

PALM BEACH COUNTY

BOARD OF COUNTY COMMISSIONERS

AGENDAITEMSUMMARY

Meeting Date: November 18, 2025	☒ Consent	☐ Regular
	☐ Ordinance	☐ PublicHearing

Department

Submitted By: TOURIST DEVELOPMENT COUNCIL

Submitted For: TOURIST DEVELOPMENT COUNCIL

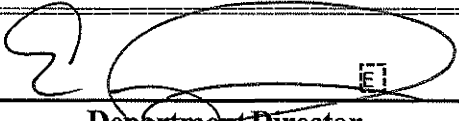
I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to receive and file: FY 2026 Marketing Plans for Palm Beach County Film Commission, Inc. (Film Commission), Cultural Council of Palm Beach County, Inc. (Cultural Council), Palm Beach Sports Commission, Inc. (Sports Commission), and Discover Palm Beach County, Inc. (Discover), (collectively, Tourism Agencies).

Summary: The Palm Beach County (County) Tourist Development Council (TDC) is an advisory council responsible for overseeing the allocation and administration of revenues collected from the Tourism Development Taxes (TDT) in accordance with Section 125.0104(5), Florida Statutes, and Chapter 17, Article III, Section 17-115 of the County Code (County Ordinance 2015-023). The County contracts with the Tourism Agencies to promote the County as a tourism destination. On an annual basis and as part of the budget approval process, each Tourism Agency is required to prepare a marketing plan for approval by its corresponding board of directors and the TDC. The marketing plans detail how the TDT collected are to be spent during the upcoming year as a plan to drive visitors to the County. The marketing plans include advertising efforts through media and marketing/sales partnership agreements that are procured as sole source purchases. The County contracts with the Film Commission (R2022-1018, as amended), the Sports Commission (R2022- 1019, as amended), the Cultural Council (R2022-1022, as amended), and Discover (R2022-1024, as amended) provide that sole source purchases for advertising and marketing/sales partnership agreements that are specifically detailed in each of the Tourism Agencies’ approved marketing plans and budgets, shall be deemed authorized by the TDC and the Board of County Commissioners (BCC) upon approval of the County’s annual budget. The FY 2026 Marketing Plans, including Exhibit A (Executive Director Summary) and Exhibit B (Vendor Spending Summary) for Discover and Film Commission were approved by the TDC on September 11, 2025, and FY 2026 Marketing Plans, including Exhibit A (Executive Director Summary) and Exhibit B (Vendor Spending Summary) for Sports Commission and Cultural Council were approved by the TDC on October 9, 2025 for the term October 1, 2025 through September 30, 2026 and are now being submitted to the BCC as a receive and file. Countywide (YBH)

Background and Justification: Under the current agreements, as amended, with the Tourism Agencies, each Tourism Agency develops and implements an Annual Marketing Plan to promote tourism, which Marketing Plan the County funds through TDT.

- Attachment:**
- 1. Palm Beach County Film Commission, Inc. FY 2026 Marketing Plan with Exhibits A and B
 - 2. Palm Beach County Sports Commission, Inc. FY 2026 Marketing Plan with Exhibits A and B
 - 3. Cultural Council of Palm Beach County, Inc. FY 2026 Marketing Plan with Exhibits A and B
 - 4. Discover Palm Beach County, Inc. FY 2026 Marketing Plan with Exhibits A and B

Recommended by:  Date: 10/30/25
Department Director

Approved By:  Date: 11/6/25
Chief Deputy County Administrator

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2026	2027	2028	2029	2030
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 X No

Does this Item include the use of federal funds? Yes No X

Does this Item include the use of State funds? Yes No X

Budget Account No.: Fund _____ Dept _____ Unit _____ Object _____
Reporting Category _____

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

This item carries no fiscal impact.

- * On October 7, 2025, the BCC approved Amendment R2025-1420 to the Agreement R2022-1018 (Film Commission) which provides for an operating budget of \$5,275,142, out of which \$1,260,500 relates to marketing efforts.
- * On October 7, 2025, the BCC approved Amendment R2025-1421 to the Agreement R2022-1019 (Sports Commission) which provides for an operating budget of \$9,19,268, out of which \$1,465,217 relates to marketing efforts.
- * On October 7, 2025, the BCC approved Amendment R2025-1418 to the Agreement R2022-1017 (Cultural Council) which provides for an operating budget of \$19,937,557, out of which \$2,586,120 relates to marketing efforts.
- * On October 7, 2025, the BCC approved Amendment R2025-1419 to the Agreement R2022-1024 (Discover) which provides for an operating budget of \$36,423,297, out of which \$20,241,425 relates to marketing efforts.

C. Department Fiscal Review: Emanuel Perry

Digitally signed by Emanuel Perry
DN: DC=com, DC=palmbeachfl, DC=discover, OU=CVB, OU=User,
OU=FlinTDC, CN=Emanuel Perry, E=eperry@palmbeachfl.com
Reason: I am the author of this document
Location: your signing location here
Date: 2025.10.31 11:39:52-0600
Flash PDF Editor Version: 11.1.0

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Administration Comments:

John M. Muck 10/31/2025
CB 6/21 OFMB

Frank M. Muck 11/3/25
Contract Dev. and Control Z 6 10.31.25

B. Approved as to form and Legal Sufficiency:

 11/4/25
County Attorney

C. Approved as to Terms and Conditions:

Department Director

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

MARKETING PLAN PLAN 2026



THE PALM BEACHES
TELEVISION



TELEVISION
COMMISSION

The Palm Beaches



STUDENT SHOWCASE OF FILMS



FILM AND
TELEVISION
COMMISSION

MISSION

To generate a positive impact on business tourism and the economy in Palm Beach County through the growth of the film, television, digital media and still photography industry.

VISION

To be an innovative organization that positively impacts the community beyond expectations.

STRATEGIC DRIVERS



STRATEGIC DRIVERS



THE LOCAL INDUSTRY



295
PERMITS
Issued

296
SHOT
No Permit





Three Year Trend of Excellence

\$254M PRODUCTION SPEND

591 Productions in Palm Beach County *



** Includes 295 Permitted Projects and 296 Non-Permitted Projects - Television Episodics Are Only Counted Once*

PERFORMANCE SNAPSHOT

Generating a positive economic impact on the community



14,758
PRODUCTION
DAYS



160
PRODUCTION RELATED
COMPANIES



17,937
HOTEL ROOM
NIGHTS

ECONOMIC IMPACT

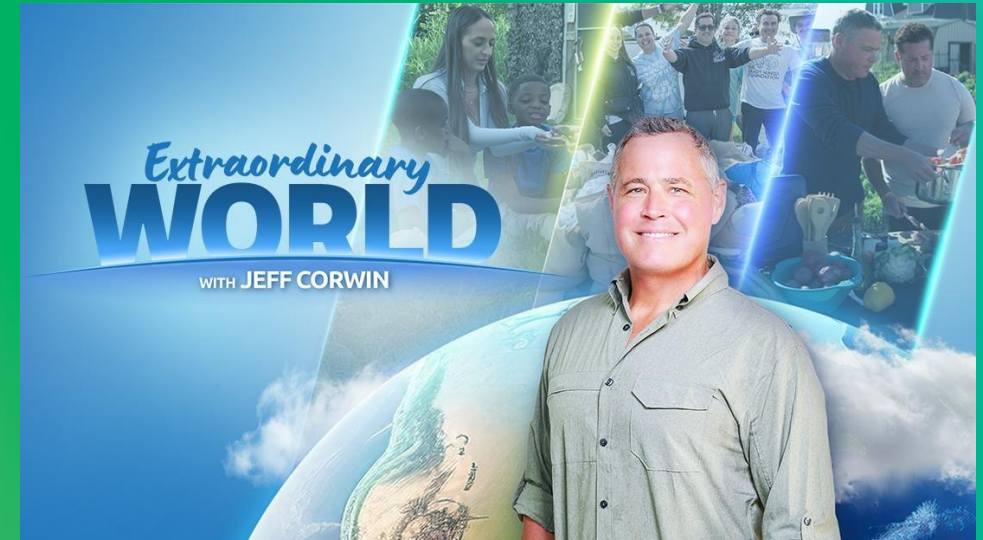


\$4.3B
PRODUCTION
SPEND
IN
The Palm Beaches



RETURN ON INVESTMENT
\$186 FOR EVERY DOLLAR SPENT

PERMITTING SNAPSHOT





MIR BEAST





MrBeast

@MrBeast · 430M subscribers · 898 videos

SUBSCRIBE FOR A COOKIE! ...more

linktr.ee/mrbeast and 4 more links

Subscribe

Join

Home Videos Shorts Playlists Posts



\$1 vs \$1,000,000,000 Nuclear Bunker!

58,118,800 views · 3 days ago

Feastables Creamy Hazelnut Cups are available for a limited time at Five Below, Circle K, and Albertsons! Go get them while you can 🍪 <https://fstbls.com/5mj6dv>

MASSIVE SHOUT TO COLIN FURZE -
<https://www.youtube.com/@colinfurze>

...
READ MORE



ro

8 month
weight loss

ro.co/serena

31 lbs



Home



Goals



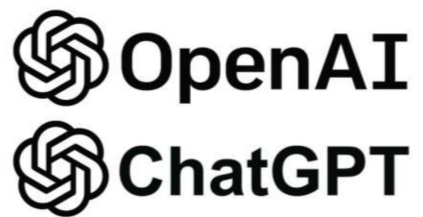
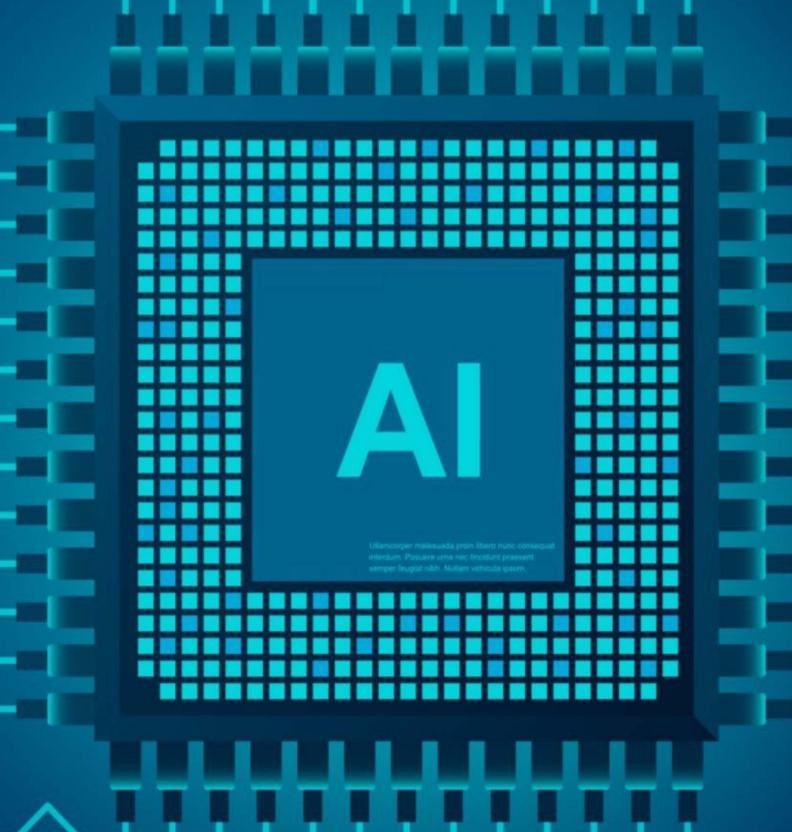
Support





II Eleven Labs





IIElevenLabs



LEVERAGING CONTENT



Dive into Paradise in
Palm Beach County! ...

1.7K views



\$1.2 Billion Worth of
Yachts at the Palm ...

2.2K views



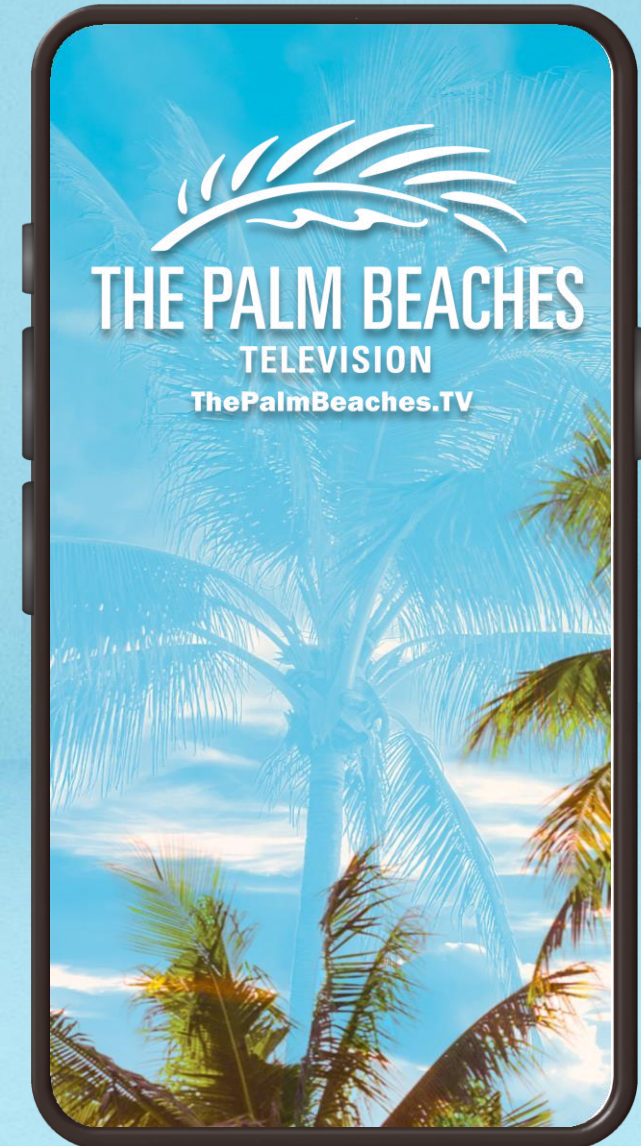
Epic Night Runs in Palm
Beach County! ...

1.7K views



Bang Bang Cauliflower
at Stage Kitchen! ...

1K views



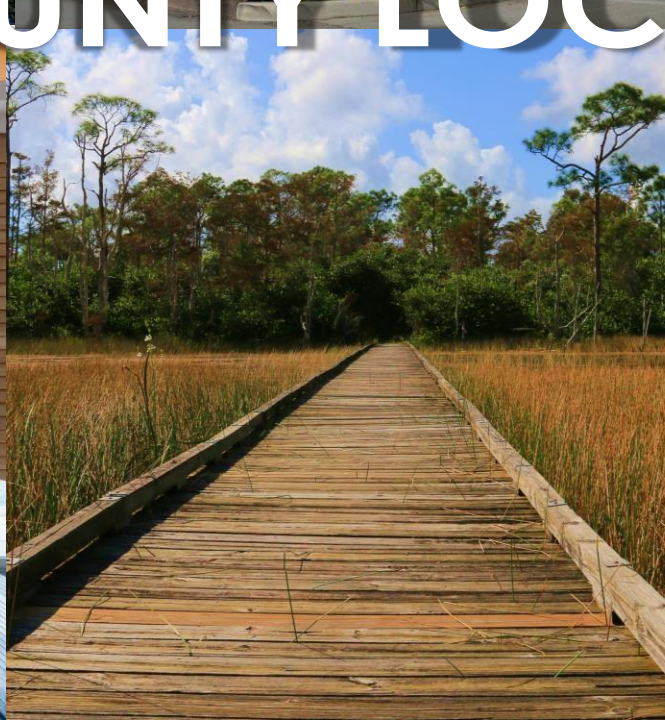
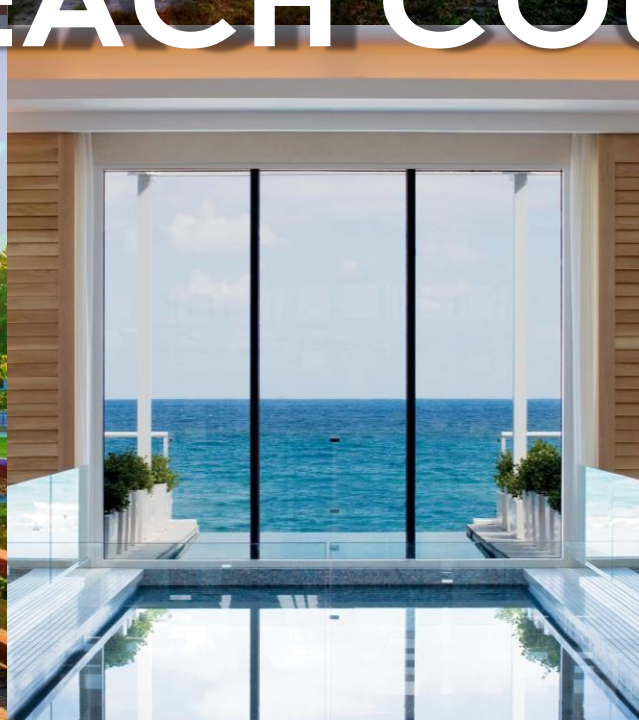
**SPOTLIGHTING
LOCATIONS
with
SHORT REELS**

11ElevenLabs

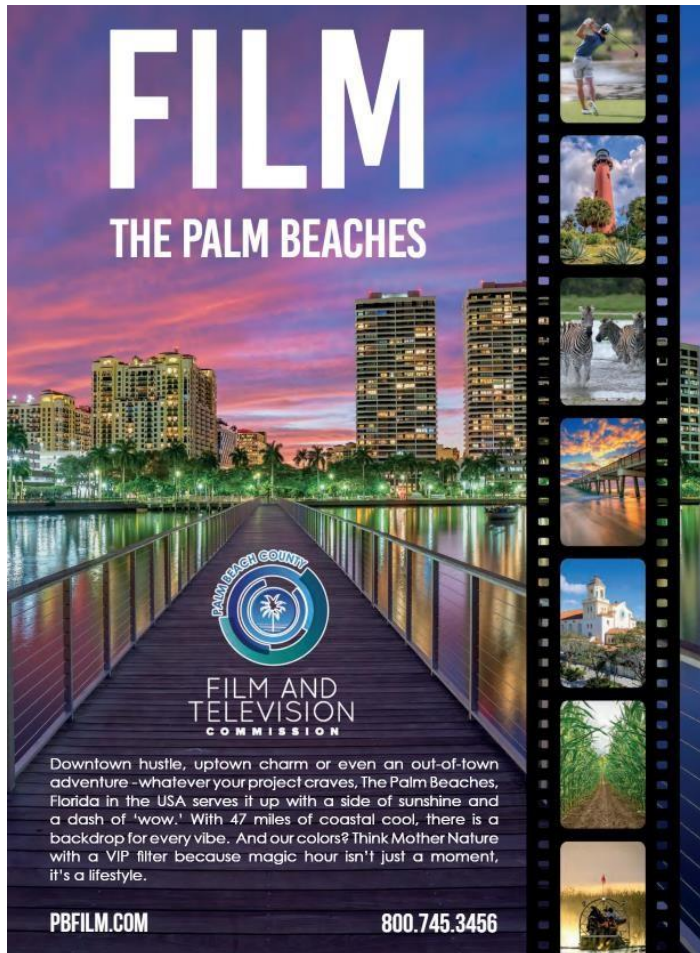




PALM BEACH COUNTY LOCATIONS



PRODUCTION DESTINATION PROMOTION



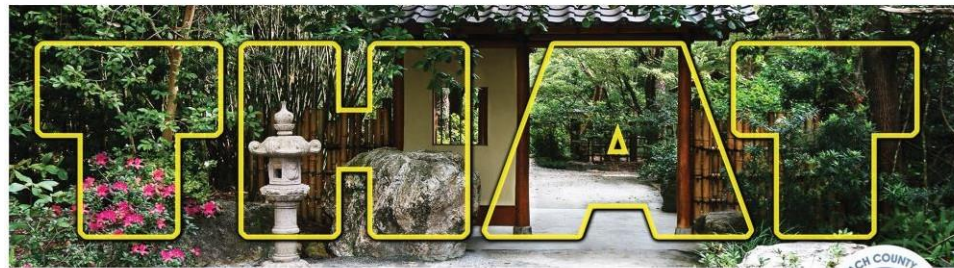
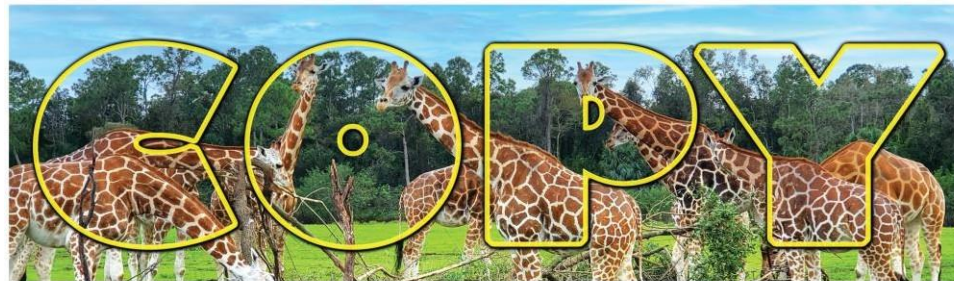
FILM
THE PALM BEACHES

PALM BEACH COUNTY
FILM AND TELEVISION COMMISSION

Downtown hustle, uptown charm or even an out-of-town adventure - whatever your project craves, The Palm Beaches, Florida in the USA serves it up with a side of sunshine and a dash of 'wow.' With 47 miles of coastal cool, there is a backdrop for every vibe. And our colors? Think Mother Nature with a VIP filter because magic hour isn't just a moment, it's a lifestyle.

PBFILM.COM 800.745.3456

The poster features a film strip border on the right with various scenes from The Palm Beaches, including a golfer, a lighthouse, zebras, a sunset, a church, a path, and a sunset. The main image shows a modern city skyline at dusk reflected in a body of water, with a walkway leading towards it.



The Palm Beaches, Florida steals the scene for international cheats with 600-acres of safari that doubles for African plains, and an Asian wonderland that mimics the authenticity of Japan. Mizner architecture that reads Mediterranean and sandy beaches that covey exotic islands. Fly PBI (Palm Beach International Airport) and experience the VIP treatment. Expect superior production support and free permits.

PBFILM.COM - 800.745.3456 - CAN DO!

Film - Television - Photo Shoots - Digital Media - Festivals - Education



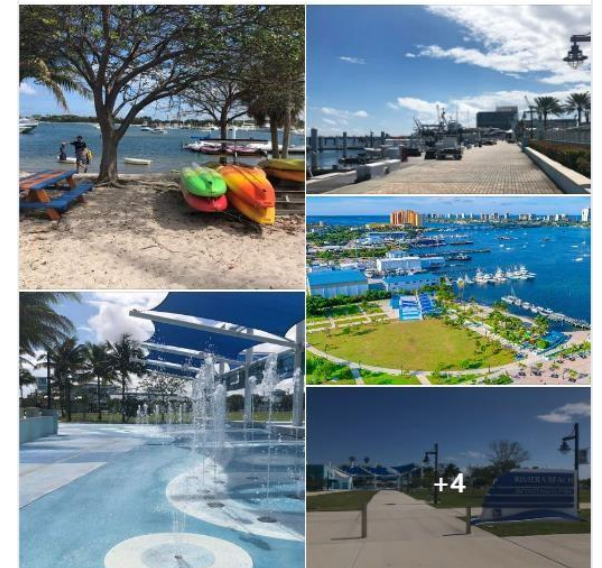
Palm Beach County Film & Television Commission
Published by Sendible
August 5 at 8:30AM

📍 Bicentennial Park at Marina Village in Riviera Beach, Florida offers filmmakers and photographers a great space to capture unforgettable moments in a place designed for family fun and adventure!

🌿 With its lush landscaping, vibrant children's splash park, half-acre sandy beach and watercraft rentals like kayaks and jet skis, the location offers endless scenic possibilities.

To book your shoot, head to: <https://bit.ly/3UWblw>.

👉 See more



MARCHÉ





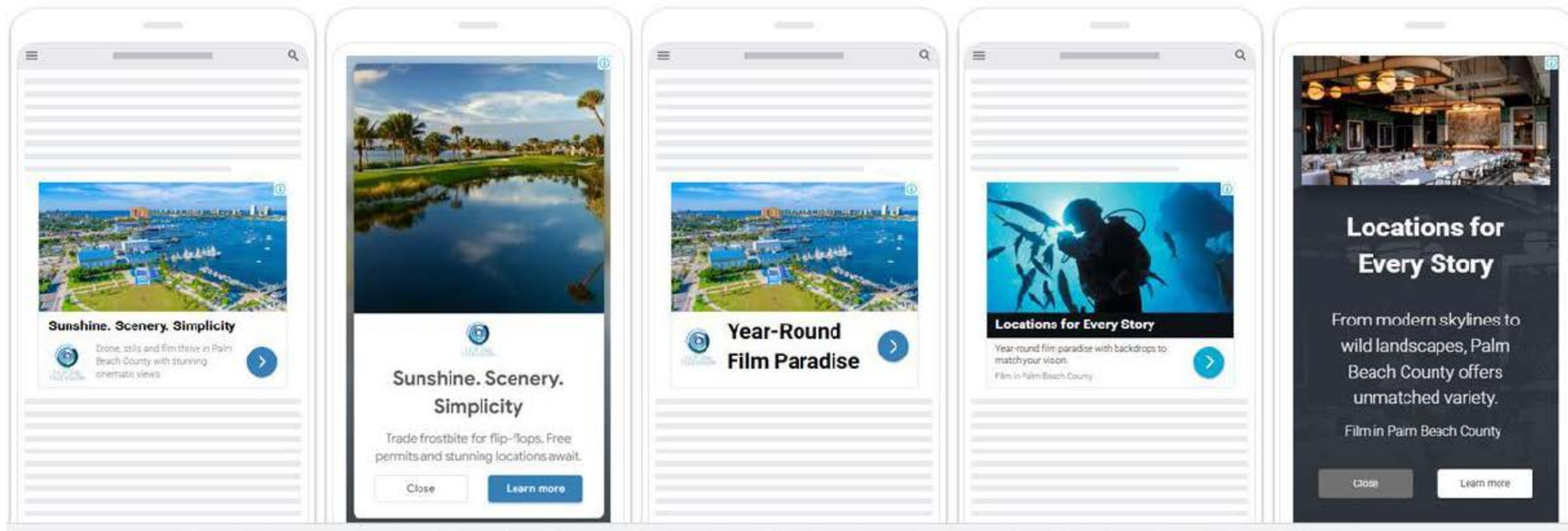


SHOWING OUR BEST ANGLES

Representing The Palm Beaches AT TRADESHOWS, INDUSTRY EVENTS & FILM FESTIVALS



Google Ads





63%

**of Leads
Converted to
Business**

**206 LEADS
130 CONVERTED**

RETURNS TO THE PALM BEACHES

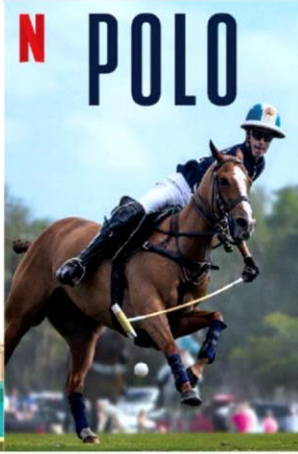








“...the power of entertainment in inspiring travel, often referred to in the industry as “set-jetting.”



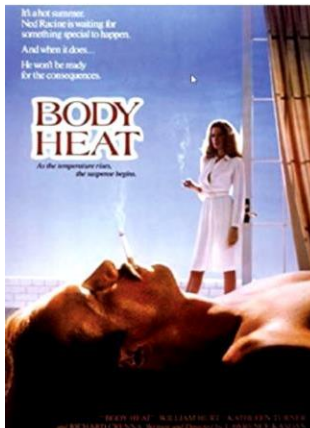
STRIPTease
(The Glades)



BAYWATCH
(Boca Raton)



CADDYSHACK
(Boca Raton)



BODY HEAT
(Lake Worth Beach)



PARKER
(West Palm Beach)



BAD BOYS II
(Delray Beach)



MARLEY & ME
(Boynton Beach)

Palm Royale

SEASON

2

November 12 – January 14

Apple tv+





The Hustle Daily Show, Hub Spot Media

*Three in five Gen Z and Millennial travelers say
their trips are inspired by film and television*



NEW YORK POST

Full Frame Insurance survey reveals that vacation is about the visuals

*Gen Z picks travel destinations based on
aesthetic backdrops for selfies*




THE PALM BEACHES
TELEVISION
ThePalmBeaches.TV



**WE
ARE TELLY
WINNERS**

46TH ANNUAL TELLY AWARDS

The Telly Awards

**AWARD WINNING
CONTENT**



THE PALM BEACHES

TELEVISION

ThePalmBeaches.TV

50% MORE Content Than Last Year!

35% New Hosts

45% Brand New Shows

NEW ORIGINAL PROGRAMMING

Fresh Faces and New Shows - Expanding our Reach with Influencers



NEW SERIES

ALL ACCESS PALM BEACHES

Whether you use a wheelchair, have low vision, or need sensory friendly options, host **Tiffany Lanier** explores nature, recreation and tourism with accessibility in mind.

Season 1
3 NEW Episodes
Reaching 40M



NEW EPISODE

AMAZING ITINERIES Self proclaimed quirky adventure enthusiast host and influencer **Hunter Hulbert** explores the eccentric and hidden gems that evoke a sense of nostalgia.

250K followers on social media

Season 3
4 NEW Episodes
Reaching 40M



NEW EPISODE

DOCK & DINE III The Emmy winning series returns with Chef **Jason Pereira** as he explores the waterfront dining scene by boat and showcase local chefs and create signature dishes.

Season 3
1 NEW Episode
Reaching 6M



NEW EPISODE

LET'S EAT Multi-talented culinary professional and internet influencer **Monti Carlo** takes viewers and her 500,000 followers on a fast-paced tour of the best eateries in The Palm Beaches during a food fueled tour.

850K followers on social media

Season 1
1 NEW Episode
Reaching 67M



CURATED CONTENT COLLABORATION



Hunter Hulbert



Monti Carlo

SINCLAIR
BROADCAST GROUP



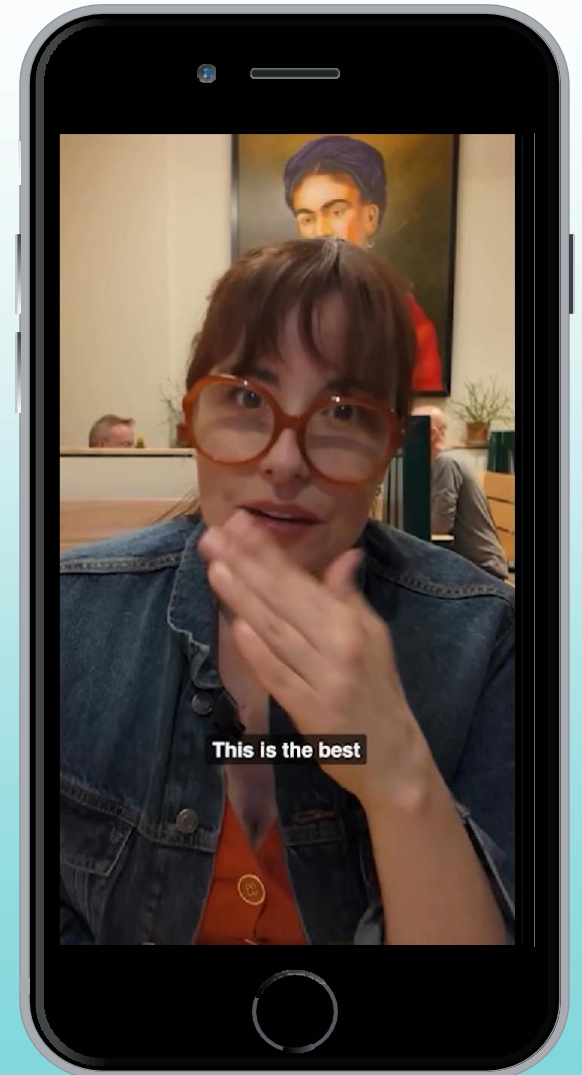
FOX

MEDIA TOUR & SOCIAL BLITZ

Amazing Itineraries on Good Morning Washington

YouTube · Amazing America · Mar 28, 2025

YouTube



NEW ORIGINAL PROGRAMMING



NEW SHOW

LOST IN BBQ Host and influencer **DJ BBQ** explores local culture, and flavors. Each episode finds him in a new location where locals share the heart of the community through food, music, and adventure.

250K followers on social media

Season 1
1 NEW Episode
Reaching 40M



NEW SERIES

MAKING WAVES IN THE PALM BEACHES is a boating destination series hosted by **Alyssa Freeman** and focuses on the marine lifestyle, as well as conservation and water way preservation in Palm Beach County.

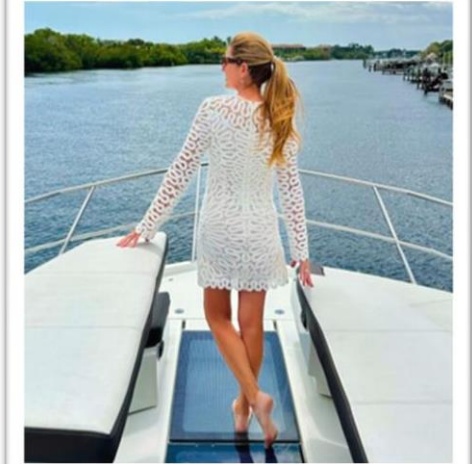
Season 1
3 NEW Episodes
Reaching 40M



NEW SERIES

OASIS PALM BEACHES A lifestyle show featuring fitness expert **Linzi Martinez** integrating fitness, food, wellness and fun, each episode highlights some of the best wellness destinations and activities in The Palm Beaches.

Season 1
6 NEW Episodes
Reaching 67M



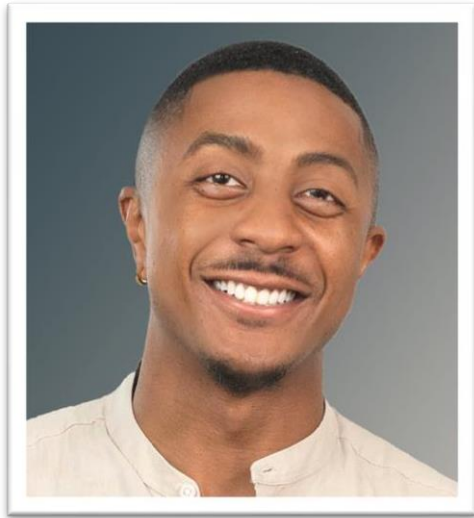
NEW SERIES

PB A LA MODE A fashion lifestyle show with **Jacqueline Journey** that highlights the past, present and future of style in The Palm Beaches. From beach parties to charity events, and retail therapy for every budget!

Season 1
4 NEW Episodes
Reaching 67M



NEW AND RENEWED ORIGINAL PROGRAMMING

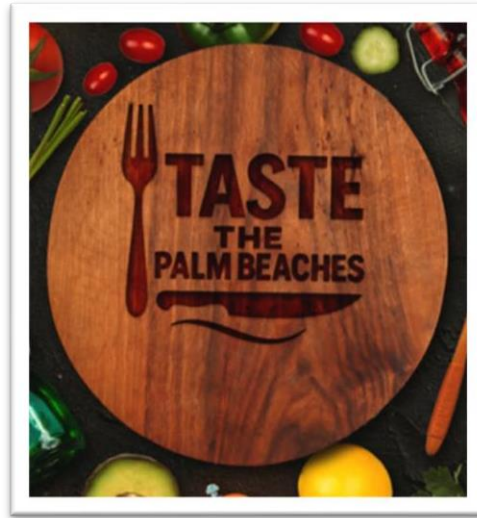


NEW SHOW

PULL UP TO THE PALM BEACHES

This new series hosted by **Theo Dorsey** show off the perfect place to stay and play. Explore where champions choose to live and pull up along some of the biggest names in sports.

Season 1
6 NEW Episodes
Reaching 40M



NEW SHOW

TASTE THE PALM BEACHES

shines a spotlight on the diverse culinary scene and weave iconic attractions, cultural landmarks and scenic waterfronts to showcase a full visitor experience through the lens of food.

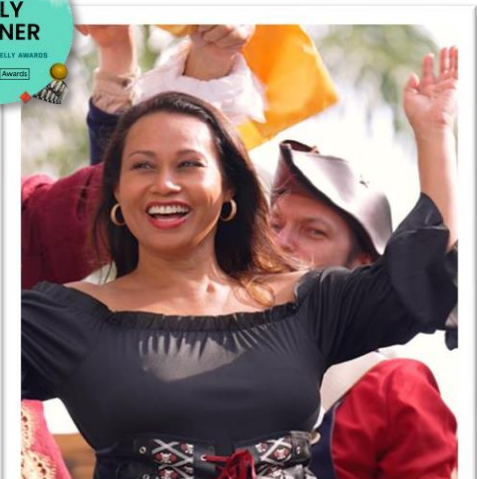
Season 1
6 NEW Episodes
Reaching 4.5M



DAY TRIPPING IN THE PALM BEACHES

An award-winning series that maps out a perfectly planned itinerary highlighting the area's best restaurants, outdoor activities and vibrant nightlife.

Season 3
4 NEW Episodes
Reaching 6.5M



FEST QUEST OF THE PALM BEACHES

Step into the vibrant world of festivals in The Palm Beaches with this award-winning show. From the pre-party buzz to the main event and beyond.

Season 2
3 NEW Episodes
Reaching 6.5M



RENEWED SHOWS FOR PBTV



HOOKED ON THE PALM BEACHES

From pre-event excitement to post festival wrap up, events, hotspots and insider tips designed to help viewers enjoy the local festivities to the fullest.

Season 7
3 NEW Episodes
Reaching 40M



KIDS QUEST is hosted **Isaac Nelson** and aims to inspire curiosity, love for nature and feature the area's best cultural opportunities for the younger generation.

Season 2
3 NEW Episode
Reaching 40M



ON THE TOWN IN THE PALM BEACHES WITH FRANK LICARI

returns for its ninth season and showcases the County's oldest hot spots, the music scene, the not-to-miss places and the locations where movies were filmed in the County.

Season 9
4 NEW Episodes
Reaching 6M



PASSPORT TO THE PALM BEACHES showcases the luxury, culture and diversity of The Palm Beaches. Each episode features what hot and happening in fashion, real estate, wellness and all the hidden gems.

Season 7
3 NEW Episodes
Reaching 40M



RENEWED SHOWS FOR PBTV



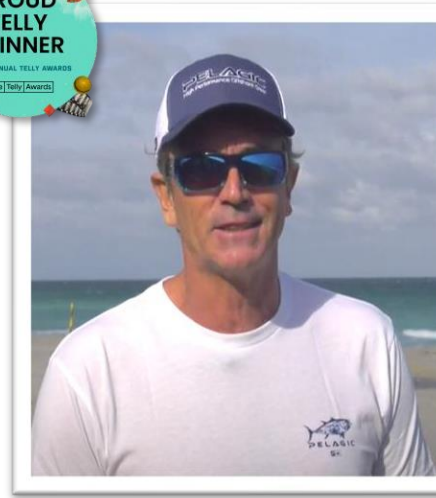
THE BRIGHTLIFE IN THE PALM BEACHES features athletes, social media influencers, entertainers and business executives who came to the area for business and relocated to enjoy the unique lifestyle found in The Palm Beaches.

Season 2
6 NEW Episodes
Reaching 5.5M



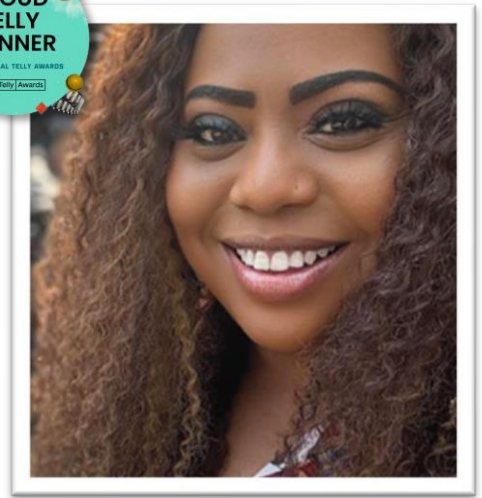
TRAVELS & TRADITIONS with BURT WOLF features West Palm Beach as a growing Wall Street South, and cultural offerings with those who shape the scene.

12 Completed Episodes
2 NEW Episodes
Reaching 120M



WILD PALM BEACHES The wild outdoors has teamed up with PBC Department of Environmental Resources for an adventurous look at the wild and scenic Loxahatchee River and the practice of tagging birds for conservation.

Season 5
3 NEW Episodes
Reaching 40M



WHAT'S POPPIN' PBC?
Touring the County this season with photographers to find the hidden gems, best pamper places, the areas waterfront dining scene, plus family friendly freebies along with the tastiest sweets and treats in town.

Season 4
6 NEW Episodes
Reaching 7M



DISTRIBUTION NETWORKS

SINCLAIR
BROADCAST GROUP



STREAMING THE PALM BEACHES TV

aka.



THE SEAGATE



SPONSORSHIP & DEVELOPMENT PROGRAM

144.5 HOURS TOURISM THEMED PROGRAMS

								
NETWORK & REACH	40M	120M	92M	67M	4.5M	6M	2.5M	2M

Additional Local Airings

PBC TV 20
THE EDUCATION NETWORK



Repurposing Existing Content

SOUTH FLORIDA DAILY
PBTv NOW & YOUTUBE

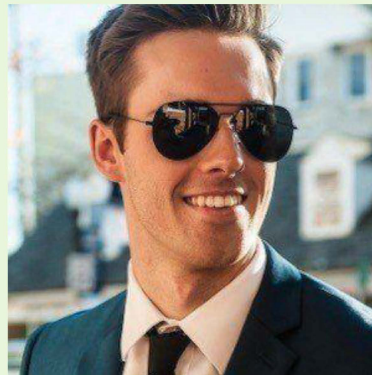
EXPANDING THE PALM BEACHES TV REACH

SINCLAIR
BROADCAST GROUP



SINCLAIR
BROADCAST GROUP

ROAR



THREE YEARS OF LEVERAGING PBTV'S CONTENT



Airing at 6 a.m. & 1 p.m.



PBTv CONTENT AVAILABLE ON FAST CHANNELS

prime video


Google TV



WAYPOINT
OUTDOORS TV



pursuitUP
ANYTIME. ANYWHERE.



THE PALM BEACHES TV

NOW

AGENCY COLLABORATION

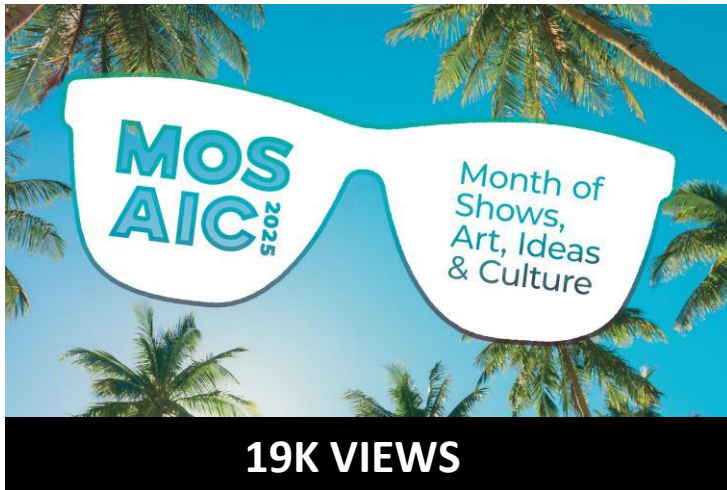
Working Together to Align Strategies

THE PALM BEACHES

*Welcomes
Everyone*



COLLABORATION VIDEOS





The Palm Beaches
SSOF
STUDENT SHOWCASE OF FILMS



Record-Breaking Streak – Year Three and Climbing

THE PALM BEACHES STUDENT SHOWCASE OF FILMS 30TH ANNIVERSARY

617 Submissions from 85 Schools across Florida

54 Judges from Around the Globe

More than \$30K in Cash Prizes & Scholarships Awarded





FILM AND
TELEVISION
COMMISSION



THANK YOU!

EXHIBIT A

Executive Director Summary

Dear Industry Stakeholders,

The Palm Beach County Film & Television Commission (FTC) is the official agency issuing film permits for productions on public property throughout Palm Beach County, Florida. Beyond permitting, the FTC markets and promotes The Palm Beaches as a premier global destination for film, television, digital media, and commercial still photography through cutting-edge initiatives that showcase the destination on the world stage. For 36 years, the FTC has connected creators with the County's diverse locations while providing streamlined, hassle-free one-stop permitting that turns red tape into green lights for production.

Our mission is to drive business tourism and strengthen the local economy through growth in the entertainment production industry. In 2024, production generated \$253.6 million in direct spending, a 3% increase over the previous year, and nearly 18,000 hotel room nights. Since 1991, over \$4.3 billion in production expenditures have been infused into our community.

While facilitating and promoting production is a core pillar of our work, the FTC also plays a key role in destination marketing, leveraging media and entertainment to showcase The Palm Beaches beyond the set and onto visitors' screens worldwide. On behalf of the Tourist Development Council (TDC), the FTC manages The Palm Beaches TV (PBTv), the only tourism channel in the nation operated by a film commission. PBTv broadcasts over 140 hours of original, family-friendly programming, produced for national networks before premiering on the County's official tourism channel, available in nearly 4,000 hotel rooms, online, and via Roku. In FY26, the FTC will add 72 new half-hour episodes (36 hours), expanding the library to over 176 hours of destination-driven storytelling that inspires travel, extends stays, encourages repeat visits, and supports the local production community.

Meanwhile, the FTC is expanding PBTv's reach through Free Ad-Supported Streaming Television (FAST) platforms, airport displays, visitor centers, and major hotels. Dedicated PBTv social media profiles target leisure travelers directly. The FTC will also produce 52 new episodes of PBTv NOW in FY26, spotlighting attractions, events, and experiences that drive viewers to PBTv's on-demand library. PBTv NOW is a weekly YouTube web series produced entirely in-house by FTC staff.

Collaboration is central to this multi-channel strategy. Across the TDC network, the FTC integrates PBTv content into tourism, sports, and cultural campaigns. Our partnership with South Florida Daily on WFLX FOX 29 delivers carefully curated PBTv programming to over 900,000 households in key Florida drive markets twice daily, with plans for greater exposure in 2026.

We are deepening our marketing of screen tourism, leveraging the popularity of productions filmed here, from luxury estates and private clubs in Palm Royale to equestrian scenes in Netflix's Polo, to attract "set-jetting" visitors eager to experience iconic filming locations, while also exploring potential investments in film and TV.

In the year ahead, the FTC will explore the creation of film incentives while continuing to contribute to the County's 20-Year Tourism Master Plan, producing award-winning content for The Palm Beaches TV, and celebrating the 31st Anniversary of The Palm Beaches Student Showcase of Films. We look forward to presenting the full FY26 Marketing Plan at the September Board meeting and continuing to position The Palm Beaches as both a production powerhouse and premier visitor destination.

Sincerely,

Michelle Hillery
Film Commissioner

EXHIBIT B

VENDOR SPENDING SUMMARY FILM COMMISSION

Vendor List FY 2026

Vendor Name	Memo/Description	FY26 Projected Budget
AA Video, LLC	PBTv programming	246,570.00
Afya S. Greene	Contractor for digital marketing services	70,000.00
Alpha Graphics	Business Cards, letterhead, envelopes	2,000.00
Amazon	Various office and merchandise	2,000.00
Apex Productions	PBTv programming	110,000.00
Association of USA Film Commissions	Cost to partner at Cannes	5,000.00
Bank of America Credit Card Expenses	Credit Card Expenses	7,000.00
Banyan Printing	Rack cards, printed materials	3,000.00
Best Buy	Office supplies	500.00
Blue Water Media	PBTv programming	15,000.00
Boutique Editions	Print Advertising	4,000.00
Brandon Theo Dorsey	Host for PBTv NOW	5,000.00
Bright Life of the Palm Beaches	PBTv programming	30,000.00
Consult PR	Website	5,000.00
Davey Awards	Costs to enter and for trophy wins	3,000.00
FedEx, UPS, USPS	Postage/Shipping	1,000.00
Film Florida	Costs to attend various tradeshow and conferences along with annual membership d	15,000.00
Fully Promoted	Promotional items (caps, t-shirts,tote bags, etc)	6,000.00
Google	Digital marketing on YouTube	5,000.00
Hey Sandy! PR Communications	Public Relations	5,000.00
JAQ Productions	PBTv programming	120,000.00
JetSetter Productions	PBTv programming	76,000.00
Ko-Mar Productions	PBTv programming	25,000.00
Location Guide Ltd.	Print Advertising	3,500.00
Media Business Insight Ltd./ Jubilee House	Print Advertising	1,500.00
Olympusat, Inc.	Programming the PBTv Channel	118,000.00
Pop star Productions	PBTv programming	124,000.00
Rick Netzel	Sponsor Radio show that promotes PBTv	5,000.00
Screen Arts Moving Pictures, LLC	Print Advertising	500.00
Sinclair	PBTv programming	40,000.00
Soar Promo	Promotional items (branded fans)	2,000.00
South Florida PBS, Inc.	PBTv programming	137,500.00
Sub Tropic Film Fest	Sponsored Festival	2,000.00
Telly Awards	Costs to enter and for trophy wins	5,000.00
WFLX	South Florida Daily Show	<u>60,000.00</u>
Marketing and Promotion Total:		1,260,070.00

FY26

Cultural Tourism Marketing Plan



DISCOVER FLORIDA'S CULTURAL CAPITAL®

Setting the *Stage*



About the Cultural Council

The Cultural Council for Palm Beach County (CCPBC) is the designated Local Arts Agency (LAA) for The Palm Beaches.

CCPBC was established in 1978 and is a 501(c)(3) nonprofit organization. Its headquarters are in downtown Lake Worth Beach, and it operates the building as a free public venue, highlighting works by Palm Beach County visual and performing artists in three galleries and a store. The building also has an Education Training Center used for professional development and other programming, and a Visit Florida-certified Visitor Information Center, where tourists and residents can find resources about arts and culture in The Palm Beaches.

In its sustaining effort to foster growth of the cultural sector, CCPBC provides support services to cultural organizations and creative professionals, administers over \$7 million annually in public and private grant programs, advocates for cultural funding, enhances local arts education, and promotes cultural tourism.

CCPBC'S COMMITMENT TO THE CULTURAL SECTOR

CCPBC believes that everyone has cultural traditions that are inherently valuable. CCPBC seeks to honor and value creative expression of all people through its work. Creating an art-filled community means seeing, celebrating, and serving all. Cultural equity is essential to a sustainable arts and cultural sector and a vibrant and thriving community.



A Season to Celebrate

Despite recent challenges, the cultural sector in The Palm Beaches continues to demonstrate remarkable resilience and vibrancy. CCPBC is pleased to support and celebrate the exciting exhibitions, performances, and experiences planned for the upcoming season. Several venues will be featuring programming associated with America250 and expect to see a rise in immersive and virtual reality experiences that align well with national travel trends.

Here’s a sampling of cultural arts experiences happening in The Palm Beaches in 2025-2026:



**LOGGERHEAD
MARINELIFE CENTER**

JUNO BEACH
Named the No. 1 Best Free Attraction in the U.S. by USA Today's 10 Best Readers' Choice Awards, 2024 and 2025



**BUSCH
WILDLIFE SANCTUARY**

JUPITER
Just built South Florida's largest rehabilitation flight enclosure for birds of prey



**GLAZER HALL FOR
THE PERFORMING ARTS**

PALM BEACH
Located in a recently renovated historic theater, this premier waterfront arts and cultural center is set to open in late 2025

**NORTON
MUSEUM
OF ART**

**NORTON
MUSEUM OF ART**
WEST PALM BEACH
Art and Life in Rembrandt's Time: Masterpieces from The Leiden Collection set to open in October 2025, serving as the first major presentation of The Leiden Collection in the U.S.



**COX SCIENCE CENTER
AND AQUARIUM**

WEST PALM BEACH
Undergoing a multimillion-dollar renovation and expansion, set to debut in 2027



**PALM BEACH
DRAMAWORKS**
WEST PALM BEACH
World premiere of *Vineland Place* by Steven Dietz in 2026



**MOUNTS
BOTANICAL GARDEN**

WEST PALM BEACH
Debuting new gardens and a special exhibition in partnership with Royal Botanic Gardens, Kew (UNESCO World Heritage Site)



FLORIDA ATLANTIC UNIVERSITY COLLEGE OF ARTS AND LETTERS

BOCA RATON

Hosting a seven-week
America250 celebration

Opening the Craig and Barbara
Weiner Holocaust Museum of South
Florida at Florida Atlantic University
in 2026, adding to its existing
collection of three public museums
and galleries on various topics from
presidential and sports history to
contemporary art

World premieres of four plays at
Theatre Lab: *The City in the City in
the City* by Matthew Capodicasa,
*Heebie Jeebies: Tales from the
Midnight Campfire* by Gina Montét,
and *Conversa and Inferna* by Joanna
Castle Miller

BOCA RATON
MUSEUM OF ART

BOCA RATON MUSEUM OF ART

BOCA RATON

On display November 2025 through
March 2026, the museum will present
Timeless Mucha: The Magic of Line,
which revisits Alphonse Mucha's
pioneering Art Nouveau work,
highlighting its lasting influence on
graphic art from the 1960s onward



SPADY CULTURAL HERITAGE MUSEUM

DELRAY BEACH

Celebrating the 100th anniversary of
the historic Spady House



LAKE WORTH PLAYHOUSE

LAKE WORTH BEACH

Celebrated its 100th anniversary
in 2024

CCPBC believes that arts and culture in The Palm Beaches builds a stronger economy and drives tourism.

- Creates and maintains jobs
- Generates lasting economic impact for the community
- Improves quality of life for residents
- Offers memorable experiences to visitors
- Impacts the destination's sense of place

We are Florida's Cultural Capital®

AEP6 Findings: Florida & The Palm Beaches

\$5.7 billion

annual economic impact

\$1.1 billion

tax revenue for federal, state and local governments

91,270

jobs generated annually

\$335.3 million

annual economic impact

\$57.2 million

tax revenue for federal, state and local governments

4,630

jobs generated annually



National and State-Level Issues

Funding for the arts is shrinking

- Florida ranks 9th in arts funding (for grants) and 21st in per capita appropriation at \$1.79 (national average is \$1.89)
- Palm Beach County will receive \$1.8 million in state grants in 2025-2026 (\$1.22 per capita appropriation); many organizations will not receive funding for a second year in a row
- 83% of organizations were impacted by the Governor's veto of arts funding in 2024-2025; 25% reported a loss of matching dollars

Threats to Tourist Development Tax continue

- Last year's proposed legislation included eliminating TDCs, using bed taxes to offset property taxes, and going to referendum every eight years



Marketing is *Destination Development*

CCPBC's FY26 plan centers on strategies and tactics designed to build the capacity and health of the sector, attract and exceed the expectations of visitors, engage residents, and highlight the unique assets of Palm Beach County. This new, collaborative approach among the TDC agencies focuses on developing the destination—a plan that is sustainable for the future.

CCPBC's Marketing & Destination Development Strategy

Respond to changing philanthropic and legislative landscape

- Reallocate advertising dollars to create new funding programs, activations, and partnerships

Create more capacity-building tactics for the sector

- Offer expanded professional development opportunities, site visit programs, and enhanced resources on our website to lift and support the sector, which ultimately enhances cultural tourism

Supplement existing campaigns and promotions with new creative elements

- Add new extensions to MOSAIC (Month of Shows, Art, Ideas, & Culture), Go Beyond Art Basel, and the Palm Beach County Black Cultural Heritage Trail

Position ourselves for the implementation of the Tourism Master Plan

- Increase collaborations among the TDC agencies



Setting the Stage for the Future:

The Tourism Master Plan

TMP Recommendation:

Consider a unified tourism brand and logo strategy at the county level.

Action item:

Discussion has begun with TDC on a plan and timeline.

TMP Recommendation: Consolidate around one external agency of record to manage the advertising and creative needs for all TDC agencies.

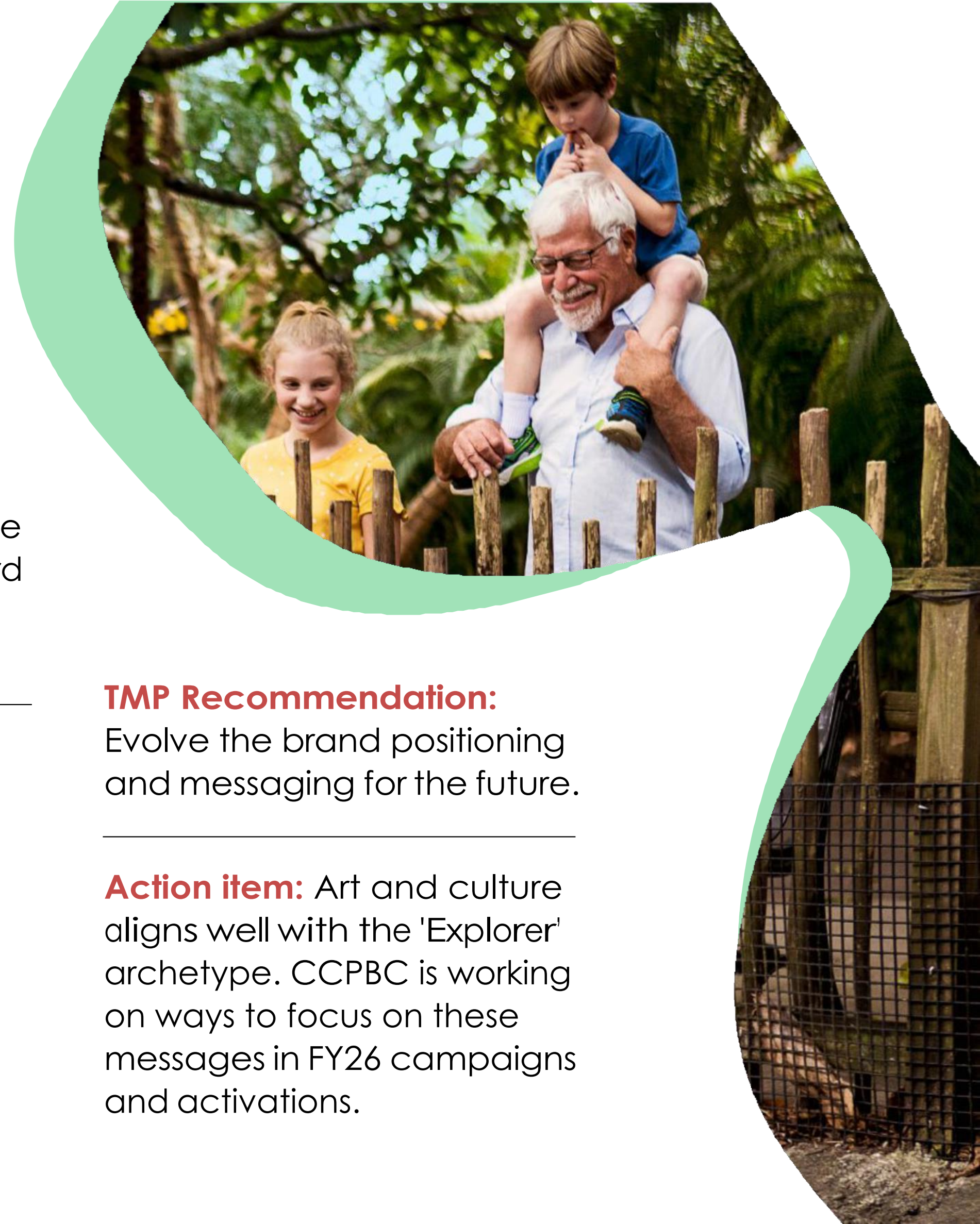
Action item:

- National PR agency of record contract ended
- Collabs with DTPB for FAM tours and media opportunities
- Final year of the creative and media buying contract with Push

TMP Recommendation:

Evolve the brand positioning and messaging for the future.

Action item: Art and culture aligns well with the 'Explorer' archetype. CCPBC is working on ways to focus on these messages in FY26 campaigns and activations.



FY26 Objectives & Performance Measures

1 Support Palm Beach County’s tourism marketing program by serving as expert and advocate to the arts and cultural sector, and stewarding funds and strategies that attract key audiences.

PERFORMANCE MEASURES	GOALS
Number of nonresident audiences (out-of-county) <i>(reported 2x/year)</i>	1,034,602
Number of resident audiences (in-county) <i>(reported 2x/year)</i>	2,610,081
Total number of cultural audiences <i>(reported 2x/year)</i>	3,644,683
Room nights for creative professionals employed by cultural organizations <i>(reported 2x/year)</i>	19,332
Number of cultural events promoted on the online Events Calendar <i>(reported monthly)</i>	2,500
Website sessions/visits by cultural audiences (paid and organic) <i>(reported monthly)</i>	540,000
Partner referrals (clicks to organizations, artists, or tourism agencies) <i>(reported monthly)</i>	50,000
Advertising impressions <i>(reported monthly)</i>	25,000,000
Number of email subscribers <i>(reported monthly)</i>	74,000
Co-op program packages sold <i>(reported monthly)</i>	100
Distribution of cultural tourism collateral materials (in-market/out-of-market) <i>(reported monthly)</i>	150,000

2 Create unique cultural tourism opportunities to help brand the destination and drive visitation.

PERFORMANCE MEASURES	GOALS
Number of audiences at cultural organizations participating in MOSAIC <i>(reported 1x/year)</i>	250,000
Number of attendees at Palm Beach County Open Studios <i>(reported 1x/year)</i>	5,000
Number of Palm Beach County artists or organizations that participated in in-market/out-of-market activations <i>(reported monthly)</i>	175
Number of sponsorships/partnerships with events that support artists or diverse communities <i>(reported monthly)</i>	25

3 Build programs that support the health and growth of the sector so that the arts continue to shine and demonstrate Palm Beach County is Florida’s Cultural Capital.

PERFORMANCE MEASURES	GOALS
Number of participants in professional development/training programs <i>(reported monthly)</i>	950
Number of artists in the online Artist Directory <i>(reported monthly)</i>	750
Total number of audiences for the Arts in My Backyard program connecting artists and cultural organizations to underrepresented communities <i>(reported monthly)</i>	300
Number of sessions to the online Job Bank <i>(reported monthly)</i>	4,000
Number of staff site visits, studio visits, and attendance at cultural events <i>(reported monthly)</i>	500



Promote the Robert M. Montgomery, Jr. Building as a cultural destination and informational hub for the county.

PERFORMANCE MEASURES	GOALS
Visitors to the CCPBC <i>(reported monthly)</i>	7,000
Percentage of out-of-county visitors annually <i>(reported 1x/year)</i>	25%
Number of artists represented in the building (exhibitions, store, musical performances) <i>(reported 1x/year)</i>	205

Building the *Cultural* Destination





Bright Ideas Sponsorship

CCPBC is currently working on an annual sponsorship program that will support the cultural sector in a new way by encouraging creative ideas that will engage visitors and provide funding for out-of-market activations, special programming (like world premieres and MOSAIC-related events), and/or new events or large festivals.

- Offered in two cycles:
Fall/Winter & Spring/Summer
- Encourages collaborations among organizations and artists
- Allows organizations that are not currently funded through TDC tourism grants to apply for funding outside of the normal grant cycles

Goals:

- To increase awareness about arts and culture in The Palm Beaches – Florida's Cultural Capital®.
- To inspire cultural travel and drive hotel room nights.
- To build awareness amongst residents about arts programming "in your own backyard" and the importance of cultural tourism.
- To continue to grow the annual MOSAIC promotion so that The Palm Beaches is a must-visit destination in May.

Leveraging the Power of *Partnerships*



NATIONAL BATTLE OF THE BANDS

Creating an art-full welcome by:

- Commissioning a professional artist to create an original artwork to be used as a commemorative poster and other marketing materials related to the event
- Helping secure a venue for the VIP reception
- Organizing an Artist Marketplace featuring Palm Beach County artists during the “fan experience” portion of the event weekend



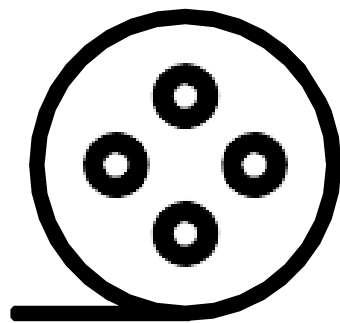
ART BASEL MIAMI BEACH

- Partnering with DTPB for an on-site activation or media event during Miami Art Week
- Exploring opportunity to work with Morikami Museum & Japanese Gardens along with their long-time partner, Nobu
- Creating custom co-op with the Norton Museum of Art and Boca Raton Museum of Art to wrap two Ride Circuit “gems” which service areas near Miami Art Week destinations and events



NORTON
MUSEUM
OF ART

BOCA RATON
MUSEUM OF ART



LAKE THEATRE REVIVAL SERIES

- Special Friday night film screenings to celebrating the 85th Anniversary of the historic Lake Theatre (now the Robert M. Montgomery, Jr. Building)
- Partnering with Film & Television Commission to present “previews” to highlight The Palm Beaches TV
- Additional partners include the Lake Worth Playhouse, Subtropic Film Festival, and Flavar Co.



MOSAIC & OPEN STUDIOS 2026

- Partnerships with local cultural organizations, artists, hotels and food & beverage providers
- Support from DTPB and the Film & Television Commission through advertising, social media & PR.
- New weekend/hours for Open Studios based on surveys and user experience





Artists as Tourism Ambassadors

PBC OPEN STUDIOS

100+ creative professionals participate and help promote this 2-day destination-wide event

2026 ARTIST INNOVATION FELLOWSHIP

A new round of grants to empower artists to share their creativity, talent, and unique perspectives beyond county lines – promoting The Palm Beaches as a vibrant hub of cultural excellence to communities across the region and beyond



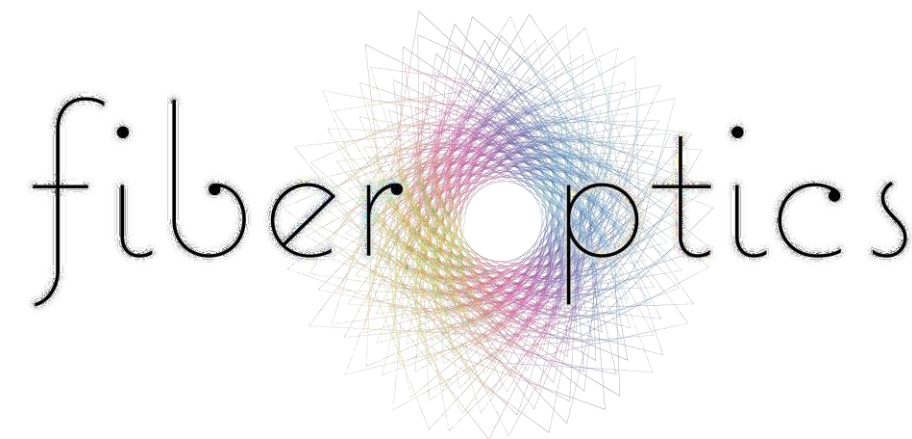
ARTIGRAS PODCAST

Hosted by artist Sarah LaPierre, the video podcast gives a voice to a wide array of local creative professionals and arts administrators with reach across the country

25 episodes to date with 4.5M+ views



2025-2026 MAIN GALLERY EXHIBITIONS



Fiber Optics

November 7, 2025 – January 3, 2026
Opening reception: November 6, 2025

A celebration of contemporary fiber art and the artists who use thread, textile, and technique as their primary medium. This exhibition brings together artists pushing the boundaries of fiber-based art—spinning bold ideas while highlighting the precision, patience, and expressive potential embedded in fiber practices.



Kinetic Energy

April 17 – June 12, 2026
Opening reception: April 16, 2026

This exhibition captures the movement, emotion, and spirit of sport through the eyes of visual artists. From moments of intense focus to bursts of action, Kinetic Energy honors athletic expression and its deep roots in Palm Beach County's cultural landscape.

**In partnership with Palm Beach County Sports Commission and in conjunction with FIFA World Cup 2026 Miami™*



New! The Short List

January 16-24, 2026
Opening reception: January 15, 2026

One week only! Curated for collecting, this exhibition of small works by Palm Beach County artists invites you to engage—whether as a supporter, collector, or curious newcomer. Discover artistic excellence in compact form and be part of a creative ecosystem where access, impact, and support converge.



Artist Marketplace

June 26 – August 14, 2026
Opening reception: June 25, 2026

Discover new talent, connect with creators, and support the arts through direct purchase. This dynamic showcase featuring Palm Beach County-based professional artists presents original works across a variety of media.



Being Well, Well Being

February 6 – April 4, 2026
Opening reception: February 5, 2026

Art can be a form of care—for the body, the spirit, and the collective. This exhibition brings together artists and writers whose work reflects the many dimensions of wellness: rest and resilience, healing and ritual, connection and care. Through poetry, painting, and mixed media, these works explore what it means to feel whole in a fractured world—and how creative practice itself can be an act of well-being.

An Exhibition Venue for Palm Beach County Creative Professionals

CCPBC's three galleries at the Robert M. Montgomery, Jr. Building in downtown Lake Worth Beach are venues for Palm Beach County-based professional artists to show, share and sell their work. They are also designed to attract visitors with 10-12 quality exhibitions annually.



Capacity-Building & Resources

INSTITUTE FOR CULTURAL ADVANCEMENT

Free, monthly professional development program for cultural organizations and creative professionals

RESOURCES

- Online Events Calendar & Artist Directory
- Online Job Bank
- Arts Advocacy Research & Reports
- Co-op Advertising Program



Institute *for* Cultural
Advancement

GRANTS

A grant process designed to uphold the highest standards of fairness, transparency, and impact.

In addition to funding, grantees are provided training opportunities and technical assistance.

SITE VISITS

Council staff conduct site visits to gain firsthand insight into each organization's successes and challenges, which enables CCPBC to provide tailored support, valuable connections, and strategic resources.



Creative Ideas & Innovations



Attention-Grabbing Cultural Activation Ideas

(still in development)

TASTE OF CULTURE EXPERIENCE

This cultural “food truck” could be placed at a tourism-heavy event, serving up live painting (“Brushetta”), a dancing ballerina (“BLT”), or an operatic solo (“Mezzo-rella Sticks”). The food truck would be equipped with destination guides and other information to promote art and culture in The Palm Beaches.

FLORIDA'S CULTURAL CAPITAL® GALLERY EXPERIENCE

Installing a gallery in an unexpected place (target market) using iconic imagery like pool floats, beach balls, and sunglasses to highlight The Palm Beaches through artistic expression, creating memorable visual metaphors.



MOSAIC PHOTO BOOTH

Wrap an old-fashioned photo booth with the official MOSAIC 2026 artwork and place in tourist-heavy locations around The Palm Beaches, offering MOSAIC souvenir photos while also driving awareness of the annual celebration in May.

thank you

CULTURAL COUNCIL FOR PALM BEACH COUNTY

601 LAKE AVE.
LAKE WORTH BEACH, FL 33460
561-471-2901

PALMBEACHCULTURE.COM/EXPLORE



DISCOVER FLORIDA'S CULTURAL CAPITAL®



Exhibit A



FY26 Cultural Tourism Marketing Plan

Executive Director Summary

Dear cultural tourism stakeholders,

The Cultural Council for Palm Beach County (CCPBC) is the designated Local Arts Agency for The Palm Beaches and a sister agency of Palm Beach County's Tourist Development Council (TDC). CCPBC, founded in 1978, nurtures, promotes, and supports a healthy, diverse, and inclusive cultural sector. In addition to creating and implementing cultural tourism marketing and promotional campaigns, CCPBC allocates TDC funding to the cultural sector to promote tourism and enhance the destination with arts and cultural activities, festivals, and special events. CCPBC also supports Palm Beach County-based creative professionals through fellowships and sponsorships, hosts year-round exhibitions of artists, offers professional development and technical assistance services to the field, and so much more.

One of the hallmarks of CCPBC's work is its ability to quickly develop and execute imaginative campaigns on behalf of the TDC to position The Palm Beaches as a premier cultural destination. In its efforts to serve Palm Beach County more efficiently and effectively, CCPBC has been creating new strategies and transforming its work to respond to legislative priorities, shifts in the market, and emerging trends in the tourism sector. Complementing these efforts has been the launch of the Palm Beach County Tourism Master Plan (TMP), in which CCPBC has played an integral role. In alignment with the TMP, CCPBC has created a Destination Development Plan (DDP) that includes marketing and promotion but also goes further—serving the cultural sector and all of Palm Beach County through arts-focused tourism programs and products. This deliberate approach is responsive to the current environment, mindful of resource development, and proactive in implementing concepts and ideas now emerging from the TMP.

The FY26 DDP will guide CCPBC's work to build the capacity and health of the sector, attract and exceed the expectations of visitors, engage residents, and highlight the unique assets of Florida's Cultural Capital®. Building on a long history of collaboration, the plan expands CCPBC's partnerships with TDC sister agencies and focuses on developing a sustainable path for the future.

The DDP shifts a portion of CCPBC's FY26 budget from traditional advertising and marketing into strategies designed to strengthen and broaden The Palm Beaches' arts and cultural sector. This shift will allow CCPBC to focus more on cultural activations, sponsorship opportunities, artist support programs, and capacity-building initiatives as part of its array of marketing and promotional offerings.

One example is the new Bright Ideas Sponsorship program. Organizations in The Palm Beaches can apply for sponsorships in three categories: marketing activations, large events

or new festivals, and special programming related to MOSAIC, The Palm Beaches' signature month of arts and culture in May. Sponsorships will be offered annually in two cycles—Fall/Winter and Spring/Summer—with goals that include:

- Increasing awareness about arts and culture in The Palm Beaches – Florida's Cultural Capital®.
- Inspiring cultural travel and driving hotel room nights.
- Building awareness among residents about arts programming “in your own backyard” and the importance of cultural tourism.
- Growing the annual MOSAIC celebration so that The Palm Beaches are a must-visit destination in May.

Additional key destination development and marketing strategies for CCPBC in FY26 will include:

- Cultural Tourism Advertising – The award-winning “So Much Culture, So Little Time” campaign will continue to target potential visitors in national and drive markets with co-op advertising opportunities for local cultural organizations, and CCPBC's three sub-campaigns (Art Basel Miami Beach, the Palm Beach County Black Cultural Heritage Trail, and MOSAIC with Palm Beach County Open Studios) will return.
- Collaborations & Cultural Activations – CCPBC will collaborate with its TDC sister agencies to support existing tourism-facing events while also launching new creative experiences around the inaugural National Battle of the Bands in The Palm Beaches.
- Content & Publications – CCPBC will continue to publish the award-winning *art&culture* magazine and plans to expand its library of content by releasing new thematic guides spotlighting the arts in relation to destination priorities (culinary, wellness, etc.) and updating popular collateral such as the *Arts Guide for Sports Fans*.
- Public Relations & Media – In partnership with Discover The Palm Beaches, CCPBC will amplify out-of-market media events, enhance influencer collaborations, and co-host customized FAM tours highlighting cultural assets.
- Activating Cultural Ambassadors – Local creative professionals including artists, musicians, and filmmakers will be activated as ambassadors through authentic storytelling to engage visitors through social media, innovative sponsorship opportunities, and special immersive events.
- Grants – CCPBC will administer over \$7 million across multiple grant categories, increase technical assistance for grantees and strategic site visits, and grow the Artist Innovation Fellowship.
- Community Engagement – CCPBC will expand access to arts and culture countywide through outreach, partnerships, and community-based programming such as Arts in My Backyard Family Saturdays, professional development for cultural organizations and creative professionals, and strategic event sponsorships—connecting residents and visitors with the cultural sector in new and meaningful ways.
- Advocacy – CCPBC plans to work closely with TDC leadership on a proactive strategy going into the 2026 legislative session to educate decision-making on the importance of tourism funding to creating a sustainable destination, as well as growing the funding level for the Florida Division of Arts & Culture grant funding and the number of organizations who receive this critical support.

Fortunately, The Palm Beaches are already home to a vibrant cultural sector with 4 million attendees annually, generating \$335.3 million in economic impact, \$57.2 million in tax revenue, and 4,360 jobs locally, according to a survey conducted by Americans For The Arts (AEP6). The destination has dozens of cultural organizations and thousands of cultural events a year to draw in tourists. The FY26 cultural arts season will feature major exhibitions, world premieres, grand openings and anniversaries, spectacular performances, and celebratory America250 events across the county. Offerings will span art, history and heritage, science, nature, and even wellness—perfectly complementing The Palm Beaches' 47 miles of Atlantic coastline and its notable dining and shopping scene.

CCPBC anticipates an extraordinary year ahead and expresses appreciation for the ongoing partnerships and support that make The Palm Beaches a place where arts and culture thrive for residents and visitors alike.

A handwritten signature in black ink, appearing to read "Dave Lawrence", with a long horizontal flourish extending to the right.

Dave Lawrence
President & CEO

A handwritten signature in black ink, appearing to read "Lauren Perry", with a long horizontal flourish extending to the right.

Lauren Perry
AVP of Marketing & Cultural Tourism

EXHIBIT B
Vendor Spending Summary

Cultural Council for Palm Beach County, Inc.

Vendor List FY 2026

Google	Media	\$380,000
Push	Direct Payments to Media/Commissions	\$375,000
Push	Creative & Media	\$201,000
Palm Beach North Chamber	Sponsorship	\$110,000
Palm Beach Media Group	Media & Content	\$68,000
NY Times	Media	\$50,500
Southeastern Printing	Printing	\$42,000
Ride Circuit	Media	\$37,000
Tucan Media Marketing	Activation moving, staging, storage	\$35,000
Florida Weekly	Media	\$31,700
CTM Distribution Services	Circulation	\$30,000
Holyfield & Thomas	Audit	\$30,000
Brightline	Media	\$28,000
Push	Website	\$25,000
Clear Channel	Media	\$21,000
		\$1,464,200

2026 DESTINATION MARKETING PLAN



PALM BEACH COUNTY
SPORTS COMMISSION

Sports Events are Growing Palm Beach County's Economy



220 SPORTS COMMISSION SUPPORTED EVENTS IN FY 25



Hotel s Lodging Room Nights



FY 25
Forecast

460,253



12%
GROWTH

410,155

FY 23
Actuals

FY 25
Forecast

460,253



2%
GROWTH

452,361

FY 24
Actuals

ROOM NIGHTS



Sports Commission Supported Room Nights

1 IN EVERY 4.4 ROOM NIGHTS

Created From Sports Commission
Supported Events In Palm Beach County

A Premier Sports Destination

Palm Beach County's Sports Landscape Is "Unrivaled In Every Way"



Sports Tourism Accounts For At Least

23%

of all room nights in
The Palm Beaches

Economic Impacts From Sports Tourism Events In The Palm Beaches

- Hotel Revenue = \$147,150,932
- Visitor Spending = \$496,027,400

Stakeholder Engagement



Stakeholder Engagement

- Tourism fuels Florida's economy, and bed tax revenues are essential to its growth — a message state legislators must hear.
- Our Sports Commission will partner with the TDC to showcase the impact and influence of sports tourism on Florida's economy.
- Our Sports Commission will work with the Florida Sports Foundation to promote Florida's sports events landscape to key state-level stakeholders.
- Sports Day at the Capital = Tentative Dates: January 28 & 29, 2026



Governor's Baseball Dinner



- The Governor's Baseball Dinner, overseen annually by the Florida Sports Foundation, celebrates the start of the MLB Spring Training season
- Our Sports Commission & Florida Sports Foundation will partner in hosting the Governor's Baseball Dinner this February (Date is TBD)
- The Governor's Baseball Dinner will provide a significant stage to engage state leadership

Building a Community for Visitors s Residents



Building a Community for Visitors s Residents



- While sports travel is a powerful economic engine, it also delivers consistent and meaningful benefits to local communities and more than any other tourism product)
- The Sports Commission hosts dynamic sports events creating unique cultural exchanges. By hosting these events, we boost sports tourism, strengthen the economy, and enrich our residents' lives.





- The Sports Commission will align its initiatives and development strategies with Palm Beach County Parks & Recreation and its Master Plan, which provides a 10-year roadmap for enhancing and developing recreational and sports facilities
- The Master Plan may create or expand sports markets that align with and advance the Sports Commission's mission.

Excellence in Event Management s Customer Service



We believe that superior event management & support is the cornerstone of repeat business and long-term partnerships.

EXCELLENCE IN EVENT MANAGEMENT & CUSTOMER SERVICE

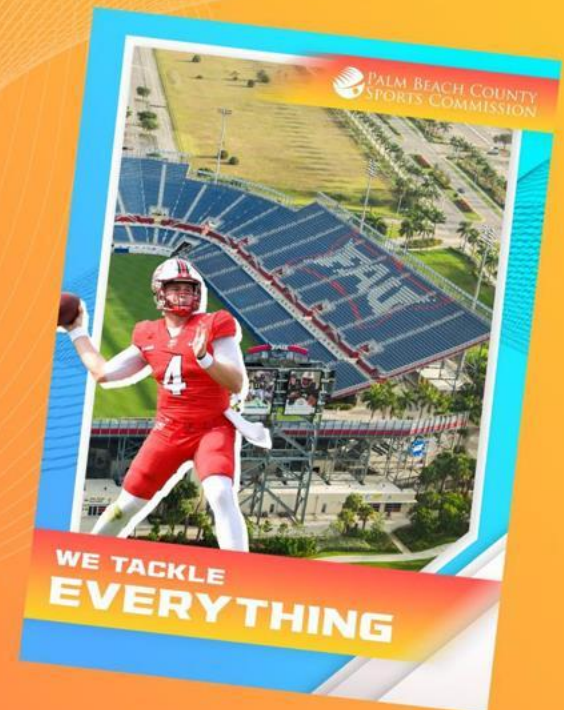


Core Event Services Provided to Clients:

- Operational & Logistical Support
- Venue/Facility Coordination
- Pre-Event Planning
- Budget Management
- Sourcing of Service Providers
- Permitting & Security Planning
- Design of Event Layouts
- Volunteer Recruitment & On-Site Staffing
- Hotel & Lodging Coordination
- Transportation Solutions
- Hospitality Services
- Medical Support
- Marketing & Public Relations
- Community Engagement
- In-Kind Partnerships



Sports Event Development



Visitor Acquisition Strategy

- Recruitment, establishment, and hosting of sports businesses into The Palm Beaches, which in turn creates visitation from participants and affiliated spectators.
- From a tourism perspective, sports events land into two categories: participatory sports events, where visitors actively compete, and spectator sports events, which primarily draw audiences.



The Sports Commission programs 40+ sport disciplines as drivers for tourism



Expanding Sports Tourism During The “Off-Peak” Season



- Expanding **summer tourism** through sports is a core priority.
- **Youth Sports:** The summer break aligns perfectly with youth sports travel. With schools out, families will travel more easily.
- **Seasonally Active Sports:** Baseball, softball, basketball, lacrosse, soccer, tennis, golf, swimming, and many others have robust summer calendars. Targeting these sports helps maximize tourism impact during off-peak months
- The **fall and early winter** represent a key "need period" for hotels and is a focal point.
- Two-thirds of Sports Commission events take place during the off-season.”

Youth Sports Marketplace

- Youth Sports is the backbone of sports tourism in The Palm Beaches, especially during the summer months
- 63% of children 12 & under are playing a sport (per Aspen Institute Project Play)
- **Parents now spend over \$40 billion a year on youth sports—more than double the NFL's annual revenue**
- Youth sports is fueling our tourism economy and currently accounts for two-thirds of all amateur events in The Palm Beaches.“
- We aim to position Palm Beach County as the ultimate youth sports destination by showcasing our facilities, event management expertise, and unmatched hospitality. This will be a key message in 2026.



Leading Sports Market – Equestrian Sports



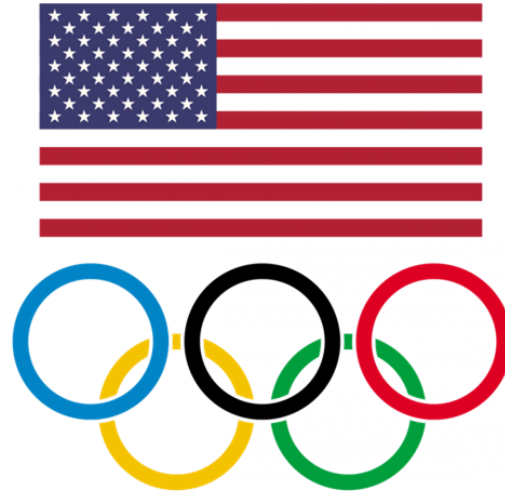
- Equestrian sports is the leading sports tourism driver in The Palm Beaches
- We are expanding our partnership with the Winter Equestrian Festival
- We are continuing support for the Holiday & Horses Series, FEI Spring Series, and Polo Season
- Specific marketing investments will be made to assist with attendance building throughout all equestrian sports events
- A deeper partnership will allow WEF to fend off growing competition from Ocala and attract more of the top riders

Leading Markets (Baseball, Golf, & Raquet Sports)



- Palm Beach County hosts more baseball tournaments than any other Florida destination due to 26 spring training diamonds and the PBCSC delivered 28 events attracting **1,169 amateur teams**, with nearly **90,000 total attendees** – creating **51,854 room nights**.
- Representing Florida's Golf Capital, our Sports Commission hosted 38 golf events, representing professional golf, collegiate championships, amateur golf, & junior golf, while creating over **30,783 room nights**.
- The Palm Beaches has is a leader for racquet sports (tennis, pickleball, & beach tennis) and was home to 18 regional, national, & global tennis events, including Davis Cup, ATP Tour, ITF World Championships, & APP Tour, generating **23,003 room nights**.

We will continue building The Palm Beaches as a premier destination for Olympic-related sports.



Event Scope – Regional, National, & Global



- The FY 25 campaign of sports events delivered participants from all 50 states and 52 nations.
- Florida ranks among the highest of all states in terms state associations sport – resulting in a great quantity of statewide events, such as tournaments, meets, qualifiers, showcases, camps, clinics, and championships available for bid.
- Palm Beach County continues to stand out as one of Florida's leading destinations for international sports events, with a portfolio that rivals any in the state. Strong resources will be invested to elevate the global sports profile of The Palm Beaches in FY 26.

Soccer – FY 26 Opportunity

FIFA World Cup:

- The Palm Beaches is the only county in Florida approved for **two FIFA Team Base Camp sites**, and one of just **five total sites** across the entire state.
- After hosting the worlds top 2 ranked club teams, Real Madrid and Manchester City, The Palm Beaches are well-positioned to serve as a base for multiple international teams during the 2026 World Cup.
- FIFA Team Base Camps generate robust media exposure, significant overnight stays, and strong visitor spending

Major League Soccer (MLS) Training:

- Our Sports Commission hosted six (6) MLS teams at The Gardens North County District Park in FY 25, and are planning for FY 26
- Inspired by the Empire Polo Club's MLS preseason tournament in California, the Commission is exploring this possibility for The Palm Beaches .



Collegiate Sports

Considering Palm Beach County is home to five (5) universities and colleges, the PBCSC will partner with these institutions in pursuing conference, regional and national championship events in addition to other collegiate event products.



- The nine (9) NCAA Golf Championships that will take place in The Palm Beaches over a 10-year span, ranging from 2019 to 2028, is more than any other destination in the United States.
- The National Battle of the Bands is poised to become the largest collegiate event in The Palm Beaches – and a focal point of 2026.
- The pursuit of conference championships and collegiate invitationals



GAME CHANGERS FOR FY26



FIFA WORLD CUP
TEAM BASE CAMP

Two Qualified
Venues For 2026



NATIONAL BATTLE OF THE
BANDS IN THE PALM BEACHES

Flager Credit Union Stadium



PGA WORKS COLLEGIATE
GOLF CHAMPIONSHIPS

The Park West Palm Beach



Emerging Sports Markets in The Palm Beaches

The Sports Commission is in pursuit of emerging markets and sports that are rapidly growing in Florida, which offer an opportunity to capture new visitors and expand Palm Beach County's tourism economy.

- Ice Hockey
- Flag / 7v7 Football
- Wake Sports
- BMX
- Padel
- E-Sports
- Cheer
- Basketball



Participation at Sports Tourism & Event Industry Meetings



- Sports travel and event trade shows are one of the most valuable settings and tools for business development.
- On an annual basis, the Palm Beach County Sports Commission will attend conferences, symposiums, and trade shows to generate business leads and participate in educational sessions regarding “best practices” and industry trends.

VENUE DEVELOPMENT THAT WILL IMPACT SPORTS TOURISM



**SOFI
CENTER**



**WELLINGTON
SPORTS ACADEMY**



**AFRICAN AMERICAN
GOLFERS MUSEUM**



XCEL PADEL



**GARDENS NORTH
COUNTY
DISTRICT PARK
FIELD HOUSE**



**PALM BEACH
GARDENS
ICEPLEX**

WELLINGTON SPORTS ACADEMY

New tilt building construction
of a 115,000 SF indoor sports facility complex.

Name of Event	Month/Date	Sport	Projected # Teams	Projected Room Nights
ROC – MLK Volleyball	1/17/ -1/19/26	Volleyball	75	1100
Made Hoops	1/24 -1/25/26	Basketball	50	720
Palm Beach Junior Winter Classic	1/31 -2/1	Volleyball	60	720
Game Point	2/7-2/8/26	Volleyball	70	800
AAU Super Regional	2/28-3/1/26	Basketball	100	1500
Wellington March Madness	3/6/-3/8/26	Basketball	80	600
On The Radar Hoops	3/21-3/22/26	Basketball	80	720
Potential Room Nights Confirmed Through March 2026**				7,360



EVENTS OWNED BY THE PALM BEACH COUNTY SPORTS COMMISSION

LOU GROZA AWARD

34TH ANNIVERSARY OF THE
NATIONALLY ACCLAIMED LOU GROZA
COLLEGIATE PLACE-KICKER AWARD.



PALM BEACH COUNTY SPORTS HALL OF FAME

This prestigious program celebrates excellence across a wide spectrum of roles, including athletes, coaches, administrators, media professionals, and other influential figures in the field of sports.



HOLIDAY BASKETBALL CLASSIC IN THE PALM BEACHES

Expanded to 48 Teams in 2024
Expecting 60+ Teams in 2025

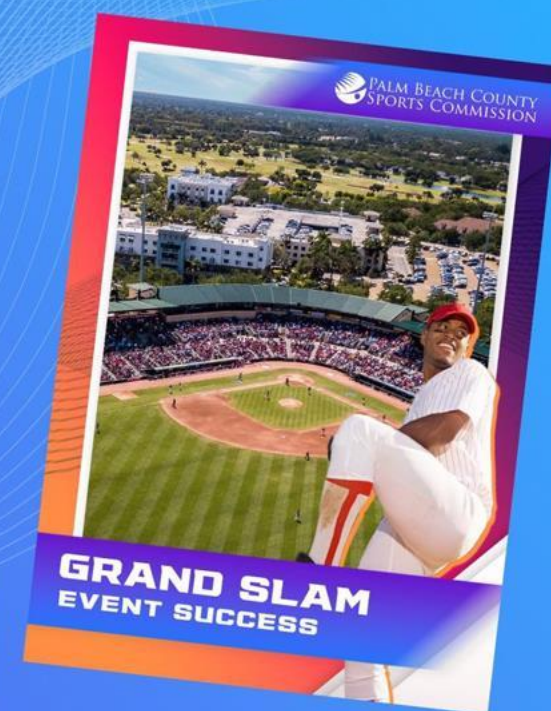


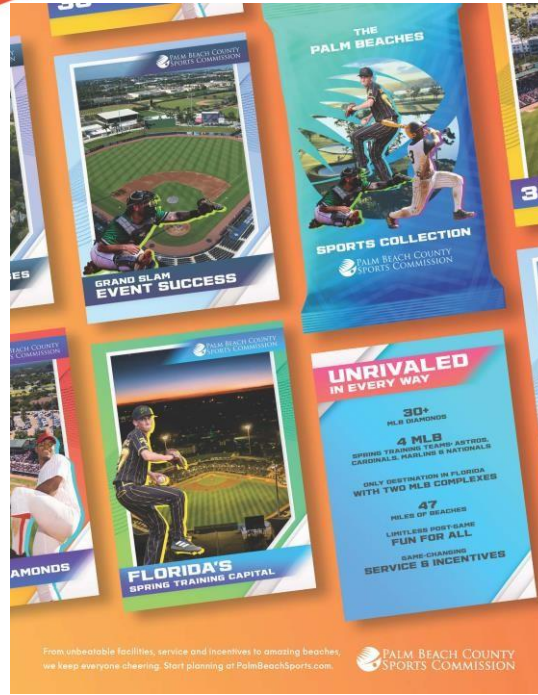
THE PALM BEACHES GOLF CLASSIC

Annual Golf Fundraiser



BRAND AWARENESS & MARKETING





Integrated Brand Campaign

- Fully deploy the “Unrivaled In Every Way” tagline and visual identity across all platforms:
 - Website
 - Social Media
 - Print Collateral
 - Digital Ads
 - Signage

Create campaign toolkits for partners to co-brand.

Data Driven Digital Advertising

- Using targeted paid media campaigns focused on sports event rights holders and planners
 - Google Ads
 - Facebook (Meta)
 - LinkedIn
 - ESPN

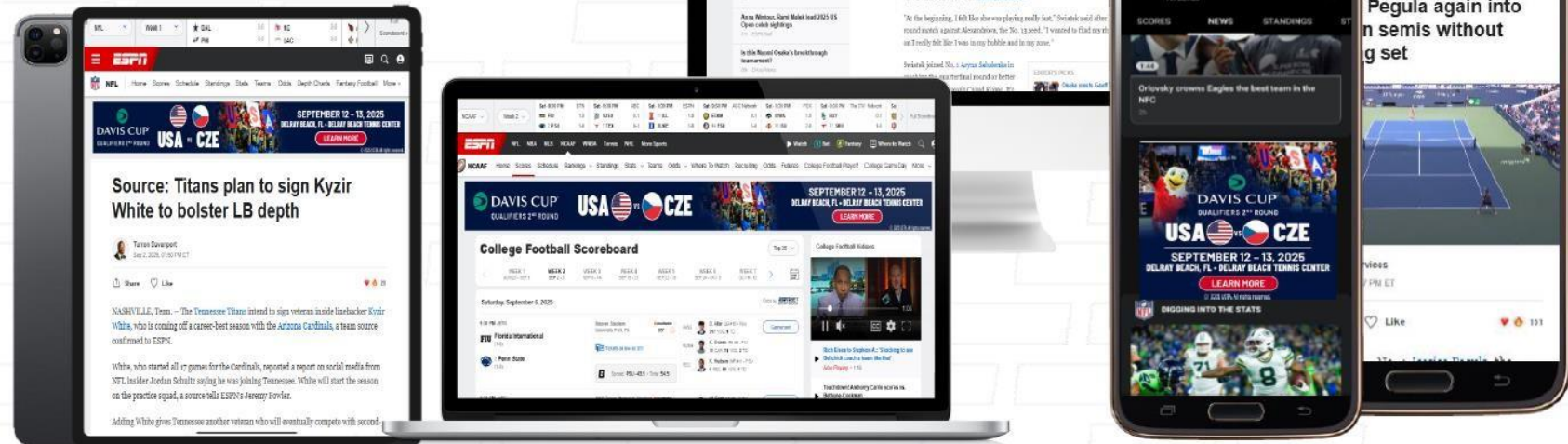
Leverage geofencing around major sports conferences to serve ads to key decision-makers

Attendance Building In Return Drives Higher Room Night Generation



ESPN.COM & ESPN APP DISPLAY ADS

- IMPRESSIONS DELIVERED: 1,250,043
- CLICKS: 946





Leveraging Marquee Events

- FIFA World Cup
- HBCU National Battle of The Bands
- The Ultimate Week of Sports
- Tomorrow Golf League (TGL)
- Cognizant Classic In The Palm Beaches
- Equestrian Sports (Showjumping C Polo)
- James Hardie Pro Football Invitational
- College Football Playoff National Championship Game
- Lou Groza Award



Create campaigns around marquee events Lou Groza Award, NCAA College Championships, Youth Championships etc. with behind-the-scenes content, athlete features, and countdowns showcasing the PBCSC Brand





PALM BEACH COUNTY
SPORTS COMMISSION

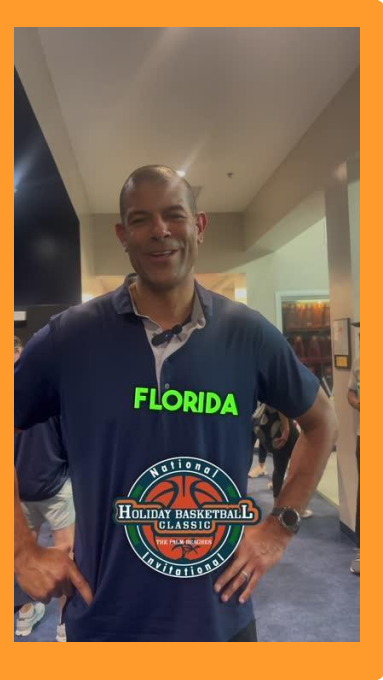
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20-



DISCOVER
THE PALM BEACHES
FLORIDA

Influencer & Athlete Ambassadors



These Influencers Help:

- Expand Reach & Visibility
- Builds Authentic Credibility
- Generate Engaging Content
- Attract Events & Sponsorships
- Strengthen Community Connections

AI Integration

Marketing

- Improve Campaign Efficiency
- Providing Data-Driven Insights
- Enable Real-Time Engagement
- Forecasting Trends & Opportunities

Development

- Identify High-Value Event Prospects
- Qualify and Prioritize Leads
- Automate Proposal Customization
- Track & Nurture Leads



Analytics & Performance Dashboards

Implement a centralized marketing analytics dashboard to measure ROI on campaigns, track audience engagement, and refine strategies in real time.



Advertising Value Equivalency

From 1 June 2025 - 31 July 2025

Cumulative Advertising Value Equivalency by media type for the selected coverage period.

● FIFA Club World Cup, Palm Beach County, Real Madrid, Manchester City

\$1,270,258

in Total over 60 days



Potential Audience Reach

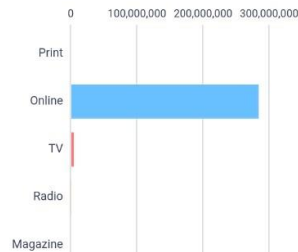
From 1 June 2025 - 31 July 2025

A cumulative Potential Audience Reach figure by media type across the selected timeframe. This chart uses a calculation which takes into account source duplication to provide a more accurate cumulative figure.

● FIFA Club World Cup, Palm Beach County, Real Madrid, Manchester City

288,973,843

in Total over 60 days



Total Audience Reach

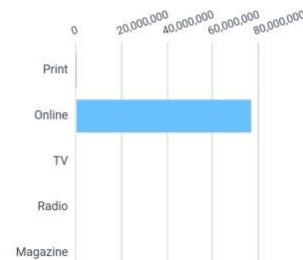
From 5 August 2025 - 3 September 2025

The total aggregated sum of Potential Audience Reach figures for all items across each media type.

● Lou Groza Award Preseason Watch List

76,866,752

in Total over 30 days



Advertising Value Equivalency

From 5 August 2025 - 3 September 2025

Cumulative Advertising Value Equivalency by media type for the selected coverage period.

● Lou Groza Award Preseason Watch List

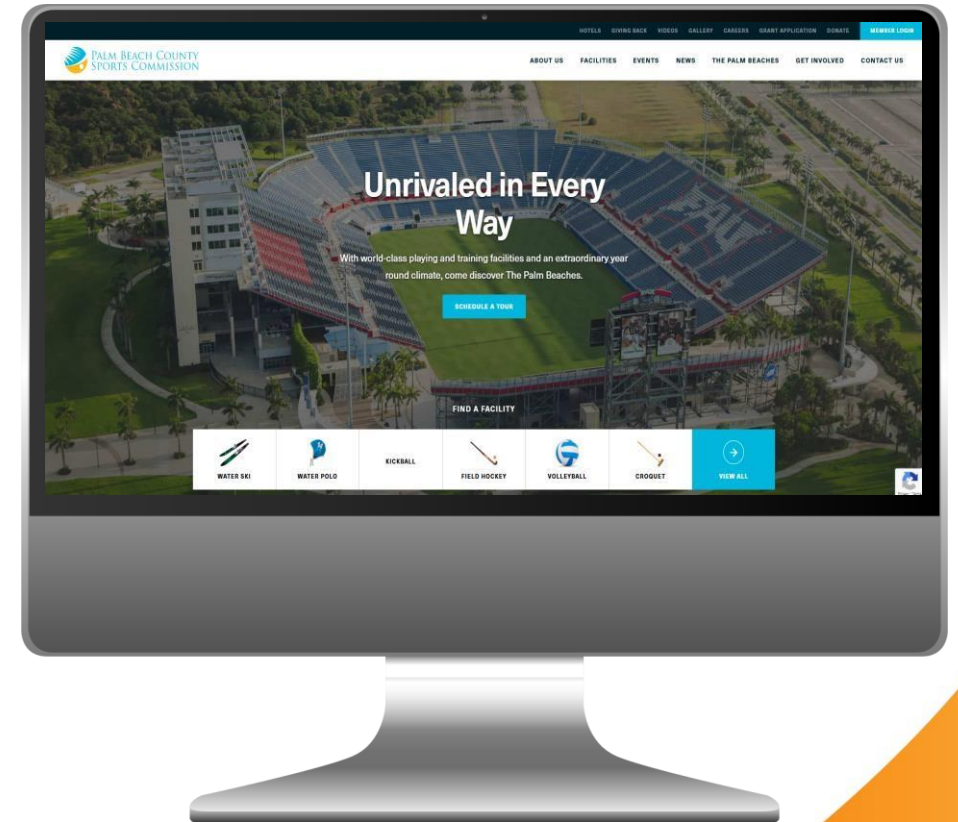
\$154,601

in Total over 30 days



Website Modernization

- Remain Competitive
- Enhance User Experience
- Optimizing Navigation
- Improved Mobile Responsiveness
- AI Conversational Chatbot



Collaboration With TDC Partners

Kinetic Energy – Cultural Council



Pull Up To The Palm Beaches – Film and Television Commission

Lagoon Fest/Cognizant Classic

Ultimate Week of Sports – The Palm Beaches



THANK YOU!



PALM BEACH COUNTY
SPORTS COMMISSION





PALM BEACH COUNTY SPORTS COMMISSION

Destination Marketing Plan, FY 26 Executive Director Summary

ABOUT THE PALM BEACH COUNTY SPORTS COMMISSION

The Palm Beach County Sports Commission generates sports tourism by attracting events and activities that boost hotel occupancy, generate positive economic impact, increase the use of county facilities, and elevate Palm Beach County's profile as a premier sports destination, both nationally and internationally. The Palm Beach County Sports Commission's visitor acquisition strategy is based on recruiting sports events to The Palm Beaches, which in turn creates visitation from participants and affiliated spectators. From a tourism standpoint, these events are typically classified into two categories: participatory and spectator based.

STATE OF THE INDUSTRY

Over the past two years, Sports ETA, in collaboration with Tourism Economics and Northstar Meetings Group, has conducted groundbreaking research quantifying the economic impact of sports-related travel across the United States. These studies, published in the annual State of the Industry Report, provide compelling evidence of the sports tourism sector's growing influence on the national economy.

The report focused on transient sporting events, those capable of relocating between destinations, including bid events, amateur and youth sports, and collegiate championships. These events generated \$52.2 billion in direct spending, resulting in a total economic impact of \$128 billion, supporting 757,600 jobs and contributing \$20.1 billion in tax revenue. A record 204.9 million sports travelers were documented, with 73.5 million room nights attributed to amateur and youth sports alone. This category represents the core mission of Sports Commissions nationwide, serving as a primary driver of tourism and economic development. In 2025, Sports ETA expanded its scope to include spectator sports travel for the first time. The study revealed that 109.7 million individuals traveled more than 50 miles to attend professional, minor league, and collegiate regular season events, including 63.5 million overnight visitors. Their travel generated \$47.1 billion in direct economic impact, contributing to 42.7 million room nights, 664,860 jobs, and \$8.5 billion in state and local tax revenue. Combined, all sports-related travel—from amateur to professional—produced \$99.3 billion in direct economic impact and a total impact exceeding \$242 billion.

FLORIDA & THE PALM BEACHES = NATIONAL LEADERS IN SPORTS TOURISM

Florida has emerged as the national leader in the sports tourism economy, ranking #1 in economic impact generated by Sports Commissions and #3 in impact from spectator sports. Palm Beach County played a pivotal role in securing Florida's top position, with its vibrant sports tourism landscape contributing significantly to the state's success. Further affirming its national prominence, Sports Business Journal ranked Palm Beach County among the Top 5 destinations for attracting and hosting sports events. Additionally, Sports ETA recognized the Palm Beach County Sports Commission as a finalist for "Large Market Sports Commission of the Year," celebrating its record-breaking achievements in sports tourism.

SPORTS TOURISM RECAP – FY 25

The Palm Beach County Sports Commission continues to demonstrate why The Palm Beaches earned a spot among the Top 5 Sports Destinations in the nation, as ranked by Sports Business Journal. This recognition highlights Palm Beach County's leadership in sports tourism and its consistent success in hosting high-quality, impactful events.

In Fiscal Year 2025, the Sports Commission is projected to host 220 events across more than 40 different sports, showcasing the exceptional diversity and adaptability of The Palm Beaches' sports infrastructure. This landmark year includes a wide-ranging portfolio of amateur and professional events that engage athletes, coaches, and spectators of all ages.

These events are projected to generate 458,895 overnight stays, resulting in approximately \$117 million in lodging revenue and more than \$7 million in bed tax contributions. Notably, sports-related room nights account for 23% of all overnight stays in Palm Beach County, meaning 1 out of every 4.4 room nights is driven by sports tourism. The overall economic impact is projected to reach \$400 million in business sales, reinforcing the Palm Beach County Sports Commission's role as a powerful catalyst for tourism and economic development in The Palm Beaches.

ORGANIZATIONAL OBJECTIVES – SPORTS EVENT DEVELOPMENT

FOSTERING TOURISM DURING PALM BEACH COUNTY'S OFF-SEASON - Sports events, particularly the youth sports travel market, are one of the most recession-resistant tourism products in the United States. In Florida, sports travel will create tourism and economic impacts during traditional off-seasons. The Palm Beach County Sports Commission's primary emphasis centers on developing sports tourism products during the summer, fall, and early winter timeframes, which represents Palm Beach County's largest demand periods from a hotel occupancy perspective.

SUMMER SPORTS EMPHASIS - Sports events—particularly those in the youth travel market—are among the most recession-resistant tourism products in the United States. In Florida, sports tourism continues to generate meaningful economic impact even during traditional off-peak seasons. The Palm Beach County Sports Commission places a strategic emphasis on developing sports tourism products during the summer, fall, and early winter months—periods that represent the county's greatest need for hotel occupancy. By targeting these timeframes, the Commission helps stabilize tourism demand, drive room nights, and support local businesses during slower travel seasons.

FALL & EARLY WINTER - The fall and early winter (late September to pre-Christmas) represent a “need” time for hotels. Hotel occupancy rates are better than in the summer, although considerably lower than in the season. The Palm Beach County Sports Commission assigns a high significance to placing tourism-generating events during this timeframe. Our Sports Commission continues to win bids for the nation's largest sports tourism prizes during this period. When the average temperature for the United States is 45 degrees from October – January, the state of Florida has a significant edge with its average temperature of 76 degrees. Our Sports Commission utilizes the climate data as a competitive advantage during the fall & winter months.

FLORIDA DRIVE MARKET - The Palm Beach County Sports Commission will continue aggressively pursuing statewide events—tournaments, showcases, clinics, and championships—to maximize the Florida drive market.

These events, often led by state associations or national chapters, target Florida residents and offer reliable tourism impact, especially during economic uncertainty. By leveraging strong intrastate travel patterns, the Commission helps sustain hotel demand during off-peak seasons.

REGIONAL & NATIONAL SPORTS EVENTS - Events with a regional or national reach create longer lengths of stay, increased visitor spending, and airlift. This past year, our Sports Commission built an event portfolio with a record-setting level of national events. The Sports Commission is building an even stronger collection of national events for FY 26.

INTERNATIONAL SPORTS TOURISM – The Palm Beach Sports Commission has been one of Florida’s largest suppliers of international events. The Palm Beaches’ collection of international events will rival any other destination in Florida. Global events create unique opportunities for the local community as Palm Beach County’s athletes and sports teams may never compete or interact with international athletes unless the foreign competition comes to their home. Hosting global events traditionally creates the longest length of stays compared to any sports event product and often generates worldwide media impressions for The Palm Beaches.

PARTNERSHIP WITH LOCAL SPORTS ORGANIZATIONS TO DRIVE TOURISM – Creating joint ventures with local sports organizations is a key strategy for growing sports tourism. Many county-based associations host events with statewide or regional reach and hold exclusive rights to bid within their sport. By partnering with these groups, the Sports Commission can strengthen event recruitment and elevate The Palm Beaches as a premier sports destination.

YOUTH SPORTS MARKETPLACE - Youth sports are fueling economic growth across the United States, with families investing more than ever. In 2024, the average American sports family spent \$1,016 on their child’s primary sport—a 46% increase since 2019, nearly double the rate of inflation—according to the Aspen Institute. This rise is driven by increased spending on team registrations, travel, lodging, and private training such as camps and individual instruction.

The Palm Beach County Sports Commission has thrived in this expanding marketplace. Youth sports have long been a cornerstone of its tourism strategy, particularly during the summer off-season when leisure travel slows. Marquee youth tournaments are often scheduled during these months, taking advantage of school breaks and family availability.

Looking ahead to 2026, the Sports Commission is committed to growing this sector by promoting Palm Beach County’s top-tier facilities, proven event management, and unmatched hospitality. This message will anchor its marketing efforts for the sports travel industry.

SPORTS IN FOCUS, FY 26 - Palm Beach County’s diverse and adaptable sports infrastructure is a key competitive advantage in sports tourism development. The flexibility of venues, spanning public and private facilities across The Palm Beaches, enables the Sports Commission to program a wide range of events that drive visitation. This versatility is a major reason why Palm Beach County was ranked among the Top 5 Sports Destinations by Sports Business Journal.

In FY 2026, the Palm Beach County Sports Commission plans to host approximately 230 events. While continuing to support a broad range of programming, the Sports Commission will strategically prioritize key sports markets that deliver strong tourism impact and offer high growth potential for the region.

- **BASEBALL** – As Florida’s only home to two (2) Major League Baseball Spring Training complexes, hosting four (4) MLB teams, Palm Beach County stands as Florida’s MLB Spring Training Capital. Cacti Park of the Palm Beaches and Roger Dean Chevrolet Stadium offer two marquee venues and 26 MLB-regulation diamonds, positioning the county as the state’s premier destination for baseball tournaments and showcases. In FY 2025, the Sports Commission hosted 33 baseball events, attracting 1,169 amateur teams and nearly 59,000 attendees. While youth travel teams dominated participation, select tournaments also served adult and senior divisions. Building on this momentum, the Commission is curating an expanded portfolio of baseball events for FY 2026, expected to surpass the tourism impact of the previous year.
- **GOLF** - As Florida’s Golf Capital, Palm Beach County leverages its 145 golf courses year-round to drive visitation and room night generation. Golf attracts leisure travelers and serves as a reliable platform for hosting amateur and professional tournaments. In FY 2025, the Sports Commission hosted 37 golf events, generating nearly 30,000 room nights. Golf remains a cornerstone of sports tourism and a central focus for FY 2026.

Professional golf continues to thrive in The Palm Beaches, especially through the PGA TOUR. Last year, the Sports Commission and Discover The Palm Beaches extended their partnership with the PGA TOUR, securing naming rights for the Cognizant Classic in The Palm Beaches for a second consecutive year. Negotiations are underway to continue this partnership in FY 2026. Palm Beach County also hosted the inaugural James Hardie Pro Football Hall of Fame event, further expanding its reach in elite sports programming. A partnership with TMRW Sports & TGL will be a priority for 2026.

- **RACQUET SPORTS** - Palm Beach County is home to 1,470 tennis courts, an 8,000-seat stadium, and a rapidly expanding network of pickleball courts—with hundreds now spread across The Palm Beaches. Beach Tennis is also gaining momentum, consistently delivering international events to the region. The county hosts some of the nation’s most prestigious racquet sports events, including one of the largest USTA national championships, one of only 10 ATP Tour events in the U.S. (and one of just two in Florida), and one of 14 APP Tour events nationwide. Racquet sports are a core competency for sports development in Palm Beach County and will be a major driver of tourism in FY 2026.
- **EQUESTRIAN SPORTS** – Equestrian sports represent the largest sports tourism product in Palm Beach County. The Winter Equestrian Festival (WEF), organized by Equestrian Sports Productions, is the world’s largest and longest-running equestrian showjumping event, held at Wellington International. WEF generates more bed tax revenue and economic impact than any other annual event in The Palm Beaches, attracting visitors from all 50 U.S. states and 42 countries in 2025. The Palm Beach County Sports Commission has invested significantly to grow equestrian showjumping. This includes expanding the Holiday & Horses Series and USEF-sanctioned spring events, which have successfully extended equestrian tourism beyond the core WEF season. Palm Beach County faces increasing competition from

a rival venue in Ocala, intensifying the race to retain its leadership in equestrian sports tourism. In response, the Palm Beach County Sports Commission plans to increase its investment in the Winter Equestrian Festival (WEF) in FY 2026. This strategic move aims to strengthen Palm Beach County's position as Florida's premier destination for equestrian sports and sustain the momentum built over recent years.

- **BASKETBALL** - Basketball is part of the Sports Commission's event portfolio and its growth potential is substantial. The Holiday Basketball Classic of The Palm Beaches, a national high school invitational, created by the Commission, serves as a foundation for expansion with this event growing in team participation. Plans for FY 2026 include hosting collegiate-sanctioned events (NJCAA, NAIA, NCAA), pursuing youth tournaments, and exploring a FIBA 3v3 international partnership. Additionally, the Sports Commission is working to relocate one of the nation's largest amateur basketball tournaments to the Palm Beach County Convention Center and is actively competing to host a USSSA Basketball National Championship, positioning The Palm Beaches as a rising hub for basketball tourism
- **FOOTBALL** – Palm Beach County will continue its rise as a premier football destination in 2026, building on its rich high school traditions and collegiate programs. The Palm Beach County Sports Commission is implementing a strategic plan that leverages youth, collegiate, flag football to drive tourism, economic impact, and national visibility. A centerpiece of this strategy is the Battle Youth National Championships, recognized as the nation's leading youth tackle football event on a national level. Complementing youth football efforts is the Boca Raton Bowl, an ESPN Events-owned FBS college football bowl game held at FAU Stadium. Scheduled for December 23, 2025, the bowl game is one of only eight in Florida and 35 nationwide. It will be broadcast live on ESPN. With 2.4 million youth participants and inclusion in the 2028 Olympics, flag football is a major target for 2026 and includes the relocation of the NFLPA 7v7 National Championship.
- **SOCCER (YOUTH, PROFESSIONAL & GLOBAL MARKETS)** - Palm Beach County is positioning soccer as a central pillar of its sports tourism strategy in 2026, capitalizing on the global momentum surrounding the FIFA World Cup. With soccer's worldwide popularity and the U.S. co-hosting the tournament, the Palm Beach County Sports Commission is leveraging this historic moment to drive economic development and international visibility. The county has already hosted two of the world's top soccer clubs—Real Madrid and Manchester City—as official Team Base Camps for the FIFA Club World Cup. Building on this success, Palm Beach County has been approved to host Team Base Camps for the 2026 FIFA World Cup, joining only five other Florida counties with this designation.

Further to expanding its soccer portfolio, the Sports Commission is working to establish a United Soccer League (USL) franchise in Palm Beach County. It is also actively recruiting youth soccer tournaments, which generate widespread tourism impact and community engagement. Together, these initiatives position Palm Beach County as a premier soccer destination in Florida and a rising player on the global soccer stage.

- **Lacrosse** is rapidly growing nationwide, especially in women's and youth participation, with NCAA women's programs nearly doubling since 2005 and a 43% increase in overall participation since pre-COVID. The Palm Beach County Sports Commission is leveraging this momentum to build a strong lacrosse tourism foundation through national partnerships and grassroots efforts. Key initiatives include youth tournaments like the Sunshine State Lacrosse Games and collaborations with local organizations such as Delray Beach Riptide. The Commission is also working with US Lacrosse to attract new events.

A major opportunity lies in hosting the IWLCA President's Cup in 2027, the largest annual youth sports event in the U.S. The event now draws over 700 teams, 13,500 athletes, 25,000 spectators, and 1,200 collegiate coaches. To accommodate this scale, the Sports Commission plans to use the National Polo Center and Village Park Athletic Complex, offering a transformative setup that could deliver significant tourism and economic impact during the county's shoulder season.

- **COLLEGIATE SPORTS** – Considering Palm Beach County is home to five (5) universities and colleges, such as Florida Atlantic University (NCAA Division I), Palm Beach Atlantic University (NCAA Division II), Lynn University (NCAA Division II), Keiser University (NAIA) and Palm Beach State College (NJCAA), our Sports Commission will continue to partner with these institutions to pursue conference, regional and national championships. In addition to these events, which represent the peak of college sports, our Sports Commission will continue the development of other collegiate-related tourism properties, such as training camps, showcases, invitationals, tournaments, and championships (both on varsity and club levels).

The Palm Beach County Sports Commission is enjoying an unprecedented pace of winning bids and organizing NCAA Golf National Championships. The 11 NCAA Golf Championships bids awarded and nine (9) NCAA Golf Championships that will have taken place in The Palm Beaches over a 10-year span, is more than any other destination in the United States.

- **HBCU NATIONAL BATTLE OF THE BANDS** – The Palm Beach County Sports Commission, in partnership with the Palm Beach County Tourist Development Council, is launching the National Battle of the Bands in The Palm Beaches, a premier cultural and musical showcase celebrating the legacy and energy of Historically Black Colleges and Universities (HBCUs). This season-ending event will feature electrifying performances from the nation's top HBCU marching bands, drawing a diverse and enthusiastic audience. Designed to highlight the rich traditions of HBCUs, the event will serve as a powerful platform for cultural celebration, community engagement, and tourism development.

Previously held in Houston, the event drew nearly 43,000 attendees and generated over 21,000 hotel room nights, demonstrating its strong economic potential. In addition to tourism, the event delivers substantial media exposure. A one-hour televised special reached over 7 million viewers, according to Nielsen Market Research. By attracting large attendance and delivering broad media reach, the National Battle of the Bands aligns with the county's goals for economic development, cultural celebration, and destination branding.

INTERNATIONAL SPORTS FEDERATIONS / NATIONAL GOVERNING BODIES - International Sports Federations (IFs), recognized by the International Olympic Committee (IOC), govern sports globally, overseeing rules, competitions, and development. There are currently 37 IFs under the IOC umbrella, each working with affiliated National Governing Bodies (NGBs) that manage their respective sports within the United States. The U.S. Olympic Committee oversees 50 NGBs, which not only organize domestic events but also serve as key intermediaries for IFs seeking U.S. venues for international competitions.

The Palm Beach County Sports Commission has cultivated direct relationships with numerous IFs and NGBs, positioning the county as a preferred destination for Olympic related events and international sports competitions. These partnerships have led to the successful hosting of national tournaments, training camps, and championships that generate substantial tourism and economic impact. NGBS will continue to a prime target for event development in 2026.

GROWTH SPORTS MARKETS - Participation in several emerging sports is on the rise, transforming them into valuable tourism assets for communities nationwide. The Palm Beach County Sports Commission is actively pursuing these sports, which offer strong visitation and overnight stay potential. Ice hockey is among the fastest-growing sports in The Palm Beaches, with continued growth expected due to new facility development. Additional emerging sports—including wakeboarding, BMX, Ultimate Frisbee, cheerleading, and padel—are experiencing accelerated growth and will be targeted for future event recruitment. The planned development of a fourth ice hockey venue and two padel facilities presents a strategic opportunity to accelerate expansion in these sports and position Palm Beach County as a hub for emerging athletic events.

SENIOR ATHLETES – A TRENDING MARKET - The nation’s aging population is an incentive to focus on developing and marketing programs and experiences desired by Baby Boomers (generation of those born between 1946 – 1964). The steady increase in individuals with ages 50 to 60+ has been realized in the rising number and percentage of seniors engaging in fitness and sports activities. Strategic marketing and development of sports events that are designed for the baby boomers’ age groups will be a focus.

INDUSTRY CONFERENCES & TRADESHOWS - Sports travel and event trade shows are among the most valuable tools for business development in the sports tourism industry. Each year, the Palm Beach County Sports Commission sends its leadership and development team to a variety of conferences, conventions, symposiums, and trade shows to generate new business leads and opportunities for The Palm Beaches. These events also provide access to educational sessions focused on industry’s best practices and emerging trends. Because the sports events industry is built on relationships, many successful partnerships and event bookings stem from cultivating strong, positive connections with event owners and organizers.

EVENT CREATION & EVOLUTION - In 2026, the Palm Beach County Sports Commission will continue to prioritize event creation as a core strategy. Rather than relying solely on competitive bidding, the Sports Commission has successfully developed and owned signature events from the ground up. These include the prestigious Lou Groza Award, a nationally recognized college football honor; the Palm Beach County Sports Hall of Fame, which celebrates athletic excellence; and the Kids Fitness Festival of The Palm Beaches, which inspires youth to embrace healthy lifestyles through sports.

In addition to owning events, the Commission serves as a catalyst for new event development without assuming ownership. By offering expertise, strategic guidance, and grant funding, the Commission helps transform conceptual ideas into fully realized events. This dual approach—creating owned assets and empowering partners—will remain a cornerstone of the Commission’s strategy in 2026, fostering innovation and expanding the county’s sports tourism portfolio.

SPORTS MARKETING & COMMUNICATIONS STRATEGIES

ADVERTISING CAMPAIGN

The Palm Beach County Sports Commission, recognizing the immense potential of sports tourism in The Palm Beaches and the need to enhance the destination’s image, launched a new brand campaign in FY 25. With a deep understanding of the economic and cultural impact that sports events can have on a community, the commission seeks to position Palm Beach County as a premier sports destination. By developing a cohesive brand campaign, the Sports Commission aims to attract a diverse range of sporting events, tournaments, and competitions to the area. Through this strategic initiative, the Palm Beach County Sports Commission aspires to solidify its reputation as a leader in hosting successful sports events.

THE SPORTS CARD COLLECTION - UNRIVALED IN EVERY WAY

In FY26, the Palm Beach County Sports Commission will fully activate its *Sports Card Collection* campaign and *Unrivaled in Every Way* tagline to strengthen its position in an increasingly competitive sports tourism market. This dynamic brand platform will be deployed across digital, print, social, and experiential channels, showcasing Palm Beach County’s premier venues, diverse event portfolio, and unmatched hospitality. Each “card” in the collection will highlight a unique asset—from championship golf courses to state-of-the-art stadiums—creating a compelling narrative for event rights holders, athletes, and fans. By blending striking visuals with targeted messaging, the campaign will differentiate the destination from competitors, spark curiosity, and foster stronger emotional connections with audiences. Strategic partnerships, influencer collaborations, and immersive activations will further amplify reach, driving engagement and awareness. Through this creative, multi-channel approach, the Sports Commission will inspire decision-makers to choose Palm Beach County as the unrivaled host for world-class sporting events.

This new campaign, based on the concept of a sports card collection, highlights the diversity of venues, services, and offerings of The Palm Beaches to the sport event industry. This campaign will be utilized in industry trade shows and at national conventions and provides an additional instrument in brand awareness during meetings with prospective event clients that occur during the trade shows.

MICRO-INFLUENCER CAMPAIGNS

In 2026, we will leverage micro-influencer marketing to enhance our reach within the event industry. We will identify and collaborate with influencers who specialize in sports event management and tourism. These influencers will help promote Palm Beach County as a premier destination for sports events through their social media platforms, blogs, and industry connections.

AUTHENTIC CONTENT CREATION

We will invite influencers to personally immerse themselves in Palm Beach County’s vibrant sports scene, creating authentic and dynamic content that highlights the unique offerings of the Palm Beach County Sports

Commission. This content will be shared across multiple platforms to attract event organizers and participants, showcasing our premier sports facilities, exceptional hospitality, and dedicated event support services.

FAMILIARIZATION TOURS MEDIA & CONTENT CREATORS/INFLUENCERS

The Palm Beach County Sports Commission will host exclusive Familiarization (Fam) tours tailored for content creators and influencers to showcase the destination's premier sports facilities, top-tier accommodations, and vibrant attractions. These immersive tours will provide a firsthand experience of our state-of-the-art venues, exceptional hospitality, and comprehensive event support services. Influencers will create authentic, engaging content to highlight Palm Beach County's unique offerings, shared across various platforms to inspire event organizers. By showcasing our world-class infrastructure and dynamic community, these tours will make it effortless for planners to envision and execute successful events in our destination.

COMPREHENSIVE MEMBERSHIP REVIEW

In FY 26, the Palm Beach County Sports Commission will undertake a comprehensive review of its existing membership program to ensure it delivers maximum value to stakeholders and aligns with the organization's strategic goals. This process will include evaluating current member benefits, engagement levels, and retention rates, while gathering direct feedback through surveys, focus groups, and one-on-one interviews. The Commission will benchmark against best practices from other leading sports and tourism organizations to identify innovative approaches and fresh incentives. Insights gained will guide the design of a new, revamped membership program that offers enhanced benefits, deeper networking opportunities, and more direct involvement in events and initiatives. The updated program will feature tiered membership options, exclusive access to marketing resources, and recognition programs to celebrate member contributions. The ultimate goal is to create a modern, impactful membership experience that strengthens partnerships, drives growth, and supports our sports tourism objectives.

WEBSITE REFRESH

The Palm Beach County Sports Commission is committed to remaining at the forefront of sports tourism, and as part of that vision, the organization will undertake a comprehensive website refresh in Fiscal Year 2026. This initiative is designed to ensure our digital presence remains competitive, user-friendly, and aligned with the latest industry standards.

The refreshed website will feature an updated design focused on enhancing user experience, optimizing navigation, and improving mobile responsiveness. Recognizing the growing demand for personalized and efficient online engagement, the Commission will also integrate advanced technologies, including AI-driven solutions, to better serve event organizers, partners, and visitors.

AI integration will allow for smarter content delivery, predictive event recommendations, and improved search functionality, creating a dynamic and interactive platform tailored to user needs. Additionally, enhanced data analytics will provide valuable insights into user behavior, allowing the Commission to make data-driven decisions that strengthen marketing strategies and event recruitment efforts.

DEVELOPING A MEDIA TOOLKIT

Creating a comprehensive media toolkit that includes press releases, high-resolution images, videos, fact sheets, and event schedules. Providing journalists with easy access to information and resources can facilitate media coverage and enhance the commission's public relations efforts.

ATTENDANCE BUILDING

Key spectator-driven sporting events have immense potential to drive tourism. In FY26, the Palm Beach County Sports Commission will implement strategic marketing efforts to boost attendance at these events. By actively promoting these events to national and drive market spectators, the commission aims to generate awareness and excitement among sports enthusiasts and potential visitors, fostering a vibrant sports culture within the county. Increased attendance not only enhances the spectator's experience but also generates substantial economic benefits.

Showcasing Palm Beach County as a premier sports destination will attract future events, boosting tourism and solidifying the county's reputation as a thriving sports hub. Through targeted marketing initiatives, the Palm Beach County Sports Commission is committed to maximizing attendance and ensuring the long-term success of key sporting events in the region.

PODCAST LAUNCH: UNRIVALED

In 2026, the Palm Beach County Sports Commission will launch a new podcast titled "URIVALED" targeting event owners and the sports event industry. This podcast will serve as a valuable resource, offering insights, strategies, and expert interviews to help professionals in the sports event sector stay ahead of industry trends and best practices. " URIVALED " will feature discussions on a wide range of topics, from innovative event planning techniques to sustainability initiatives and resources available in The Palm Beaches. By providing high-quality content tailored to the needs of event owners and industry stakeholders, our podcast aims to strengthen our connections within the sports event community and position Palm Beach County as a thought leader in the field.

DYNAMIC FACILITY CONTENT

In FY 2026, the Palm Beach County Sports Commission will create dynamic video content showcasing our world-class sports facilities, including Cacti Park, Roger Dean Chevrolet Stadium, and the Delray Beach Tennis Center. These videos, designed for social media and business development, will feature vibrant event footage, athlete testimonials, and scenic attractions to captivate event organizers and sports enthusiasts. Shared across platforms and used in sales pitches, this content will drive engagement and attract new events, boosting tourism

DATA ANALYTICS – CISION ONE

In FY 2026, the Palm Beach County Sports Commission will leverage CisionOne software to enhance its sports tourism marketing efforts. CisionOne's robust media monitoring and analytics tools will track brand mentions and campaign performance across digital and traditional channels, ensuring real-time insights into audience engagement. The platform's media database will enable targeted outreach to sports journalists, influencers, and event organizers, promoting Palm Beach County's premier facilities and events. CisionOne's analytics will also measure campaign impacts, advertising value equivalency's, and other metrics allowing data-driven adjustments to optimize ROI. By integrating social listening, we'll identify trends and engage with sports communities, boosting visibility. This strategic use of CisionOne will strengthen our position as a top sports destination, driving event bookings and tourism revenue.



EXHIBIT B

Palm Beach County Sports Commission, Inc		
Vendor Spending Summary		
<u>Vendor Name</u>	<u>Memo/Description</u>	<u>Amount</u>
Banyan	Printing - New Sales/Marketing Collateral	(15,000.00)
Baral Inc	Video	(5,500.00)
Box Up/Uprint (Someone Similar)	Branded Boxes	(5,000.00)
Caribbean Baseball	Player Appearances	(3,500.00)
Cision	Media Data Analytics	(15,000.00)
Discover	DI Event Impact Calculator	(3,800.00)
Fast Signs	Signage	(5,500.00)
Good Karma Brands	ESPN West Palm Marketing Assets	(10,000.00)
HubSpot	Social Media	(11,000.00)
Jetty Productions Inc.	Marketing Videos	(14,500.00)
Live Digital Box	Video Services	(5,000.00)
(Membership) 2Ton/Pathos	Membership Program Refresh - RFP - Vendor unknown	(15,000.00)
NorthStar	TEAMS - Tradeshow & Sponsorship	(40,000.00)
Omnisight	Virtual Tours	(2,500.00)
Passport	Publications	(14,000.00)
Pathos	Lou Groza Website Project	(2,500.00)
Paul Torno	Photography	(3,500.00)
PlayEasy	Lead Generation Platform	(6,000.00)
Pod Populi	Podcast & Talent	(7,500.00)
Promowearhouse/BSN	Promotional Items	(15,200.00)
Simpleview	CRM Licensing	(10,000.00)
Sports Bus. Journal	Advertising	(8,000.00)
Sports ETA	Tradeshow Sponsorship	(10,000.00)
Sports Destination Management	Advertising	(10,000.00)
Sports Travel Magazine	Advertising	(10,000.00)
Sushi Films	Facility Content Creation	(6,000.00)
Team IP	Sports Card Collection Printing	(6,000.00)
Tucan	Confernce/Tradeshow Display Update/Storage/Shipping	(40,000.00)
Website	Website Update - RFP - Vendor unknown	(60,000.00)
		(360,000.00)
		360,000.00



FY 2026

Discover The Palm Beaches Marketing Plan

A photograph of three women walking along a poolside at a resort. The woman on the left is wearing a bright pink jumpsuit and holding a drink. The woman in the middle is wearing a pink lace dress and also holding a drink. The woman on the right is wearing a colorful floral dress and holding a drink. They are all smiling and looking towards the camera. In the background, there is a large swimming pool, lounge chairs, and other people. The text "ADVANCED DESTINATION PROMOTION & SUSTAINABILITY (ADPS)" is overlaid in white serif font on the image.

ADVANCED DESTINATION PROMOTION & SUSTAINABILITY (ADPS)

Driving Sustainable Growth through Innovation & Engagement

1. **Smarter Promotion:** AI-driven, immersive, targeted
2. **Sustainable Funding:** Diversified revenue, ROI-based
3. **Community & Stakeholder Focus:** Resident-integrated decision-making
4. **Accountable Execution:** Performance-tracked marketing



-Overview



Build long-term resilience plan for organization through these key pillars.

Talent
Development
&
Organizational
Culture

Tech
Development

Organizational
Sustainability
& Growth

BUSINESS INTELLIGENCE



Public Policy & Economic Outlook



Strengths

- Established Brand Equity
- Robust MarTech Infrastructure
- Affluent Visitor Base
- Resilient Domestic Travel Demand
- Strong Affinity Among Younger Travelers

Weakness

- Reliance on Public Policy & Budgets
- Rising Operational Costs
- Softening Group Travel Leads
- Canadian Demand

Opportunities

- New County Leadership Engagement
- UK, LATAM and FIFA
- Transformative & Wellness Travel
- City-Specific Targeting
- AI-Driven Personalization
- New Business Development

Threats

- Policy Uncertainty on Funding
- Shifting Airline Strategies
- Competing Convention Center Product Development
- Competition among DMOs

Market Strategy

Growing Emerging Markets

Dallas
Houston
Asheville
Nashville
Detroit
Los Angeles

Shrinking Core Markets

Canada

Core Growing Markets

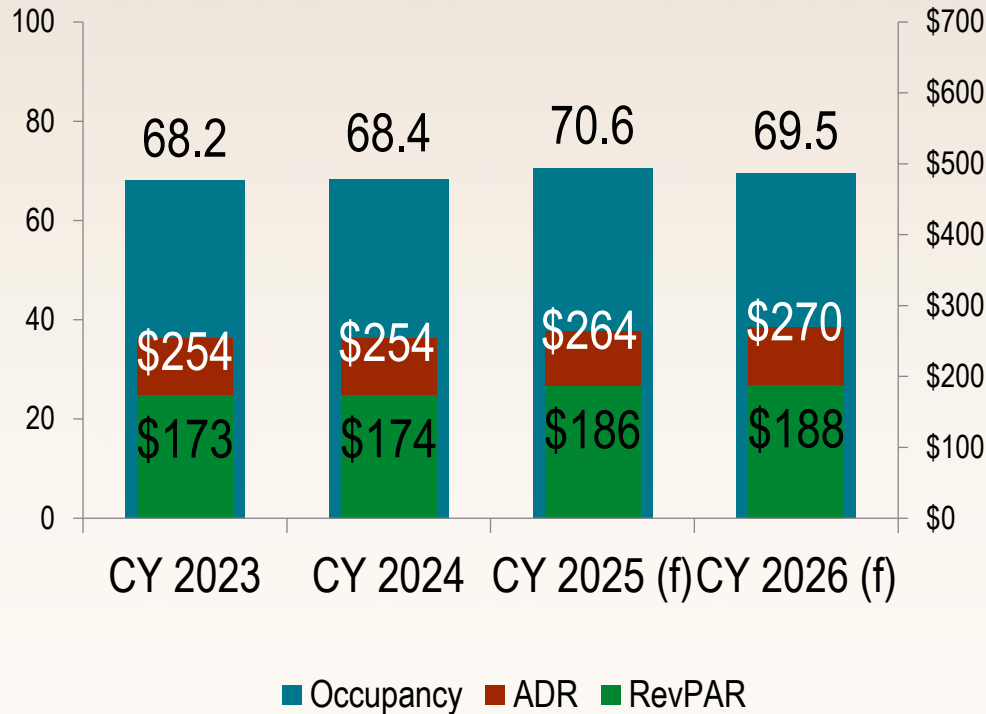
New York
Boston
Washington DC
United Kingdom
Miami
Orlando

Stable Core Markets

Chicago
Philadelphia
Brazil
Colombia



Palm Beaches Hotel Performance Forecast



Room Nights Sold

- 2026: 5.13M (+2%)
- 2025: 5.05M (+4.5%)
- 2024: 4.83M
- 2023: 4.72M

Revenue

- 2026: \$1.39B (+3.8%)
- 2025: \$1.3B (+8.9%)
- 2024: \$1.2B
- 2023: \$1.2B



Top Initiatives for 2026

- MarTech
 - Improved efficiencies increasing the insights with AI integration enhancing communication, collaboration and accountability
- Marketing Mix Model
 - Enhanced performance attribution
 - Destination Demand tactical recommendation model
- Comprehensive Economic Impact analysis of Vitality Wheel
 - Extensive analysis within tourism sector
 - Study impacts beyond Tourism (i.e. Business Development)
- Leverage new insights for better story-telling to increase resident satisfaction



A romantic couple is seated at a dark, polished table in a restaurant at night. The woman, with long dark curly hair and wearing a light blue patterned dress, is smiling and looking down at her plate. The man, with short dark hair and wearing a blue button-down shirt, is also smiling and looking at the woman. They are both holding forks and appear to be enjoying their meal. The table is set with plates of food, glasses of water, and a small vase with a sprig of rosemary. In the background, other diners are visible at tables, and large windows show a view of the city at night.

FINANCE & HR

Corporate Culture and Talent Development



- Expand professional development programs, including workshops, online courses, and certifications in the areas of Creative thinking, Analytical thinking, Technological literacy, AI, and Talent management
- Leverage our existing Leadership coaching consultant to implement a comprehensive leadership development program for our senior team to help foster a strong pipeline of future leaders
- Further develop the current mentorship program to foster knowledge transfer, succession planning and career growth.

A romantic couple is seated at a dark, polished table in a restaurant at night. The woman, with long dark curly hair, is wearing a light blue patterned dress and is smiling while holding a fork over a plate of food. The man, with short dark hair, is wearing a blue button-down shirt and is also smiling, looking down at the food. On the table are two plates of food, two glasses of water, and a glass of red juice. A small potted plant sits on the table. In the background, other diners are visible at tables, and large windows look out onto a city at night.

COMMUNITY ENGAGEMENT

Evolving Our Role - Promotion to Stewardship

Focus: Marketing & Sales
Role: Promoter
Audience: Visitors, Industry Partners

Focus: Partnership Building, Marketing & Sales
Role: Connector
Audience: Visitors, Industry, Public Sector

Focus: Destination Stewardship
Role: Collaborator, Steward, Strategist
Audience: Residents, Visitors, Industry Governments, NGO's





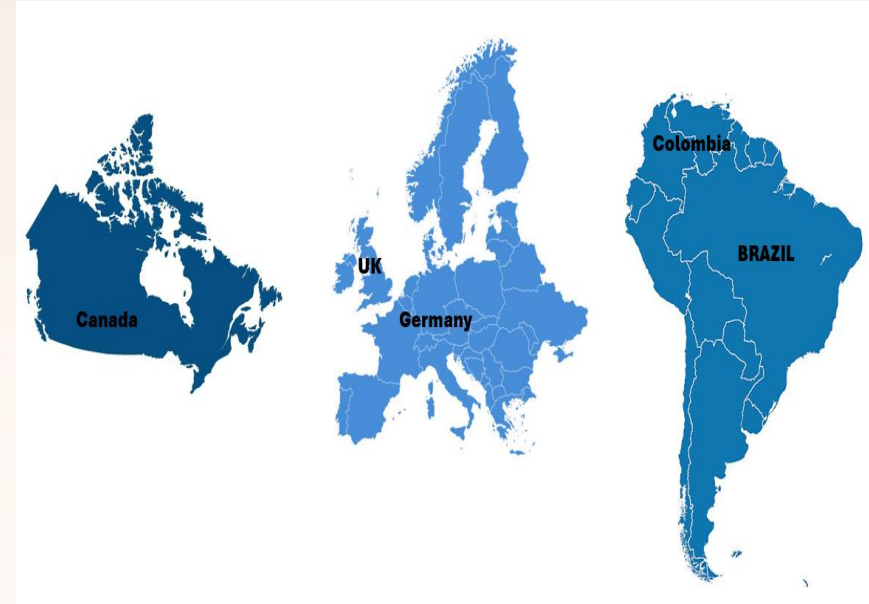
SALES

Sales Performance & Productivity Optimization

A collaborative, data-driven approach with key stakeholders across leisure, business transient, and group segments—enhancing speed to market, reducing acquisition costs, and elevating ADR, RevPAR, and occupancy



Driving sales through in person engagements in targeted geographic regions



GROUP SALES



Prioritizing high performing & emerging group market segments



- Medical / Life Science
- Financial & Insurance
- Agri-Business
- Aviation, Aerospace & Engineering
- Technology
 - Quantum Computing
 - Medtech
 - Fintech
 - Defense tech
- Legal
- Consulting

Industry Group Market Growth Strategies

1. Increase Target Base of Customer Account –
 - Mint+ (DMO)
 - Strategic Partnerships/ 3rd Parties (Industry Involvement)
 - Cvent Planner Navigator
 - LinkedIn Sales Navigator
2. Elevate Brand Awareness
 - CEMA, FICP, Association Forum, CESSE & SISO
3. Targeted Destination Reviews
 - Legal Summit, Finance/ Insurance, Key Stakeholder Experience
4. Create Targeted Industry Events with expanded marketing exposure (i.e IRF / white paper)



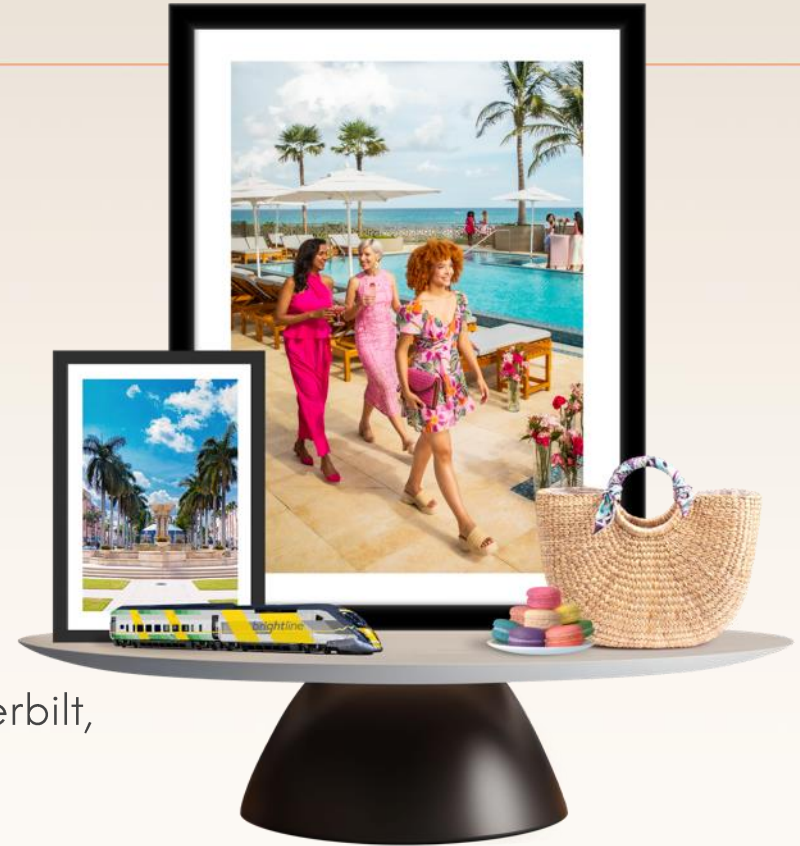
Accelerating Lead Generation and Conversion Success



- Evaluate/ continue Cvent Coop Partnership & Connect Tradeshow
- Implementation of AI tools to target need period opportunities based on Destination Demand and Future Pace Needs
- Implement Customer Referral Program based on CAB feedback
- Elevate value-based proposals
- Conduct partnership need period reviews with key accounts

Elevating the West Palm Beach Convention District to Create Compression

- Expansion & Redeployment of team
- Realign goals / Increasing pace production
- Leverage OVG Partnership
- Palm Springs – Joint Program
- 2 NSO Destination Review with Hilton & Marriott
- Tradeshows Partnerships
 - IAEE Hosted Buyer
 - PCMA CL
 - AMC Institute
 - ASAE Highlight Community Thought Leaders – Vanderbilt, Related
- Secure Industry Events starting as early as 2027



A woman with long dark hair, wearing a bright yellow short-sleeved dress, stands in the arched entrance of a large, dome-shaped structure. The structure is intricately woven from dark, dried sticks and branches, creating a complex, organic texture. It has several circular openings and a conical roof. The scene is set outdoors on a green lawn, with lush tropical trees and palm fronds in the background under a blue sky with scattered white clouds. The text 'LEISURE SALES' is centered over the image in a white, serif font.

LEISURE SALES

Grow Market Share from Targeted Leisure Travel Trade Segments

- Luxury Enthusiast
 - Experience based focused on politically agnostic traveler
 - Deep dive into communities focused on Wellness, Culinary & Cultural
- Sporting & Event Agencies/Advisors – FIFA, Cognizant Classic, Equestrian
- Corporate / In-house capturing Bleisure/ Digital Nomad
- Loyalty / Membership Agencies
 - American Express, Capital One, Chase, Triple AAA & Costco
- Airline Vacation Packages
 - Virgin, Delta, AA, Air Canada & Porter



Offer Coop Marketing Options via expanded Distribution Channels

- Elevate partnership with Amadeus (Travelclick) & Travelport
- Expand program with Traveller Made – with both hotel and attractions
- Continue partnership with international focus– Bonotel
- Reevaluate partnerships with Hotelbeds, Travel Leaders, Internova & Virtuoso



Targeted Travel Trade Opportunities & Sales Missions



- Florida Huddle / Encounter (Orlando)
- IPW – Fort Lauderdale –
 - Partnership with Visit Florida
 - Brightline Evening Activation
 - Carvertise
- Additional Sales Missions & Tradeshow



Leveraging Customer Advisory Board



SMARTFLYER

- Attract- Marketing & Sales Tools
- Engage – Servicing Tools
- Extend – Increasing Length of Stay & Return
- Virtual/ In-person Meeting / Experiential – Eudemonia
- Implementation on WPB Initiatives
- Future Focus on North, Palm Beach Island & South County

Expansion and Creation of Transformational Events



Expand with ICW

- Ultimate Week of Sports
- Eudemonia
- The Pink Retreat

Summer Leisure Development

- Evolve Concept with Community Stakeholder
- Creation of Subcommittee
- Secure Right Partner

Event Next

- Restructure of current partnership program with establish events
- Review of future business event in partnership with community

Utilize Destination Servicing Tools to Enhance Visitor and Resident Engagement

Servicing Tools

- Biannual Community Education
 - Post Survey Feedback
- CTA Volunteers for Meetings
- Implementation of Sustainable Tool kit
- Expansion of local business

VIC Engagement

- Expand VIC with Chambers
- Sell local branded merchandise
- Love The Palm Beaches Campaign



A photograph of three women walking along a poolside at a resort. The woman on the left is wearing a bright pink jumpsuit and holding a drink. The woman in the middle is wearing a pink lace dress and holding a drink. The woman on the right is wearing a floral dress and holding a drink. They are walking on a paved path next to a large swimming pool. In the background, there are lounge chairs, palm trees, and other people. The text "BRAND EVOLUTION & MARKETING" is overlaid in white serif font across the middle of the image.

BRAND EVOLUTION & MARKETING

The Palm Beaches Collection - Cities

Evolve campaign to spotlight local authenticity and personalization by highlighting our 39 cities and towns.

- Palm Beach Gardens
- West Palm Beach
- Lake Worth Beach
- Boynton Beach
- Riviera Beach & Singer Island
- Palm Beach
- Wellington
- Delray Beach
- Jupiter/Juno Beach
- Boca Raton
- The Glades

Jupiter/Juno Beach

The Palm Beaches COLLECTION
Curate Your Perfect Vacation in Jupiter & Juno Beach



In Jupiter and Juno Beach, feel your heart rate slow and your chest rise with every breath as you stroll down the beach. The ultimate relaxing getaway awaits in Jupiter, Juno Beach, and our other sparkling cities. ThePalmBeaches.com

THE PALM BEACHES
FLORIDA



Boca Raton

The Palm Beaches COLLECTION
Curate your Perfect Vacation in Boca Raton



Luxurious and luxurious Boca Raton offers a taste of the good life, including high-end shopping, world-class art, and innovative, family-friendly nature. Grow your next masterpiece vacation in Boca Raton and our collection of coastal cities. ThePalmBeaches.com

THE PALM BEACHES
FLORIDA



The Glades

The Palm Beaches COLLECTION
Curate your Perfect Vacation in The Glades



In The Glades, where natural beauty meets agricultural heritage, and a proud community spirit can be felt everywhere you go. From The Glades to Jupiter to Boca Raton, we invite you to see nature in all its glory. ThePalmBeaches.com

THE PALM BEACHES
FLORIDA



Delray Beach

The Palm Beaches COLLECTION
Curate Your Perfect Vacation in Delray Beach



Lovers of the Rock to award-winning Delray Beach, with its collection of local boutiques, lively art scene, and picture-perfect beaches. A custom-fit gateway awaits in Delray Beach and our other welcoming cities. ThePalmBeaches.com

THE PALM BEACHES
FLORIDA



Key Pillars

Culinary



Spotlight The Michelin Guide selections



Activate at Prominent Events in Feeder Markets



Targeted Media Placements and Influencer/Media Partnerships



DESTINATION PARTNER

Wellness

Highlight Trends:



Pick Your Pace



Slow Travel



Quick Trips & Bleisure



THE PALM BEACHES

EUDĒMONIA

LIFE WELL LIVED

Target Markets

Winter/Spring



New York



Boston



Chicago



Washington
DC



Philadelphia



Houston



Dallas

Summer/Fall



Atlanta



Miami



Fort
Lauderdale



Orlando



Tampa



Houston



Dallas

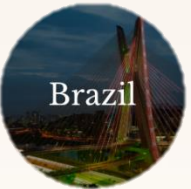
International



Toronto
&
Montreal



United
Kingdom



Brazil



Colombia



Germany

Public Relations | Traditional Media | Digital Media | Social Media

Media Strategy

Marketing Mix Model

- Enhanced Budget Mix & Optimization

Continue: Houston & Dallas

- Continue Brand Presence Based on 2025 Success!
- Year-Round Media

Evaluate Emerging Markets: Los Angeles & Detroit

- Targeted Marketing Dollars to Test Growth Strategy
- Support Nonstop Flights to PBI

Niche Targets & Travel Trends

- Capitalize on Gen Z Travel Interest and Maintain Core Generations
- Family, Multi-Generation, Pet-Friendly, Friend-cations, Weddings & Other Targeted Segments



Airlift Support with PBI

Northeast

- Islip (ISP)
- New Haven (HVN)
- Providence (PVD)

Midwest

- Chicago (ORD)
- **Minneapolis-St. Paul (MSP)**
- **Detroit (DTW)**
- **Grand Rapids (GRR)**
- **Cincinnati (CVG)**
- **Cleveland (CLE)**

West

- **Los Angeles (LAX)**
- **Denver (DEN)**

South

- Charleston (CHS)
- **Charlotte (CLT)**
- Dallas-Fort Worth (DFW)
- Houston (IAH)
- **Nashville (BNA)**
- Raleigh-Durham (RDU)
- Wilmington (ILG)

International

- **Toronto (YYZ)**
- **Montreal (YUL)**



West Palm Beach Arts & Entertainment District: Expanding Brand & Driving Demand



The Collection: Between-The-Sessions



Amplified Paid Media Plan



IPW 2026 in Ft. Lauderdale Activation



Enhanced Social Strategy



Support for Second HQ Hotel



Destination Stewardship & Sustainability



Year-Round Resident Engagement



Launch-Event Partnerships



Co-Op Media Opportunities



Scavenger Hunt & Local Perks



Regenerative Tourism with ERM, Parks & Rec



Wildlife & Waterway Wellness



Launch "Sea Turtle Capital"



Introduce Mascot:
Flora the Roseate Spoonbill



The Palm Beaches Welcomes Everyone

Access for All

- Storytelling to Spotlight Accessible Experiences
- Partner with Nationally-Recognized Accessibility Organizations and Local Community Groups: Els for Autism, Imanyco, Quantum House
- Grow Targeted Initiatives For Individuals With Hearing Impairment
- Offer Business-Ready Programs for Tourism Partners to Welcome Travelers
- Build microsite of Accessible offerings as county resource

TRAVELABILITY
THE INTERSECTION OF TRAVEL AND DISABILITY

wheel  the world

accessible  GO



Strengthen Partnerships

Increase Reach and Elevate The Palm Beaches' Brand



Brightline

- Partnership Activation: Screens, Train Wrap, Events
- Enhance Bright Rewards Program with Tourism Partnerships



Visit Florida

- Amplify Messaging with Coordinated Media Flight Timing
- Highlight Culinary, Culture & Outdoor Themes

VISIT **FLORIDA**[®]

Brand USA

- Customize Co-Op Program in UK
- Enhance Presence in *BUSA America the Beautiful* campaign
- Explore *America 250* Event Activations



Strategic Collaboration



Palm Beaches TV Campaign



Shared Content Cross-Channel



Amazing America Production Partnership



Content Calendar Alignment



FIFA World Cup & Team Base Camps



Cognizant Classic & TGL Promotion



Battle of the Bands



UWOS and Spring Training Support



Art Basel Events



MOSAIC & Open Studios



Florida's Cultural Capital Targeted Media



Community Partner Activations

A group of five people are gathered in a lush garden setting, interacting with two small goats. In the foreground, a man in a light pink shirt and white pants sits on concrete steps, holding a white goat. Next to him, a woman in a green and white patterned dress sits, also holding a white goat. In the background, three people (two women and one man) stand near a larger goat, with one man appearing to be adjusting something on its back. The scene is set under a wooden pergola with string lights and large patio umbrellas. The overall atmosphere is warm and social.

PUBLIC RELATIONS

Public Relations

Strategic Press Outreach



National
Storytelling



International
Outreach



Drive-Market
Focus



Local
Relationships



Public Relations

Culinary &
Culture



Individual
Stays

Set-Jetting
Scenes



Choose Your
Vacation Vibe

Media Visits

Blue
Retreat



Waterfront Weddings



Meetings &
Trade



Sports in Paradise

FY26 Sales & Media Missions

- Miami (December)
 - Art Basel – Art of The Plate
- Los Angeles (January)
 - Pink Paradise to Pink Palace at the Beverly Hills Hotel
- New York (February)
 - Passport to Paradise (Culinary pop-up at Hearst)
- Houston (April)
 - Thought Leaders at Lilly Pulitzer OR
 - Inspired Design with Perigold (opening in CityPlace)
- Washington D.C. (June)
 - Polo Primavera at The District Cup



A group of diverse young adults are gathered on a sandy beach at night, illuminated by warm, ambient lighting. They are all wearing large, over-ear headphones, suggesting they are listening to music. The group is composed of men and women of various ethnicities, dressed in casual, summery attire like t-shirts, shorts, and dresses. Some are dancing, while others are talking or looking towards the camera. In the background, there's a white beach tent and some beach vegetation. The overall mood is festive and social.

SOCIAL MEDIA & CONTENT

Social Media & Content



Video

Storytelling

- *Weekend Escapes City Spotlight*
- *Shop Local*
- *Art & Culinary Features*
- *Sounds of The Palm Beaches*
ASMR-Style Content
- *Set-Jetting Scenes Series*
- Continue popular *What's New & Things To Do*



Blog

Compelling Content

- Architecture & History Tour
- Staycation Series
- Wellness Travel Series
- Love Stories in TPB
- Small Business Spotlight
- Did You Know
- #WorldCupEscape
- Spanish & Portuguese Blogs



Influencers

Creator Partnerships

- Whitelisting and Paid Amplification
- Bespoke Influencers and Niches
- Blue Retreat & Sea Turtle Capital
- FIFA World Cup, Eudemonia, The Pink Retreat
- Cross-Generational influencers
- Gilded Age Glimpse
- Luxury Travel Influencers



Engagement: Sweepstakes | Throwback Thursday | Trending Content | Channel-Specific Strategy

SEO Optimization to Boost Discoverability Across AI-Enabled Social, Chat and Search

Launch Spanish Instagram

@PalmBeachesFlesp

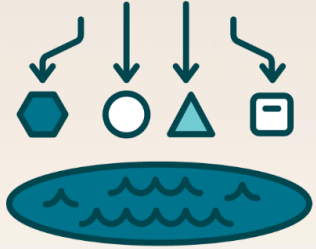
- Position The Palm Beaches as a **welcoming destination** for Spanish speakers
- **Target key markets:** Colombia, Mexico, Argentina (e.g., for polo-related travel), Hispanic travelers in Florida, Texas, New York, and beyond
- Enable **culturally relevant storytelling** by leveraging idioms, holidays, and traditions that resonate with Hispanic audiences
- Foster collaboration with the **local Hispanic community and businesses**, helping them feel represented and engaged
- Gain a **first-mover advantage**: currently [@visitfloridaesp](#) is the only other Spanish-language destination account in the U.S., giving us a unique competitive edge



A close-up photograph of a small, dark-colored baby sea turtle resting on a sandy beach. The turtle is surrounded by clumps of yellowish-brown seaweed. The text "DIGITAL & MARTECH" is overlaid in the center of the image in a white, serif font.

DIGITAL & MARTECH

Core Projects



Data Lake

Spine of technology infrastructure across marketing, sales, BI, and customer data.



Data Clean Room

Enables secure data sharing with the tourism community.



Customer Data Platform

Enrich first party data with deterministic attributes for segmentation & activation across paid media & email



Privacy Compliance

Aligns with consumer expectations & privacy laws across all touchpoints.

Advancements & Impact

Our data infrastructure has been transformed, eliminating key inefficiencies and unlocking new capabilities that will drive more effective marketing and business intelligence.



Attract More Visitors | Maximize Economic Impact | Fuel Industry-Wide Growth

Owned &
Sustainable
Data
Infrastructure

Streamlined
Technology
Ecosystem

Unified,
Actionable Data
Reduces Manual
Efforts & Increases
Efficiency

Automated
Business
Intelligence

Enhanced
Performance
Measurement

Data Driven
Audience
Engagement &
Personalization

Smarter
Targeting with
Comprehensive
Consumer
Profiles

Integration of
Generative AI at
Scale Across
Content &
Reporting

Centralized
Campaign
Planning &
Deeper
Collaboration

Opportunities



Data Enrichment at Scale

- Append customer records with hundreds of demo, psycho, and behavioral attributes for deeper insight, segmentation, and activation.

Customer Intelligence Dashboards

- Visualize customer data — robust customer profiles, geographic origin, performance forecasting, and visit trends — in custom dashboards.

Natural Language Exploration of Data

- Use conversational AI to query customer data in plain English—no technical skills required—to uncover insights quickly and intuitively.

Audience Activation via Co-Op Campaigns

- Launch campaigns powered by enriched customer segments and predictive look-alike models, seamlessly activated through our Customer Data Platform (CDP) and advanced media tools to maximize reach and impact.

Exhibit A

Executive Director Summary

The Path for Advanced Destination Promotion and Sustainability



Summary of Tactics

This document condenses the core strategies, programs, and tactics from the full FY2026 business plan for **The Palm Beaches** into an executive brief. It is designed to help quickly grasp the destination's FY26 priorities across the following areas:

Brand & Integrated Marketing, Digital & MarTech, Social & Content, PR & Communications, Sales (Group, Destination Services, Leisure & Trade), Finance & HR, Destination Stewardship & Civic Engagement, and Business Intelligence & Destination Development.

Where the full plan, which was provided and approved to by TDC, provides exhaustive detail of industry trends, recent performance and accomplishments and tactics tied to the FY 2026 budget set and approved by the TDC. This summary focuses on strategic intent, headline strategies, and how the work connects to organizational outcomes such as **visitation, economic impact, community value, sustainability, accessibility, and organizational resilience**. For specifics on timing, budgets, creative treatments, and KPIs by channel, please refer to the full plan.

Brand Evolution s Marketing

Transforming The Palm Beaches visitor experience, by integrating meaningful brand evolution and revolutionary marketing technology.

Brand and Integrated Marketing

- Evolve “The Palm Beaches Collection” campaign to spotlight our cities and towns and align with travel trends that value local authenticity and personalization, capture the attention of new audiences and inspiring repeat visitation through immersive, community-rooted storytelling.
- Deepen audience engagement with key brand pillars showcasing high-interest destination experiences and lifestyle themes, including Arts s Culture, Wellness, Culinary, Shopping, Beaches s Outdoors, Sports and Family travel.
- Reinforce “The Palm Beaches Collection: *Between-The-Sessions*” campaign to strengthen The Palm Beaches position as a compelling choice for meetings and conventions, with a focus on driving demand to the Palm Beach County Convention Center and surrounding district.
- Leverage data-driven insights to optimize market targeting and unlock new growth opportunities using Marketing Mix Model (MMM) software to guide campaign planning, budget allocation, and high-value audience targeting across platforms and geographies.
- Promote destination accessibility and drive inbound demand by amplifying airlift awareness and strategically aligning with Palm Beach International Airport (PBI) to highlight expanding air service and enhance market competitiveness.
- Elevate and expand the Love The Palm Beaches campaign to foster year-round community engagement and destination stewardship.
- Strengthen strategic partnerships to broaden reach and elevate The Palm Beaches’ brand visibility across key domestic and international markets.
- Amplify position as Florida’s Cultural Capital® in partnership with the Cultural Council of Palm Beach County to reinforce the destination’s arts s culture identity through national media exposure, collaborative programming and high-impact activations.
- Promote destination storytelling in partnership with the Palm Beaches Film s Television Commission through integrated content, co-branded media and production-driven opportunities.
- Strengthen position as a premier sports tourism destination through collaboration with the Palm Beach County Sports Commission to capitalize on global and regional sporting events that drive visitation and elevate the destination’s sports profile.
- Advance environmental leadership through regenerative tourism, strategic partnerships, and destination-wide sustainability initiatives.
- Position The Palm Beaches as a welcoming, accessible destination through a comprehensive accessibility initiative that delivers content, strategic partnerships, training, and tools—driving awareness, economic impact, and meaningful travel for all.
- Leverage high-impact events to elevate destination appeal and community connection in alignment with key brand pillars and organizational strategies.

Digital & Marketing Technology

- Enhance campaign planning and in-flight decision-making by integrating predictive insights into the media workflow, using unified data layers and marketing mix modeling to improve speed, precision, and effectiveness.
- Integrate generative AI into content creation, data analysis, and internal workflows to enhance output, reduce manual work, and unlock new strategic capabilities across the organization.
- Optimize our digital advertising campaigns and processes to drive measurable lift from brand awareness to engaged website users across verified media placements.
- Deliver more relevant and engaging experiences across ThePalmBeaches.com, email, and paid media by personalizing content and messaging using enriched audience profiles unified across data sources.
- Increase opt-ins, authenticated sessions, and enriched user profiles by enhancing the value of digital experiences across ThePalmBeaches.com.
- Expand the use of data clean rooms to enable privacy-safe data sharing and co-marketing initiatives with the Tourism Community, including hotels, attractions, event organizers, and restaurants.
- Leverage existing data systems to streamline reporting, reduce manual data pulls, and provide timely, actionable insights for the Marketing, Community Engagement, Sales, Business Intelligence, and Executive teams.

Social Media & Content

- Strengthen our video storytelling strategy by launching new series and building on the success of current content, while exploring tactics to enhance production.
- Cultivate strategic influencer partnerships with creators to expand reach and deepen storytelling.
- Expand storytelling through engaging blogs and newsletter content that highlight destination appeal through the arts & culture, culinary, beaches & outdoors, shopping, sports and wellness brand pillars.
- Drive meaningful interaction through engagement campaigns, including nostalgia-driven content, and platform-optimized strategies.

Public Relations & Communications

- Leverage strong destination storytelling to target editorial decision-makers to grow visitation through earned media awareness.
- Inspire persuasive media coverage by hosting travel writers in destination for curated press trips (known as familiarization tours or FAM trips) to align with strategic priorities.
- Execute networking events for media in key feeder markets to build and strengthen relationships with influential journalists and editors to bring increased awareness and positive coverage for the destination.
- Capitalize on Florida-based journalists' existing familiarity with The Palm Beaches to generate authentic, informed coverage that resonates with regional audiences.
- Strengthen local communications to increase awareness of the importance of tourism to the local economy.
- Support ongoing international visitation growth in key countries, leveraging the specialized expertise of in-market agencies in Canada, UK, Brazil, Colombia and Germany.

Group Sales, Destination Services, Leisure s Travel Trade Sales

Optimizing our resources and maximizing The Palm Beaches reputation in the market to increase sales Performance and Productivity

Collaboration: Global representation firms, in addition to Customer Advisory Board, Flagler Business Advisory Board, Senior DTPB Staff, county economic development organizations – Business Development Board, Chambers, Convention Center District taskforce, and Downtown s Community Development authorities/ organizations.

- Elevate brand awareness and expand community engagement opportunities through industry trade activations.
Advance Customer Advisory Board for destination growth and innovation while reducing costs and elevating brand awareness.
- Expansion and Creation of Transformational Events
- Utilize Destination Servicing Tools to Enhance Engagement and Impact.
- Strengthen both visitor and resident engagement via strategically located information centers

GROUP SALES

Harness destination development and insights from community thought leaders to grow meetings and events by establishing year-round opportunities and reducing seasonal fluctuation.

- Prioritize high performing and emerging group market segments to maximize ROI.
- Expand group market growth initiatives focused on targeted and emerging segments.
- Accelerate lead generation and increase conversion success.
- Elevate the West Palm Beach Convention Center District to create greater destination compression by leveraging new developments.

Leisure Sales

Boost domestic and international leisure visitation in key markets focused on niche communities celebrating the collection of experience and city campaigns through trade and marketing initiatives, enhance travel advisor education, strategic partnership and data driven targeting.

- Grow market share from targeted leisure travel trade segments.
- Expanded distribution channels to support brand awareness and market growth.
- Execute on enhanced travel trade opportunities and sales missions through partnership programs.
- Continue to empower travel advisors through educational opportunities and training.

Finance s HR

To achieve the destination and organization’s vision, mission, strategies, and program goals over the long term, we must ensure that the human, financial and information technology resources are adequately sustained. Additionally, we must continue to enhance Board governance, advocacy efforts, team engagement, and community leadership alignment to ensure the organization’s long-term relevance.

Corporate Culture and Talent Development

Ensuring that our organization's values and staff are constantly evolving and growing to meet current and future needs will be critical to accomplishing our mission. We are committed to offering our team the training and support needed to foster inspiration, stay motivated, and equipped with the latest education on topics related to our industry.

Finance

As indicated in the 2025 Destinations International DestinationNext Futures study, funding remains the most persistent—and precarious—challenge facing destination organizations today. This underlines the urgency of maintaining financial sustainability by advocating for the protection of tourism promotion funding, implementing prudent reserve policies, contingency planning, and exploring innovative non-contract revenue sources.

Destination Stewardship s Civic Engagement

Destination Stewardship paired with Civic Engagement preserves our unique sense of place while actively involving residents, civic leaders, and stakeholders. This balanced approach ensures tourism strengthens vibrant communities, protects what makes The Palm Beaches special, and builds shared understanding of their value for future generations; while elevating the role of residents equal to visitors as essential contributors to the destination's success.

- Demonstrating how Destination Stewardship is essential to sustainable tourism—protecting the natural environment, cultural identity, and local character that define The Palm Beaches—while promoting balance between resident quality of life and visitor experiences.
- Elevating the tourism industry's role as a collaborative economic engine by aligning efforts across all TDC agencies and Partners to drive smart, balanced and community-conscious growth.
- Deepening relationships with residents, civic leaders, and emerging industries through meaningful outreach, listening, and partnerships—reflecting our long-term commitment to civic participation, community well-being, and tourism education.
- Elevating the Certified Tourism Ambassador (CTA) Program: A Long-Term Commitment to Stakeholder Engagement s Visitor Excellence.
- Support Stewardship of Tourist Development Tax (TDT) Dollars While Exploring Future Funding Solutions.
- Build brand awareness of DTPB by forming new alliances and maintaining current partnerships through the Community First approach.
- Expand the City Collection and marketing campaigns by collaborating with city partners to highlight how we share our home with visitors.
- Identify and develop new avenues for collaboration to provide dynamic workshops and events focused on business and tourism education.
- Enhance collaboration with community organizations and municipalities to ensure shared resources and benefits.

- Improve coordination with current workforce development programs and raise awareness of career opportunities in the hospitality and tourism industry through strategic partnerships and focused outreach efforts.

Business Intelligence, Research and Destination Development

Business Intelligence and research provides data, infrastructure, analytics, visualization, and reporting for DTPB, partners and stakeholders to leverage insights and trends derived from core research strategies and initiatives deployed by DTPB. The goal is to improve decision making, increase efficiency and maximize return on investment.

Destination development is the strategic art of shaping and enhancing places to deliver exceptional visitor experiences and drive community economic vitality. It prioritizes creative placemaking, meaningful community collaboration, and innovative tourism investments to build vibrant and resilient destinations.

- Continuously monitor broader economic and geopolitical developments that could impact travel demand, and proactively develop contingency strategies to mitigate potential disruptions.
- Leverage capabilities within the MarTech stack to integrate enhanced features and performance within Destination Demand™ expanding the product ecosystem beyond destination-wide performance monitoring.
- Enhance economic impact story and attribution metrics to assess effectiveness of targeted segments and performance by lodging category.
- Lead the Strategic Planning process through the integration of Tourism Master Plan recommendations, analysis of the recently completed strategic plan, and the latest market trends.
- Continue to advocate for future Convention Center District development by assisting with future research needs and market trends.
- Continue to monitor Resident Sentiment to evaluate effectiveness of key initiatives targeted to increase sentiment in specific cities and demographics.
- Continue to communicate the importance of tourism and destination promotion through “Road Show” presentations among new audiences outside traditional stakeholder groups.

EXHIBIT B
Vendor Spending Summary
Discover The Palm Beaches

Vendor List FY 2026

Row Labels	\$2,000,000
Meta Platforms	\$1,250,000
Zimmerman Agency	\$900,000
Basis Global Technologies	\$850,000
Adswerve	\$650,000
Gloogle	\$500,000
PGA Tour	\$500,000
Wellcoming	\$425,000
Comcast Cable Communications	\$400,000
Outfront Media	\$400,000
Travelscape	\$350,000
Visit Florida	\$300,000
Clear Channel Outdoor	\$251,250
Brightline	\$250,000
The Boca Raton	\$250,000
Brand USA	\$225,000
PCMA Services	\$200,000
Priceline	\$200,000
ASAE	\$200,000
TripAdvisor	\$200,000
MMGY Global Events	\$200,000
Nativo	\$200,000
Tucan Media Marketing	\$200,000
Simon Data	\$150,000
Martiz Global Events	\$150,000
Arivareps Brasil	\$150,000
Madden Media	\$150,000
LMG Management	\$150,000
Microsoft Online	\$150,000
Conde Nast Traveler	\$150,000
Good Karma Broadcasting	\$150,000
Skyline Displays	\$150,000
Transparent Media Partners	\$150,000
IMEX America	\$125,600
Spectrum Reach	\$125,000
MNI Targeted Media	\$125,000
Simpleview	\$125,000
Alpha Transportation Services	\$125,000
Cvent	\$125,000
International Association of Exhibitions & Events	\$101,000
Michelin North America	\$101,000
Ampersand	\$101,000
The Nielsen Company	\$101,000
	\$13,555,850