stimulus
		BEACH PROG DEFERRAL AND MOVE TO MARKETING STIMULUS	SPECIAL PROJECTS RESERVE	USE MAX OF 50% OF ENDING RESERVES TO MARKETING STIMULUS	USE MAX OF 50% OF ENDING RESERVES TO MARKETING STIMULUS	TOTAL AVAILABLE
BED TAX FISCAL YEAR OPERATING BUDGETS	BED TAX COUNTY ORDINANCE	ALLOCATION FROM ERM	SPECIAL PROJECTS USAGE	RESERVES	RESERVES	ALL AGENCIES 18 Months
		2020	2021	2020	2021	
DISCOVER/ MARKETING	48.32%	\$ 966,400	\$ 966,400	\$ 884,753	\$ 1,233,496	\$ 4,051,049
CULTURAL ARTS	20.72%	\$ 414,400	\$ 414,400	\$ 141,885	\$ 118,072	\$ 1,088,737
BEACH PROGRAMS	8.49%	\$ -	\$ -	\$ -	\$ -	\$ -
FILM & TELEVISION	4.31%	\$ 86,200	\$ 86,200	\$ 49,434	\$ 64,100	\$ 285,934
SPECIAL PROJECTS		\$ 369,800	\$ 369,800	\$ -	\$ -	\$ 739,600
SPORTS COMMISSION	8.16%	\$ 163,200	\$ 163,200	\$ -	\$ -	\$ 326,400
TOTAL 2ND, 3RD, 5TH & 6TH MARKETING/GRANTS/BEACH'S FUNDS	100%	\$ 2,000,000	\$ 2,000,000	\$ 1,076,053	\$ 1,415,669	\$ 6,491,720

74

TDC Approved Spending & Marketing Stimulus Five Year Recovery Projection							
BED TAX FISCAL YEAR OPERATING BUDGETS	ACTUAL 2018	ACTUAL 2019	POST COVID BUDGET WITH STIMULUS 2020	POST COVID BUDGET WITH STIMULUS 2021	POST COVID BUDGET 2022	POST COVID BUDGET 2023	POST COVID BUDGET 2024
DISCOVER/ MARKETING	\$ 15,616,719	\$ 17,419,012	\$ 14,504,289	\$ 15,430,191	\$ 14,991,060	\$ 15,334,738	\$ 16,312,975
		11.5%	-16.7%	6.4%	-2.8%	2.3%	6.4%
CULTURAL ARTS	\$ 7,184,551	\$ 7,915,653	\$ 6,508,388	\$ 6,360,012	\$ 6,622,832	\$ 7,087,011	\$ 7,450,555
		6.0%	-14.5%	-2.3%	4.1%	7.0%	5.1%
BEACH PROGRAMS	\$ 6,403,990	\$ 6,852,465	\$ 2,860,179	\$ 5,222,259	\$ 6,028,705	\$ 6,495,243	\$ 6,832,627
		7.0%	-58.3%	82.6%	15.4%	7.7%	5.2%
FILM & TELEVISION	\$ 1,656,403	\$ 1,952,832	\$ 1,595,862	\$ 1,391,318	\$ 1,381,535	\$ 1,457,530	\$ 1,573,742
		17.9%	-18.3%	-12.8%	-0.7%	5.5%	8.0%
SPECIAL PROJECTS	\$ 58,203	\$ 58,191	\$ 258,129	\$ 947,803	\$ 158,209	\$ 183,216	\$ 208,222
		0.0%	343.6%	267.2%	-83.3%	15.8%	13.6%
SPORTS COMMISSION	\$ 2,591,718	\$ 2,560,296	\$ 3,048,106	\$ 3,134,613	\$ 2,937,977	\$ 3,035,755	\$ 3,133,811
		-1.2%	19.1%	2.8%	-6.3%	3.3%	3.2%
TOTAL 2ND, 3RD, 5TH & 6TH	\$ 33,511,584	\$ 36,458,449	\$ 28,774,956	\$ 32,486,199	\$ 32,120,317	\$ 33,593,493	\$ 35,511,933
MARKETING/GRANTS/BEACHES FUNDS		8.8%	-21.1%	12.9%	-1.1%	4.6%	5.7%
4TH CENT	\$ 7,826,049	\$ 5,769,200	\$ 5,941,076	\$ 6,694,929	\$ 7,212,310	\$ 8,728,007	\$ 8,741,368
1ST CENT	\$ 8,895,229	\$ 9,515,859	\$ 9,599,726	\$ 12,543,293	\$ 12,570,695	\$ 12,595,319	\$ 12,918,054
TOTAL 1st and 4th Cent	\$ 16,721,278	\$ 15,285,059	\$ 15,540,802	\$ 19,238,222	\$ 19,783,005	\$ 21,323,326	\$ 21,659,422
INFRASTRUCTURE FUNDS CHANGE		-8.6%	1.7%	23.8%	2.8%	7.8%	1.6%
GRAND TOTAL	\$ 50,232,862	\$ 51,743,508	\$ 44,315,758	\$ 51,724,421	\$ 51,903,322	\$ 54,916,819	\$ 57,171,355
		3.0%	-14.4%	16.7%	0.3%	5.8%	4.1%



# Tourist Development Council Marketing Recovery & Stimulus Request Questions

