

Meeting Date
October 21, 2014



AGENDA	
Section	Consent
Item No.	II.C.3

AGENDA REPORT
BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS

SUBJECT:	Approval of Tourist Development Council (TDC) FY 2014-15 Advertising Media Plan and Purchase Orders for Ad Placement, Production and Promotion Costs Over \$100,000.
DEPT/OFFICE:	Tourism Development Office (TDO)

Requested Action:

It is requested that the Board approve the proposed FY 2014-15 advertising media plan and authorize the TDO Executive Director and the County Manager or designee to negotiate advertising rates and execute agreements with the vendors. It is further requested that the Board approve staff to execute purchase orders to vendors for ad placement, production and promotion costs over \$100,000 as recommended by the County Manager.

Summary Explanation & Background:

The Tourism Development Office has prepared the attached media plan for FY 2014-15 in the amount of \$2,050,000, with additional funding of approximately \$250,000 from cooperative partner contributions. The TDC Marketing Committee and TDC at their September 25, 2014 meeting, unanimously approved the plan. The media plan will remain flexible as market demands may cause changes to the plan throughout the fiscal year.

The TDO has secured commitments from cooperative advertising partners throughout the county and awaiting confirmation on additional partners, which translates to larger ad buys at a reduced cost to all participants. Our partners include Kennedy Space Center, Port Canaveral, Melbourne Int'l Airport, Ron Jon Surf Shop, Cocoa Beach Hotel Association, Port Canaveral, Space Coast Golf Association, I-95 Hotel Association and awaiting commitments from , the Cities of Cocoa, Palm Bay and Titusville.

Some of the co-ops included in the FY 14-15 plan are the Official Florida Vacation Guide, broadcast and cable television, billboards, digital campaigns, and a campaign with the Melbourne Airport to support Elite Air's new flights from Washington D.C. area. The TDC may pay for the ads up front and seek reimbursement from the advertising partners. The total cost of the co-ops range from a few thousand dollars to \$250,000 or more, depending on the number of partners.

It is requested that the Board authorize the TDO Executive Director and County Manager or designee to negotiate and enter into agreements with the advertising vendors and authorize purchase orders for advertising placement and promotional costs over \$100,000. The total estimated TDC media advertising budget for FY 204-15 includes production costs with local advertising agencies: McBride Marketing Group and Brandt Ronat; and does not include the co-op partners' contributions.

Fiscal Impact FY 14-15: Current TDO Media budget is \$2,050,000. Additional estimated co-op funding of \$250,000 from industry partners. TDO will match their cost with \$250,000 in advertising in the Media budget. Funding is in the Promotion and Advertising Fund 1441-293000-5480000. TDO may pay vendor and request reimbursement from co-op partners. 100% of funds are derived from the 5% tourist development tax on hotel/motel stays and not from local property taxes.

Contact: Rob Varley, Executive Director at 433-4470

Clerk to the Board instruction:

Exhibits Attached: Proposed FY 2014-15 Media Plan

Contract /Agreement (If attached):	Reviewed by County Attorney	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
County Manager's Office	Department				PR <input type="checkbox"/>
Stockton Whitten, County Manager	Rob Varley, TDO Executive Director				



Tammy Etheridge, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

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October 22, 2014

M E M O R A N D U M

TO: Rob Varley, Tourism Development Office Executive Director

RE: Item II.C.3., Tourist Development Council (TDC) FY 2014-2015 Advertising Media Plan and Purchase Orders for Ad Placement, Production, and Promotion Costs Over \$100,000

The Board of County Commissioners, in regular session on October 21, 2014, approved FY 2014-2015 Advertising Media Plan; authorized the TDO Executive Director and the County Manager, or designee, to negotiate advertising rates and execute agreements with the vendors; and approved staff to execute purchase orders to vendors for ad placement, production, and promotion costs over \$100,000, as recommended by the County Manager.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS
SCOTT ELLIS, CLERK

Tammy Etheridge

Tammy Etheridge, Deputy Clerk

cc: Contracts Administration
County Manager
Finance
Budget

Space Coast Office of Tourism
 October 2014 - September 2015
 9/17/2014
 Magazine

MEDIA SCHEDULE	October '14	November	December	January '15	February	March	April	May	June	July	August	September	NET TOTAL
Spring Family Travel - SE Integr w/ social plus online leads AL,FL,GA,MS,OH,TN,IA,LA Compass					\$7,446 1/6 H 4C BHG,FF ***	FamCir, More							\$7,446
Spring Fam Trvl Mid-Atlantic Integr w/ social plus online leads NC,SC,KY,VA,OH,MD,PA & DC Circ: 700k Compass					\$5,351 1/6 H 4C BHG ***		FC,More & Rdbk						\$5,351
Oprch Magazine - SE Print with Digital Component					\$9,510 1/6 V 4C ***								\$9,510
Madden													
Hurst VF Spring Section Digital Component FL,GA,NC,SC,TN,AL,LA HWTG							\$6,726 1/6p 4C CL, GH, WD ***						\$6,726
AAA Go Magazine Metro New York							\$3,655 1/6p 4C ***						\$3,655
381K													
VF FL for Families Co-op Fam Cir, Parents, Family Fun AL,FL,GA,KY,MS,NC,SC,TN,VA Circ: 1.7M Mereditth								\$8,988 lg Broch 4c ***					\$8,988
VF Summer Fam Getaway Integrated w/ digital AL,GA,TN,FL,LA, NC Circ: 300k Compass									\$7,400 1/3 p More, Everyday ***				\$7,400
VF Summerline in Florida In-State BHG, FC Circ: 612k Mereditth									\$6,357 TV, Df 4c ***				\$6,357
Autumn Travel to the SE												\$5,500 1/3 p 4c More, Everyday	\$5,500
Circ: 200k Compass													\$0
SUB-TOTAL	\$0	\$0	\$0	\$0	\$22,507	\$0	\$10,381	\$8,988	\$13,957	\$0	\$0	\$5,500	\$61,333

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CLIENT: Space Coast Office of Tourism
 PERIOD: October 2014 - September 2015
 DATE: 9/17/2014
 MEDIA: Newspaper

MEDIA SCHEDULE	October '14	November	December	January '15	February	March	April	May	June	July	August	September	NET TOTAL
VF FL Reflections Multi-Media Winter Insert email blast, digital edition Circ: 700k Madden				\$9,316 1/8p 4c ***									\$9,316
VF Winter Out-of-State Integrated with digital Digital Component Print circ: 700k Collinson					\$5,156 1/8p 4c ***								\$5,156
VF In-State Spring Insert Integrated with digital Geo-Igt Print circ: 700k Collinson							\$5,156 1/8p 4c Runs 4/19 ***						\$5,156
VF Florida Reflections Media Summer Insert email blast, digital edition Circ: 700k Madden									\$9,316 1/8p 4c ***				\$9,316
VF Summer In-State Integrated with digital 2M impress. 2k opt-in leads Print circ: 700k geo Igt Collinson									\$5,156 1/8p 4c Run 6/8 ***				\$5,156
													\$0
SUB-TOTAL	\$0	\$0	\$0	\$9,316	\$5,156	\$0	\$5,156	\$0	\$14,472	\$0	\$0	\$0	\$34,100

VF Reflections: NY, Montreal, Toronto
 VF Spring and Summer Includes: Wolf Sl Journal RI, Boca, Clearwater, Ft Lauderdale, Ft Myers, Ft Pierce, Jax, Miami Naples, Ocala, Ok, Palm Bch, Port St Lucie St, Belle, Tall, Tampa, Vero, WFL
 VF Spring Out-of-State: AL, GA, KEMAS, NC, SC, TN, VA
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CLIENT: Space Coast Office of Tourism
PERIOD: October 2014 - September 2015
DATE: 9/17/2014
MEDIA: Out-Of-Home

MEDIA SCHEDULE	October '14	November	December	January '15	February	March	April	May	June	July	August	September	NET TOTAL
Billboards Co-op (cont.) Incl digitals: Feb-Dec '14 CBHA, Tyville, Cocoa, Palm Bay Total: \$410k	\$41,000 ***	\$41,000 ***	\$41,000 ***		\$41,000 est. w/ co-op	\$41,000	\$41,000	\$41,000	\$41,000	\$41,000	\$41,000	\$41,000	\$123,000
Billboards Co-op Incl digitals: 10 mo Feb - Dec '15 Co-op lbd Total: \$410k				\$800 est.	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$328,000
Orlando In-room video													\$5,600
Via FL Welcome Center Brochure distribution at 5 cts Duratrans at I-95 and I-75 Visit FL	\$360 ***	\$360 ***	\$360 ***	\$360 ***	\$360 ***	\$360 ***	\$360 ***	\$360 ***	\$360 ***	\$360 ***	\$360 ***	\$358 ***	\$4,318
FL Turnpike Service Plazas Brochure distribution	\$400 ***	\$400 ***	\$600 ***	\$600 ***	\$600 ***	\$600 ***	\$600 ***	\$600 ***	\$600 ***	\$600 ***	\$600 ***	\$600 ***	\$7,200
Kennedy ***													\$0
													\$0
													\$0
SUB-TOTAL	\$41,960	\$41,960	\$41,960	\$1,760	\$42,560	\$42,560	\$42,560	\$42,560	\$42,560	\$42,560	\$42,560	\$42,558	\$468,118

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CLIENT: Space Coast Office of Tourism
 PERIOD: October 2014 - September 2015
 DATE: 9/17/2014
 MEDIA: Broadcast

MEDIA SCHEDULE	October '14	November	December	January '15	February	March	April	May	June	July	August	September	NET TOTAL
Florida Television Orlando, Tampa, WPB News	\$21,502 2 Wks. ***	\$21,502 2 Wks. ***	\$21,502 2 Wks. ***	\$21,502 2 Wks. ***	\$10,751 1 Wk. ***	\$43,004 4 Wks. ***	\$32,253 3 Wks. ***	\$21,502 2 Wks. ***	\$32,253 3 Wks. ***	\$21,502 2 Wks. ***	\$32,253 3 Wks. ***	\$20,000 ***	\$299,526 26 Weeks
Fall Promo Radio Orlando and Tampa stations to be determined Plus promotions	***	\$15,000 ***	***	***	***	***	***	***	***	***	***	***	\$15,000
Addictive Fishing TV Sun Sports, The Sportsman Channel: min 2 shows on SC Blair Wiggins host MPI	***	***	***	\$2,678 ***	***	\$2,008 ***	***	\$2,009 ***	***	\$2,008 ***	***	\$2,009 ***	\$10,712
Special Event Radio	***	***	***	\$8,000 ***	\$8,000 ***	\$8,000 ***	\$8,000 ***	\$8,000 ***	***	***	***	***	\$40,000
Summer Promo Radio	***	***	***	***	***	***	***	***	\$15,000 ***	***	***	***	\$15,000
	***	***	***	***	***	***	***	***	***	***	***	***	\$0
	***	***	***	***	***	***	***	***	***	***	***	***	\$0
	***	***	***	***	***	***	***	***	***	***	***	***	\$0
SUB-TOTAL	\$21,502	\$36,502	\$21,502	\$32,180	\$18,751	\$53,012	\$40,253	\$31,511	\$47,253	\$23,510	\$32,253	\$22,009	\$380,238

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CLIENT: Space Coast Office of Tourism
 PERIOD: October 2014 - September 2015
 DATE: 9/17/2014
 MEDIA: Cocoa Beach Hotel Association - 1

MEDIA SCHEDULE	October '14	November	December	January '15	February	March	April	May	June	July	August	September	NET TOTAL
Outdoor Billboards	\$50,000												\$50,000
Digital	\$15,000												\$15,000
Broadcast Media	***												\$0
Print													\$0
													\$0
													\$0
Other/TBD	\$40,000												\$40,000
													\$0
SUB-TOTAL	\$125,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$125,000

CLIENT: Space Coast Office of Tourism
 PERIOD: October 2014 - September 2015
 DATE: 9/17/2014
 MEDIA: Sports / Events

MEDIA SCHEDULE	October '14	November	December	January '15	February	March	April	May	June	July	August	September	NET TOTAL
Tea Times Co-op Brevard County Parks & Rec	\$1,175 PP 4c												\$1,175
Sports Event tri-casting Various events Incl. :30 destination spot Space Coast Sports	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$4,800
Addictive Fishing TV Show See Broadcast	***	***	***	***	***	***	***	***	***	***	***	***	\$0
Nationals Baseball Suite Rental for Media/Sports					\$1,350								\$1,350
Nationals Baseball Advertising fbid				\$7,500	\$7,500								\$15,000
SC Golf Association 50/50 co-op Tea-times, brochure print					\$4,000			\$4,000			\$4,000		\$12,000
Sports Event Funding See Special Events \$125,000 Marathons, Triathlons, Cycling, Boat Races					***			***			***		\$0
SUB-TOTAL	\$1,575	\$400	\$400	\$7,900	\$13,250	\$400	\$400	\$4,400	\$400	\$400	\$4,400	\$400	\$34,325

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CLIENT: Space Coast Office of Tourism
 PERIOD: October 2014 - September 2015
 DATE: 9/17/2014
 MEDIA: International

MEDIA SCHEDULE	October '14	November	December	January '15	February	March	April	May	June	July	August	September	NET TOTAL
Best of America (Canada) NP Insert: 4 mo multi-media Ontario, Quebec circ.: 400k Madden	\$6,000 1/2 p 4C Run Oct 4 ***												\$6,000
Canada - CAA Magazine VF Co-op w KSC; Ontario Atlantic provinces; Wini Iss NF circ 1.6M			\$14,367 1/4 p TDC 1/4 p KSC ***	-\$7,000 co-op									\$7,367
Travel Courier - Sweeps! Canadian Travel Agents Co-op		\$3,500											\$3,500
Baxter TV Media University of VisitFlorida Canadian TV Agmt Training On-going		***		\$1,500									\$1,500
Canadian Cde to Florida Co-op RonJon, KSC Canadian Traveller ACT				***	-\$4,950 2p sprd co-op								\$2,950
Tour Operators: UK, Ireland Virgin Holidays, Funway, Hayes & Jarvis, Tour America, Stella, Thomas Cook				***	\$25,000 Co-op KSC	\$5,000 Co-op KSC		\$5,000 Co-op KSC					\$40,000
Tour Operators - Germany America Unlimited, CANUSA, Neckerman Resident, Meiers				***	***	***		***					\$20,000
Tour Operators - Latin Am. TBD				***	\$5,000			***	\$5,000				\$10,000
SUB-TOTAL	\$6,000	\$3,500	\$14,367	\$44,450	\$3,000	\$5,000	\$0	\$10,000	\$5,000	\$0	\$0	\$0	\$91,317

Best of American (BOA); Toronto Star, Windsor Star, Ottawa Citizen, Hamilton Spectator/Niagara Area, London Free Press; Addtl: Direct mail to CAA; Travel Advisors in 67 locations in Eastern Canada on Oct 6; e-mail: 25,000 emails; SEM 8.2MM Impressions; 5,233 min leads

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CLIENT: Space Coast Office of Tourism
 PERIOD: October 2014 - September 2015
 DATE: 9/17/2014
 MEDIA: Special Events

MEDIA SCHEDULE	October '14	November	December	January '15	February	March	April	May	June	July	August	September	NET TOTAL
Space Coast Fun Guide Events Calendar - 5pp	\$730	\$730	\$729	\$729	\$729	\$729	\$729	\$729	\$729	\$729	\$729	\$729	\$8,750
Hidden Gems SC Fun Guide 2pp	***	***	***	***	***	***	***	***	***	***	***	***	\$6,000
Hidden Gems Campaign SEM / Display, FB Website	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$9,000
Arts & Algorithms Gulf Breeze Renaissance Assoc.	\$15,000	***	***	***	***	***	***	***	***	***	***	***	\$30,000
Special Event Funding \$150,000 awarded \$125,000 events and \$25,000 Historical Society	***	***	***	***	***	***	***	***	***	***	***	***	\$0
													\$0
													\$0
													\$0
													\$0
SUB-TOTAL	\$16,980	\$1,980	\$1,979	\$1,979	\$1,979	\$1,979	\$1,979	\$1,879	\$1,979	\$1,979	\$1,979	\$16,979	\$53,750

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BUDGET SUMMARY

CLIENT: Space Coast Office of Tourism
 PERIOD: October 2014 - September 2015
 DATE: 9/12/2014

Division	OCT '14	NOV	DEC	JAN '15	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	NET TOTAL	MEDIA MIX
DIRECTORY	\$0	\$0	\$0	\$33,588	(\$519)	\$0	\$0	\$1,850	\$0	\$1,500	\$3,500	\$0	\$39,919	2%
MAGAZINE	\$0	\$0	\$0	\$0	\$22,507	\$0	\$10,381	\$8,988	\$13,957	\$0	\$0	\$5,500	\$41,333	3%
NEWSPAPER	\$0	\$0	\$0	\$9,316	\$5,156	\$0	\$5,156	\$0	\$14,472	\$0	\$0	\$0	\$34,100	2%
DIGITAL	\$25,840	\$25,840	\$21,840	\$43,340	\$28,419	\$28,840	\$31,419	\$34,840	\$37,419	\$25,777	\$16,840	\$16,840	\$337,254	16%
OUT-OF-HOME	\$41,960	\$41,960	\$41,960	\$1,760	\$42,560	\$42,560	\$42,560	\$42,560	\$42,560	\$42,560	\$42,560	\$42,558	\$468,118	23%
BROADCAST	\$21,502	\$36,502	\$21,502	\$32,180	\$18,751	\$53,012	\$40,253	\$31,511	\$47,253	\$23,510	\$32,253	\$22,009	\$380,238	19%
COCOA BCH HA	\$125,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$125,000	6%
1-95 HOTEL ASSOC	\$36,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$36,000	2%
SPORTS	\$1,575	\$400	\$400	\$7,900	\$13,250	\$400	\$400	\$4,400	\$400	\$400	\$4,400	\$400	\$34,325	2%
INTERNATIONAL	\$6,000	\$3,500	\$14,367	\$44,450	\$3,000	\$5,000	\$0	\$10,000	\$5,000	\$0	\$0	\$0	\$91,317	4%
GROUP AND TRADE	\$0	\$0	\$395	\$0	\$0	\$0	\$0	\$0	\$0	\$195	\$395	\$0	\$985	0%
SPECIAL EVENTS	\$16,980	\$1,980	\$1,979	\$1,979	\$1,979	\$1,979	\$1,979	\$1,979	\$1,979	\$1,979	\$1,979	\$16,979	\$53,750	3%
Contingency														0%
Ad Production	\$18,000	\$20,000	\$20,000	\$25,000	\$30,000	\$30,000	\$25,000	\$25,000	\$25,000	\$25,000	\$20,000	\$20,000	\$283,000	14%
TOTAL	\$292,857	\$130,182	\$122,443	\$199,513	\$165,103	\$161,791	\$157,148	\$161,128	\$188,040	\$120,921	\$121,927	\$124,286	\$2,045,339	100%