



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Community Services Group

J.1.

8/16/2022

Subject:

Approval, re: Tourist Development Office (TDO) Proposed FY2022-23 Marketing & Media Plan, approval for the TDO Director to make Vendor Selections, Negotiate and Execute Agreements with Media and Advertising Vendors and contract extension with &Barr for advertising services

Fiscal Impact:

FY2022-2023 Marketing & Media Plan \$9,779,982.00 (Fund 1441)/Disaster Funds \$1,282,542.00 (Fund 1444)

Dept/Office:

Tourism Development Office

Requested Action:

It is requested that the Board of County Commissioners:

- (1) approve the attached proposed FY2022-2023 Marketing & Media Plan for the Tourism Development Office (TDO) in the total amount of \$9,779,982.00, including the selection of the media vendors listed in the presentation.
- (2) It is requested that the Board approve the TDO Director to have the ability to select media and advertising vendors without a bid process, thus waiving Procurement Policy BCC-25, as well as negotiate and execute contracts, contract amendments, and any necessary contract extensions, with such vendors, upon review and approval by the County Attorney's Office, Risk Management, and Purchasing Services in accordance with Administrative Order AO-29, up to and exceeding \$100,000.
- (3) It is also requested the Board approve the ability for the TDO to receive and accept revenue from cooperative advertising partners and grants from organizations (such as the Florida Sports Foundation).
- (4) It is further authorized that the TDO Director be able to access Disaster Funds (Fund 1444) in the event of a state or local emergency declaration, natural or man-made disaster for the purposes of advertising/marketing/promotional costs of up to and exceeding \$100,000.
- (5) The Board approves and authorizes the Tourism Director to sign the renegotiated agency contract with &Barr for 3 years through September 30, 2025, upon review and approval by the County Attorney's Office, Risk Management and Purchasing Services.

Summary Explanation and Background:

The Tourism Development Office (TDO) has prepared the attached proposed Marketing & Media Plan for FY2022-23 in the total amount of \$9,779,982.00. The TDO Marketing & Media plan will remain flexible, and strategically built through seasonal campaigns and marketing partnerships, as market demands may cause changes to the plan throughout the fiscal year. To that end, it is important that the TDO Department Director have the flexibility to choose media and advertising vendors without going through a formal bid process, thus waiving Procurement Policy BCC-25, and negotiate and execute agreements with such vendors, upon review and approval by the County Attorney's Office, Risk Management, and Purchasing Services in accordance with Administrative Order AO-29, up to and exceeding \$100,000.00. The Tourism Development Council (TDC) unanimously approved this plan on July 27, 2022.

The TDO, when possible, uses unique cooperative advertising partners throughout the county, which translates to larger ad buys and representation; reduced trade shows and sales mission expenses are also realized. This allows a cooperative advertising program to share expenses between the business or entity and the TDO. Sometimes the TDO buys ads or media up front to include the Visit Florida guide and the Tourism Vacation Planner, as well as other programs and then seek reimbursement from partners. It also produces a visitor's guide and seeks partners to help offset the costs of that guide. Some of our partners are the Kennedy Space Center Visitors Complex, Port Canaveral, Melbourne International Airport, City of Cocoa Beach, City of Titusville, City of Palm Bay, City of Melbourne, Cocoa Beach Hotel Motel Association, and Brevard Zoo, among others.

Some of the various types of advertising, marketing, and promotional initiatives in the FY2022-23 marketing & media plan are: vinyl and digital billboard campaigns throughout Florida and other targeted states; various signage and video at Orlando International Airport; television and streaming video broadcasts; visitor website enhancements; radio and streaming radio advertising; geo-targeted and traffic-focused digital advertising; search engine marketing; public relations; sports grant program; international marketing through Brand USA and other vendors; and strategic marketing partnerships. The goal of these Space Coast marketing initiatives is to draw state, national and international tourists and visitors so they can personally experience Brevard County. This also includes funding for research projects as defined in the attached PowerPoint of the marketing plan. Also, sports grants, as mentioned above, promote athletic events and draw tourists. They are awarded through an application process and tiered scoring by the TDC Sports Committee and then sent to be approved by the TDC and the Board. Partial sports grant reimbursement from the Florida Sports Foundation (FSF) or other entities is received by the TDO.

As in previous Fiscal Years, the Board requested action authorized the Tourism Director to select vendors without a bid process, thus waiving the County Procurement Policy BCC-25, as well as negotiate and execute contracts, contract amendments, and any necessary contract extensions, with such individual marketing and media vendors, upon review and approval by the County Attorney's Office, Risk Management, and Purchasing Services in accordance with Administrative Order AO-29, up to and exceeding \$100,000.00.

Note: the advertising agency, & Barr, was selected through an RFP process and many media vendors used to flow through this contract which followed an extensive review. This contracted relationship has been renegotiated and includes an annual fee of \$936,000.00 for 7,200 hours annually for the next 3 years (through September 30, 2025) which is a reduced amount overall from the previous year's contract which was a combination of hours (2,862) and a 15% percent commission of media (\$1,009,560.00). This amount includes creative, production, account management, website hosting and maintenance, analytics/reporting, media services, and administration.

Types of media include digital, radio, cable and streaming TV, radio and streaming radio, and print ads. It is also requested the Board allow the TDO to receive money through the above cooperative advertising agreements and other revenue such as grants from the Florida Sports Foundation. The total estimated marketing & media advertising budget for FY2022-23, including production costs, is \$8,736,328 and the total plan is for the \$9,779,982.00 mentioned above.

This agenda also requests that during a declared state of emergency (County and/or State) the TDO Director, or County Manager, be able to access Disaster Funds (Fund 1444) in the event of a natural or man-made disaster or emergency for the purposes of advertising/marketing/promotional costs of up to and exceeding \$100,000. These funds have been designated for this purpose and should be used to help with recovery in the event of a state of emergency or natural or manmade disaster. The fund balance in the disaster fund is \$1,282,542.00 for 2022-23.

Clerk to the Board Instructions:

J.1.

8/16/2022

Please send Board memo to Director, Tourism Development Office



August 17, 2022

MEMORANDUM

TO: Peter Cranis, Tourism Development Office Director

RE: Item J.1., Approval for Tourist Development Office (TDO) Proposed FY2022-23 Marketing & Media Plan, Approval for the TDO Director to make Vendor Selections, Negotiate and Execute Agreements with Media and Advertising Vendors and Contract Extension with &Barr for Advertising Services

The Board of County Commissioners, in regular session on August 16, 2022, approved the proposed FY2022-2023 Marketing & Media Plan for the TDO in the total amount of \$9,779,982.00, including the selection of the media vendors listed in the presentation; approved you to have the ability to select media and advertising vendors without a bid process, thus waiving Procurement Policy BCC-25, as well as negotiate and execute contracts, contract amendments, and any necessary contract extensions, with such vendors, upon review and approval by the County Attorney's Office, Risk Management, and Purchasing Services in accordance with Administrative Order AO-29, up to and exceeding \$100,000; approved the ability for the TDO to receive and accept revenue from cooperative advertising partners and grants from organizations (such as the Florida Sports Foundation); authorized you be able to access Disaster Funds (Fund 1444) in the event of a state or local emergency declaration, natural or man-made disaster for the purposes of advertising/marketing/promotional costs of up to and exceeding \$100,000; approved and authorized you to sign the renegotiated agency contract with &Barr for three years through September 30, 2025, upon review and approval by the County Attorney's Office, Risk Management, and Purchasing Services.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

A handwritten signature in cursive script that reads "Kimberly Powell".

Kimberly Powell, Clerk to the Board

/pp

cc: County Manager
County Attorney
Finance
Budget



Space Coast

F L O R I D A

**Brevard County Board of County
Commissioners
Tourism Development Office
2022/2023 Marketing Plan**

FY22 DESTINATION HIGHLIGHTS

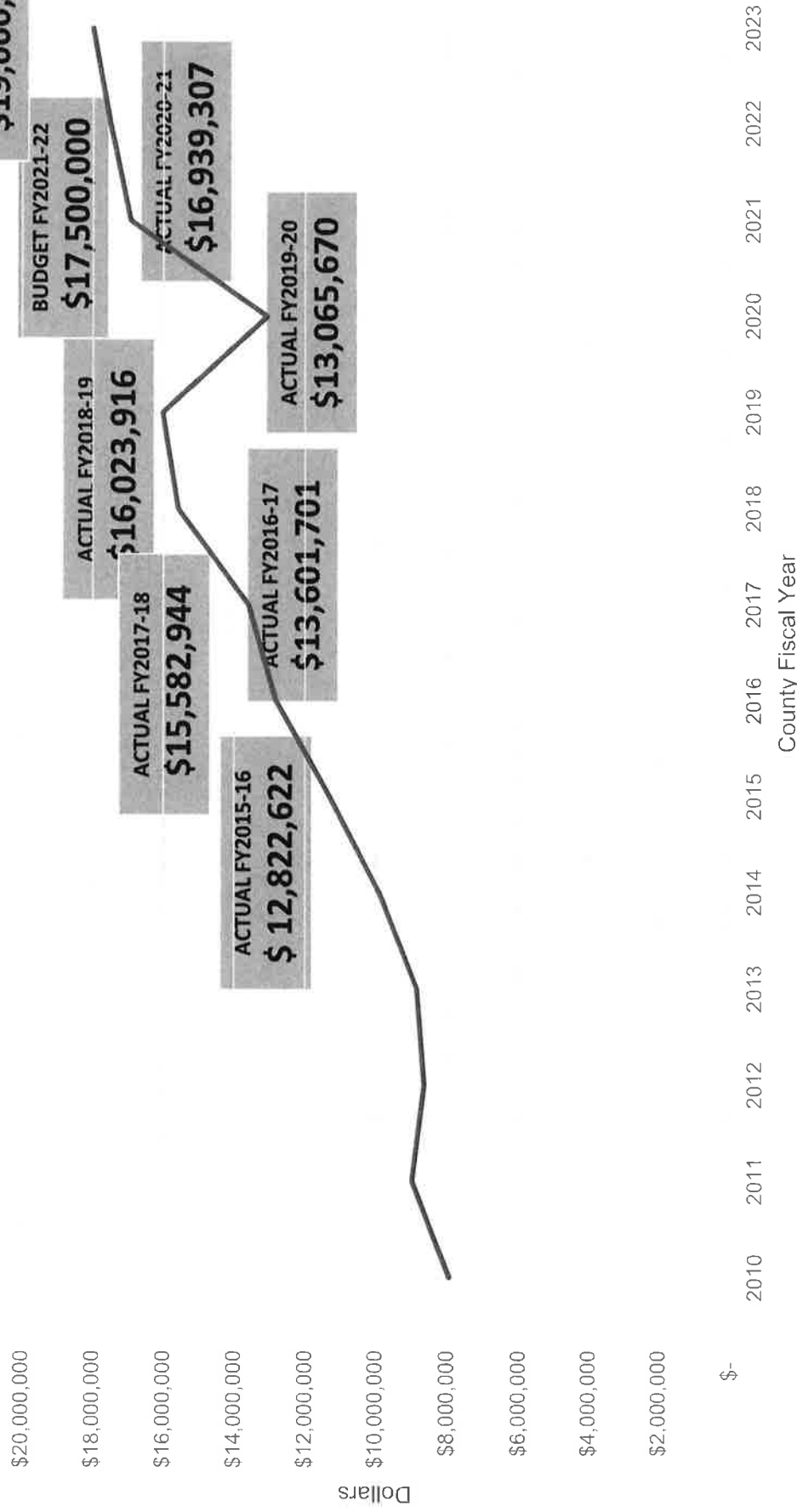
- “Space Coast Office of Tourism hits 12th consecutive record month; March highest TDT collection in history”
- “Florida’s Space Coast solidifies position as America’s Launch Pad in 2021 (31 launches from the Space Coast)”
- Port Canaveral: Best Cruise Port (Ranking 3rd) by Global Traveler readers & Best Cruise Homeport in the US by Cruise Hive.
- Brevard Zoo: USA Today 10Best Reader’s Choice 2022, Best Zoo (Ranking: 4th).
- “With UK airline TUI, Melbourne Orlando International Airport welcomes first transatlantic flight”
- “Gateway: The Deep Space Launch Complex lands at Kennedy Space Center Visitor Complex”
- 16 of the best places you should travel this summer in the US and abroad (Florida’s Space Coast, bioluminescence) – **Insider**
- 38 Best Family Vacations That Will Please All Travelers, from Babies and Toddlers to Teens (Cocoa Beach) – **Good Housekeeping**
- The Best Beaches in Florida (Cocoa Beach) – **Thrillist**
- 21 Summer Vacation Ideas the Whole Family Will Love (Florida’s Space Coast) – **Oprah Daily**
- 7 Beautiful Beaches Near Orlando (Cocoa Beach & Canaveral National Seashore) – **Travel Awaits**
- The Most Popular Summer Travel Destinations for Americans This Year (Space Coast) – **Travel + Leisure**



Budget

FY 2022-2023 TDT BUDGET

Space Coast Tourist Development Tax By FY



FUND 1441 – PROMOTION / ADVERTISING BUDGET - REVENUES

Fund 1441 – Promotion & Advertising

REVENUES:	<u>FY2021/22</u>	<u>FY2022/23</u>
TDT Allocation (25% of first 2 cents and 100% of 5 th cent)	\$4,500,000	\$5,700,000
Intra-Transfer from Fund 1448 (rest of 4 th cent)	\$2,208,550	\$3,150,152
Fund 1441 Balance Forward	\$3,114,897	\$1,728,780
Earned Interest	\$5,000	\$4,750
Less 5% Statutory Reduction	\$(225,250)	\$(285,000)
Less Transfer Fund 1440 - Admin	\$(450,000)	\$(518,700)
Less Transfer to Fund 1444 - Disaster	\$(100,000)	\$0
TOTAL REVENUES	\$6,388,300 [\$9,053,197]	\$9,779,982

FUND 1441 – PROMOTION / ADVERTISING BUDGET - EXPENSES

Fund 1441 – Promotion & Advertising

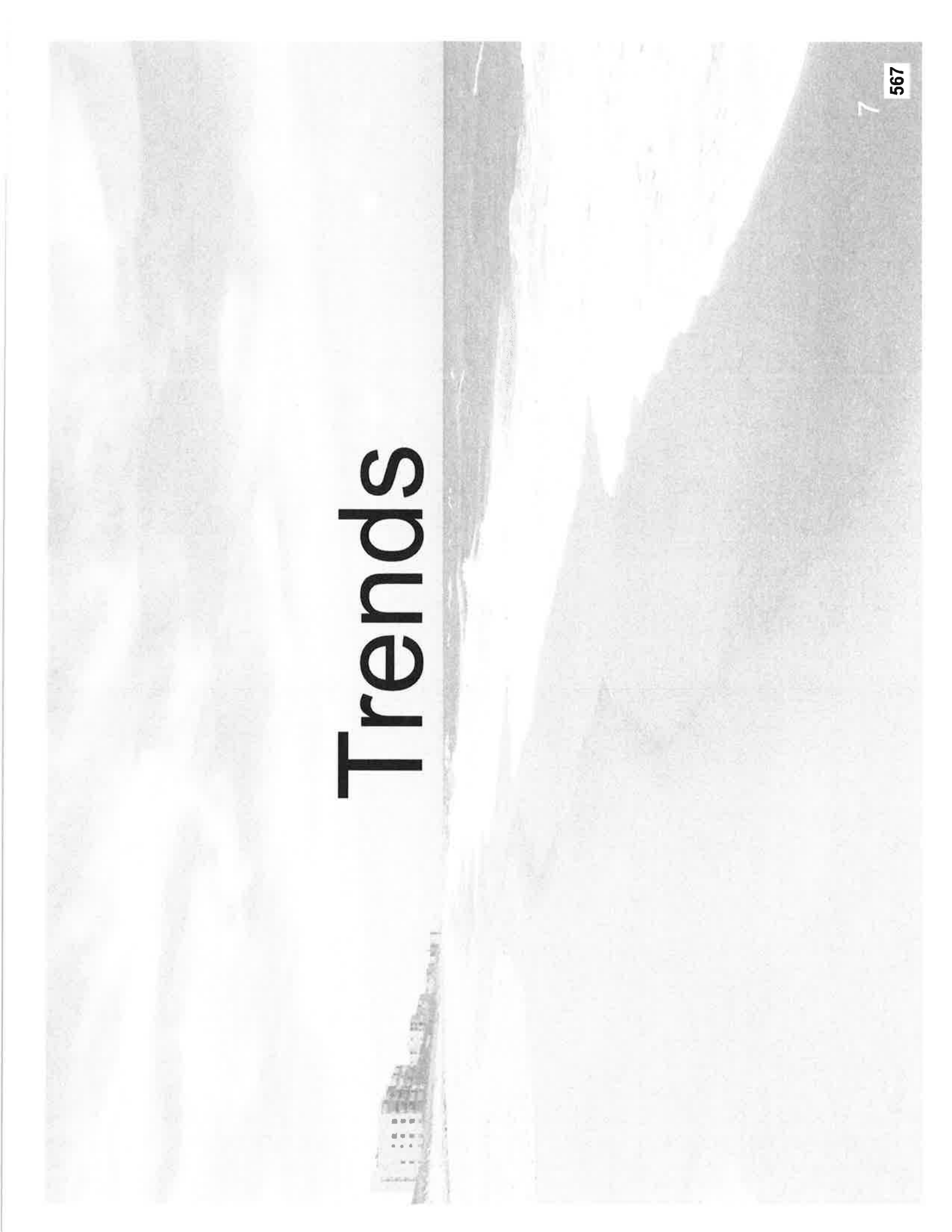
EXPENSES:	<u>FY2021/22</u>	<u>FY2022/23</u>
Promotional Activities	\$8,234,247	\$8,736,328
Visitor Website Maintenance	\$240,000	\$250,000
Media Relations	\$220,000	\$250,000
Sports Marketing	\$200,000	\$320,000
Travel Expenses	\$21,800	\$24,900
Membership Dues	\$18,500	\$27,754
Tax Collector	<u>\$118,650</u>	<u>\$171,000</u>
TOTAL EXPENSES	\$6,388,300 [\$9,053,197]	\$9,779,982



MARKETING DISASTER FUND BUDGET

Fund 1444 – Disaster Fund

REVENUE:	FY2021/22	FY2022/23
Earned Interest	\$5,000	\$5,000
Statutory Reduction 5%	(\$250)	(\$250)
Fund 1444 Balance Forward	\$1,172,792	\$1,277,792
Transfer from Marketing 1441	<u>\$100,000</u>	<u>\$0</u>
NET REVENUE:	\$1,277,542	\$1,282,542
EXPENSES:		
Restricted Reserves	<u>\$1,277,542</u>	<u>\$1,282,542</u>
TOTAL EXPENSES:	\$1,277,542	\$1,282,542



Trends

TOURIST DEVELOPMENT TAX (TDT)

- COVID brought County down from a Fiscal Year(FY)18/19 high (\$16M) to FY15/16 levels (\$13M).
- FY20/21 saw a rebound and increase to \$17M.
- FY21/22 is expected to exceed \$21M in TDT, a growth of over 23%.
- TDT for Hotel/Motel recovered to its previous level in 2021 compared to 2019.
 - 2022 Year To Date (YTD) grew 29%* .
- Short-term Vacation Rentals skyrocketed 61% in 2021 from 2019.
 - 2022 YTD grew over 93%* .

TDI

<u>Calendar Year</u>	<u>2019 TDI</u>	<u>2021 TDI</u>	<u>Diff. %</u>	<u>2019 YTD</u>	<u>2022 YTD</u>	<u>Diff %</u>
Brevard	16,483,583	18,816,836	14.2%	7,732,576	11,207,263	44.9%
Cocoa Beach	3,902,014	3,964,721	1.6%	2,102,889	2,365,833	12.5%
Cape Canaveral	2,016,540	2,085,251	3.4%	931,204	1,270,324	36.4%
Melbourne/Beaches	5,603,268*	5,438,076	-2.9%	2,661,457	3,226,460	21.2%
Hotel/Motel	12,366,073	12,280,567	-0.7%	5,683,121	7,320,568	28.8%
Vacation Rental	3,867,140	6,227,052	61.0%	1,923,304	3,716,013	93.2%

*May include some Palm Bay



LODGING DATA

- In 2021, Port passengers dropped nearly 48% from 2019.
- In 2020, hotel numbers dropped significantly due to COVID. In 2021, without the full return to cruising, County did not see full recovery of Occupancy (-12.4%), ADR (-3.7%), and RevPAR (-15.7%) to 2019 levels.
- Cocoa Beach and Cape Canaveral saw greater drops in Occupancy and RevPAR than the rest of the County.
- With cruising back, for the first five months of 2022, ADR jumped nearly 12.5%, and RevPAR increased more than 9.3% ahead of the same period in 2019.
- ADR and RevPAR have grown significantly YTD 2022 for all areas. Occupancy is still lagging in some areas due to inventory growth.

LODGING DATA

	<u>2019 Port Pax</u>	<u>2021 Port Pax</u>	<u>Diff. %</u>
	4,600,000*	2,400,000*	-47.8%
	<u>2021</u>	<u>2019</u>	<u>2021</u>
	<u>Occ.</u>	<u>ADR</u>	<u>RevPAR</u>
	<u>Diff. %</u>	<u>ADR</u>	<u>RevPAR</u>
Total Brevard	60.70%	118.06	81.81
		113.64	-3.7%
			68.93
			-15.7%
Cocoa			
Beach	52.10%	136.26	90.09
		144.94	6.4%
			75.51
			-16.2%
Cape			
Canaveral	60.50%	148.19	118.8
		137.45	-7.2%
			83.15
			-30.0%
Melbourne/ Beaches	70.2%	109.54	76.9
		108.05	-1.4%
			70.12
			-8.8%

*Port Canaveral Data

LODGING DATA

	<u>2022 YTD</u> vs. 2019 <u>YTD</u>	<u>2019</u> <u>Occ.</u>	<u>2022 YTD</u> <u>Occ.</u>	<u>Diff. %</u>	<u>2019</u> <u>ADR</u>	<u>2022</u> <u>YTD</u> <u>ADR</u>	<u>2019</u> <u>Diff. %RevPAR</u>	<u>RevPA</u> <u>R</u>	<u>2022</u> <u>YTD</u> <u>RevPA</u> <u>R</u>	<u>Diff. %</u>
Total										
Brevard		73.2%	71.1%	-2.9%	124.21	139.76	12.5%	90.92	99.37	9.3%
Cocoa										
Beach		71.1%	64.0%	-10.0%	144.12	172.30	19.6%	102.47	110.27	7.6%
Cape										
Canaveral		85.3%	74.3%	-12.9%	152.75	170.94	11.9%	130.30	127.01	-2.5%
Melbourne/ Beaches		74.0%	73%	-1.1%	116.39	130.45	12.1%	86.13	95.49	10.9%

INVENTORY/ROOM NIGHT DEMAND

- Hotel inventory grew almost 8% from the end of 2019 to the end of 2021.
- Cape Canaveral grew significantly + 36%.
- Anticipated inventory growth in 2022 is 5% and in 2023 will be almost 10%.
- From a Room Night Demand (RND) perspective, the County was at 2.3 million hotel rooms rented in 2019, went down to under 1.7 million in 2020, and were back up to 2.3 million in 2021.
- RND has grown 11.2% in 2022 YTD*.
- Despite cruising not fully back and significant growth in short-term vacation rentals, the County was able to rent as many hotel rooms as pre-COVID.
- Cocoa Beach was not able to return to pre-pandemic levels – mostly due to rooms being taken out of inventory at the International Palms. If they had been able to rent 100% of their inventory, CB would have been back.

INVENTORY

	<u>2019 Room Inventory</u>	<u>2021 Room Inventory</u>	<u>Diff. %</u>	<u>2019 Room Night Demand</u>	<u>2020 Room Night Demand</u>	<u>Diff. %</u>	<u>2021 Room Night Demand</u>	<u>Diff. %</u>	<u>Unavailabl e Inventory (IPR)</u>
Brevard	9908	10670	7.7%	2,325,239	2,391,680	-27.7%	2,322,296	38.2%	
Cocoa Beach	2432	2557	5.1%	586,587	356,876	-39.2%	475,621	33.3%	73,000-
Cape Canaveral	817	1112	36.1%	239,066	142,853	-40.2%	226,625	58.6%	91,250*
CB and CC	3249	3669	12.9%	825,653	499,729	-39.5%	702,246	40.5%	
Melbourne/ Beaches	4129	4347	5.3%	1,050,083	772,353	-26.5%	988,847	28.0%	

200-256 rooms out of inventory

INVENTORY

	<u>2019</u> <u>Room</u> <u>Inventory</u>	<u>2022 YTD</u> <u>Room</u> <u>Inventory</u>	<u>Diff. %</u>	<u>2019</u> <u>Room</u> <u>Night</u> <u>Demand</u>	<u>2022 YTD</u> <u>Room</u> <u>Night</u> <u>Demand</u>	<u>Diff. %</u>	<u>Unavailable</u> <u>Inventory</u> <u>(IPR)</u>
Brevard	9908	10734	8.3%	1,024,793	1,139,582	11.2%	
Cocoa Beach	2432	2557	5.1%	261,332	243,091	-7.0%	30,000-37,000*
Cape Canaveral	817	1112	36.1%	105,227	123,949	17.8%	
Melbourne/Beaches	4129	4424	7.1%	463,308	482,965	4.2%	

*200-250 rooms out of inventory

VACATION RENTALS

- Short-term Vacation Rentals inventory increased by 24% in 2021 and 31% in the first five months of 2022 compared to 2019.
- Demand (Units Rented) increased 5.3% to over 856,000 in 2021 and 18.6% in 2022 YTD*.
- Keeping pace with inventory growth and filling rooms will be one of the biggest challenges for the future.

VACATION RENTALS

	<u>2019 Airbnb/2021 Airbnb/</u>		<u>2019</u>		<u>2022 YTD</u>		
	<u>HAVRBO</u>	<u>HAVRBO</u>	<u>Airbnb/</u>	<u>Airbnb/</u>	<u>HAVRBO</u>	<u>HAVRBO</u>	
	<u>Inventory</u>	<u>Inventory</u>	<u>Inventory</u>	<u>Inventory</u>	<u>Inventory</u>	<u>Inventory</u>	<u>Diff. %</u>
Inventory	3,468	4,312	3,468	4,554			31.3%
Demand (Units	813,523	856,588	132,473	157,081			18.6%
Rented)							

A grayscale photograph of a coastal landscape. On the left, a building with a grid-like facade is visible. The right side of the image shows a body of water with a small boat. The title text is overlaid on the image.

Considerations & Strategies

KEY CONSIDERATIONS & STRATEGIES

SOURCE MARKETS

PAID CAMPAIGNS

INTERNATIONAL OUTREACH

STRATEGIC PARTNERSHIPS

INCREASE DESTINATION DEMAND FROM KEY SOURCE MARKETS

- Key source markets identified using Motionworks™ population movement intelligence analysis. Refine based on available data.
- Adjust spending in key markets to maximize Return On Investment (ROI).

INFLUENCE OVERNIGHT STAYS FROM KEY SOURCE MARKETS

- ROI analysis shows increased spending in farther away markets yields higher visitor spending and longer length of stay.
- Non-peak season travel trend, run longer campaigns to try & influence shoulder season.
- Proximity to Orlando, home to 6 of the world's top theme parks and OIA.
- Develop creative and messaging that distinguishes us from competitors.

EXPAND MARKET BASE TO TARGETED INTERNATIONAL LOCATIONS

- Ramp up marketing, media outreach and advisor education efforts in Canada, UK, Germany and selected European Countries.
- Obtained new international representation through Tricia Henson Consulting, Inc.

MAXIMIZE RELATIONSHIPS TO AMPLIFY CORE MESSAGES

- Port Canaveral will have 13 home ported ships by the end of 2022 and estimated to break 2019 record of 4.6 million cruisers (2.3 unique).
- MLB undergoes \$72M expansion, welcomed three new airlines and will see more than 150,000 passengers as TUI's Central Florida Hub.
- Work directly with airlines and cruise lines to amplify messages to their audiences.



KEY CONSIDERATIONS & STRATEGIES

EARNED & OWNED MEDIA

TRAVEL INDUSTRY

EXPAND RESEARCH

RESPONSIBLE GROWTH

OPPORTUNITY TO HIGHLIGHT UNIQUE FEATURES OF THE SPACE COAST AND WHY IT IS A TOP VACATION DESTINATION

- Coordinate and host media Familiarization (FAM) Tours showcasing the unique features of the Space Coast.
- Develop rich stories for international, national and regional media.
- Social media expansion including short form video, new platform TikTok and FAM tours for targeted content creators (Cruisers, family travel bloggers, etc).

RAISE AWARENESS OF FLORIDA'S SPACE COAST WITH TRAVEL ADVISORS AND TOUR OPERATORS

- Utilize remote and online education platforms to make connections with advisors.
- Attend key in person conferences.
- Coordinate and host FAM trips for travel advisors.

MAXIMIZE DATA TO OPTIMIZE EFFORTS

- Utilize analytics platforms to make data driven decisions & optimize campaigns.
- Review PRIZM Clusters and other booking data to identify and reach a higher end audience (help improve ADR & RevPAR).
- Conduct research studies including branding awareness, STR/Short-term vacation rental reports and visitor spending analysis.

LONG-TERM PLANNING THAT HAS A POSITIVE IMPACT ON THE DESTINATION

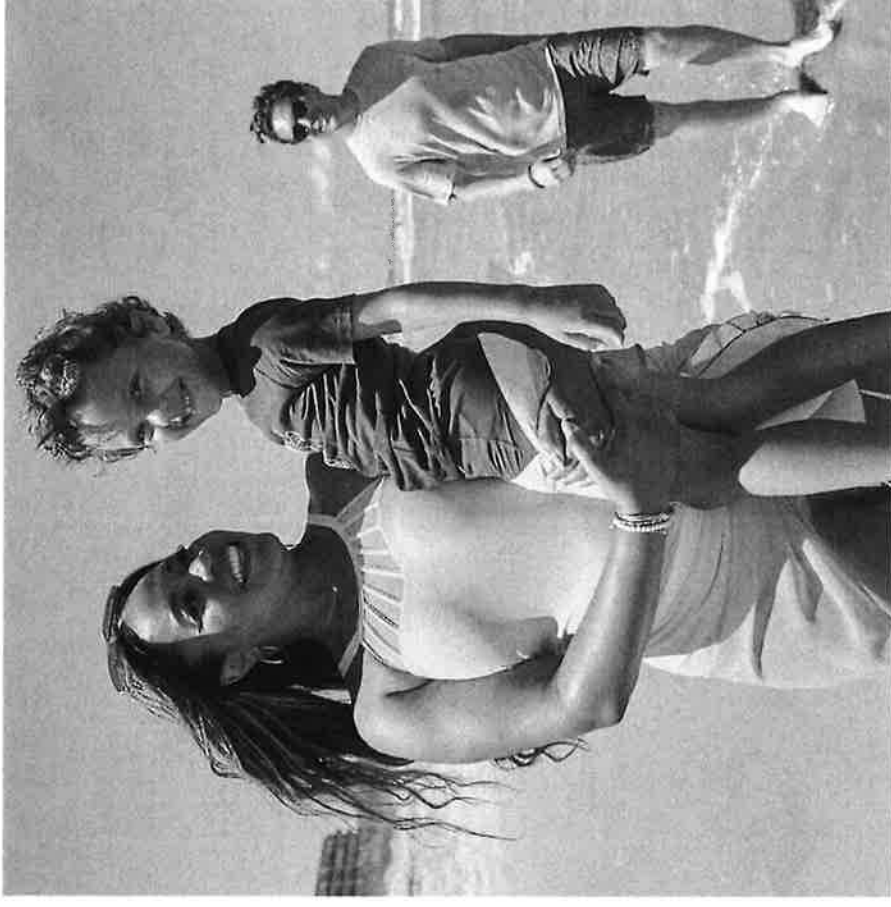
- Identify and focus on our high value visitors who will stay longer and contribute to positive long-term impact on beaches and waterways.
- Education and participation programs to get visitors engaged in waterway cleanups and education on elements such as IRL and wildlife.

Consumer Targeting and Behaviors

WHO IS THE SPACE COAST VISITOR?

VISITOR BEHAVIORS:

- The Space Coast visitor is family-oriented with an active lifestyle. They take frequent trips that allow them to re-connect with each other and make memories by enjoying new activities together.
- They look for destinations where they can comfortably relax from their busy lives, and also offers unique experiences they can all do and then talk about at the dinner table for years to come.
- They want to discover destinations that they perceive as good value and that they can come back to year after year.



WHO IS THE SPACE COAST VISITOR?

CORE DEMOGRAPHICS

- Active adults 35-54+
- Targeted heavily to women
- HHI \$100k+
 - Sub segment of higher affluent households
- Families with children in the household
- Households without children
 - Early career adults 25-34
 - Active retirees
- Florida Markets: Miami/Fort Lauderdale, W. Palm Beach, Orlando and Tampa/St. Pete
- Out of state markets: Atlanta, Charlotte, New York, Boston, Washington DC, Philadelphia, Chicago
- International: UK, Germany, Canada, European Countries

KEY DESTINATION MOTIVATORS

- Beach
- Space
- Cruise
- Nature
- New experiences & unique attractions
- Proximity/ease of getting here



WHO IS THE SPACE COAST VISITOR?

MEDIA BEHAVIORS

The Space Coast visitor does above average online research before making a decision, they seek recommendations from trusted people in their circle of influence, they own multiple types of technology and still utilize some traditional media however they are increasingly switching to consuming media in new formats.

Media Considerations*

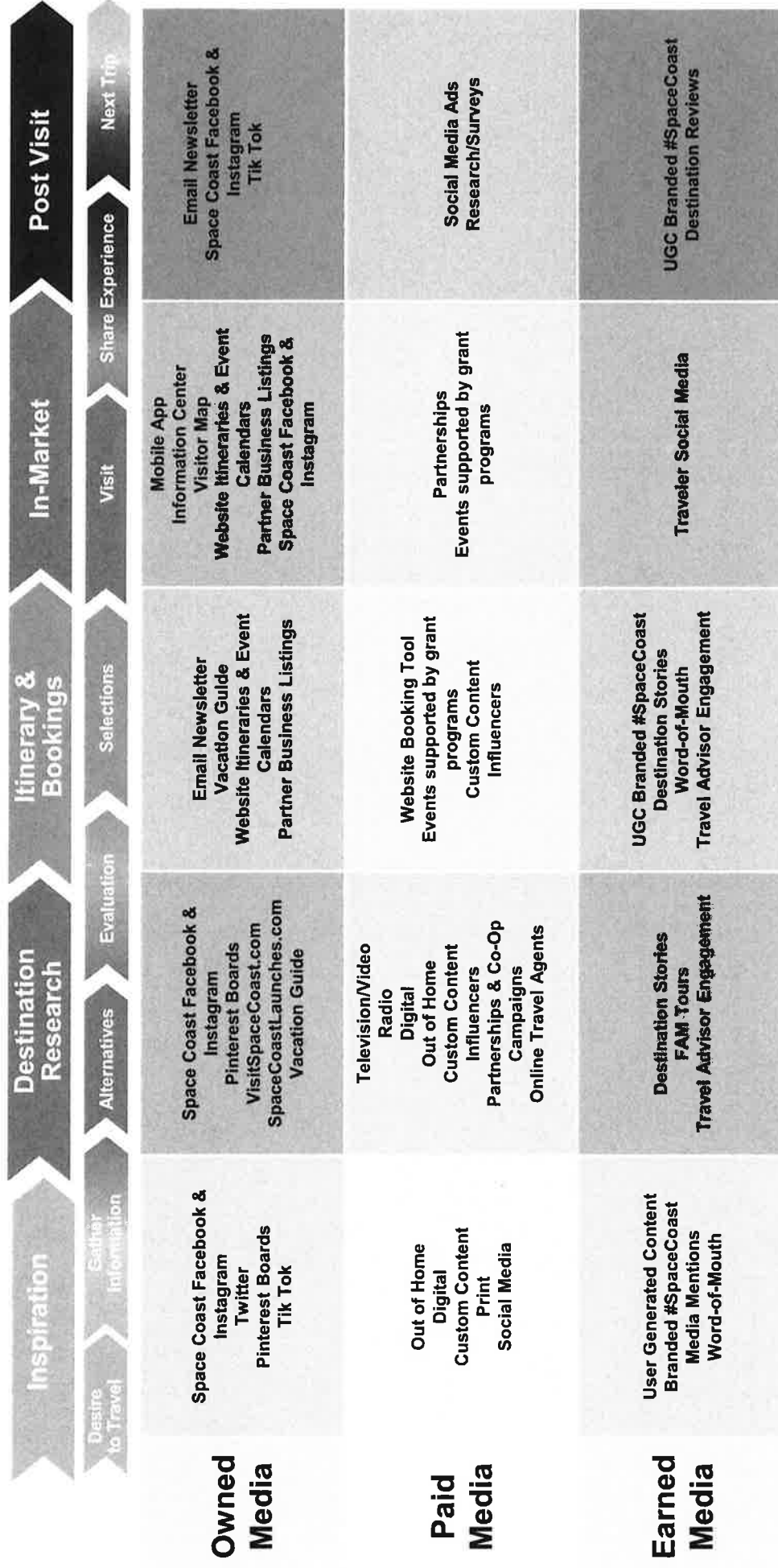
Daily media time expected to be 13 hours and 11 minutes.

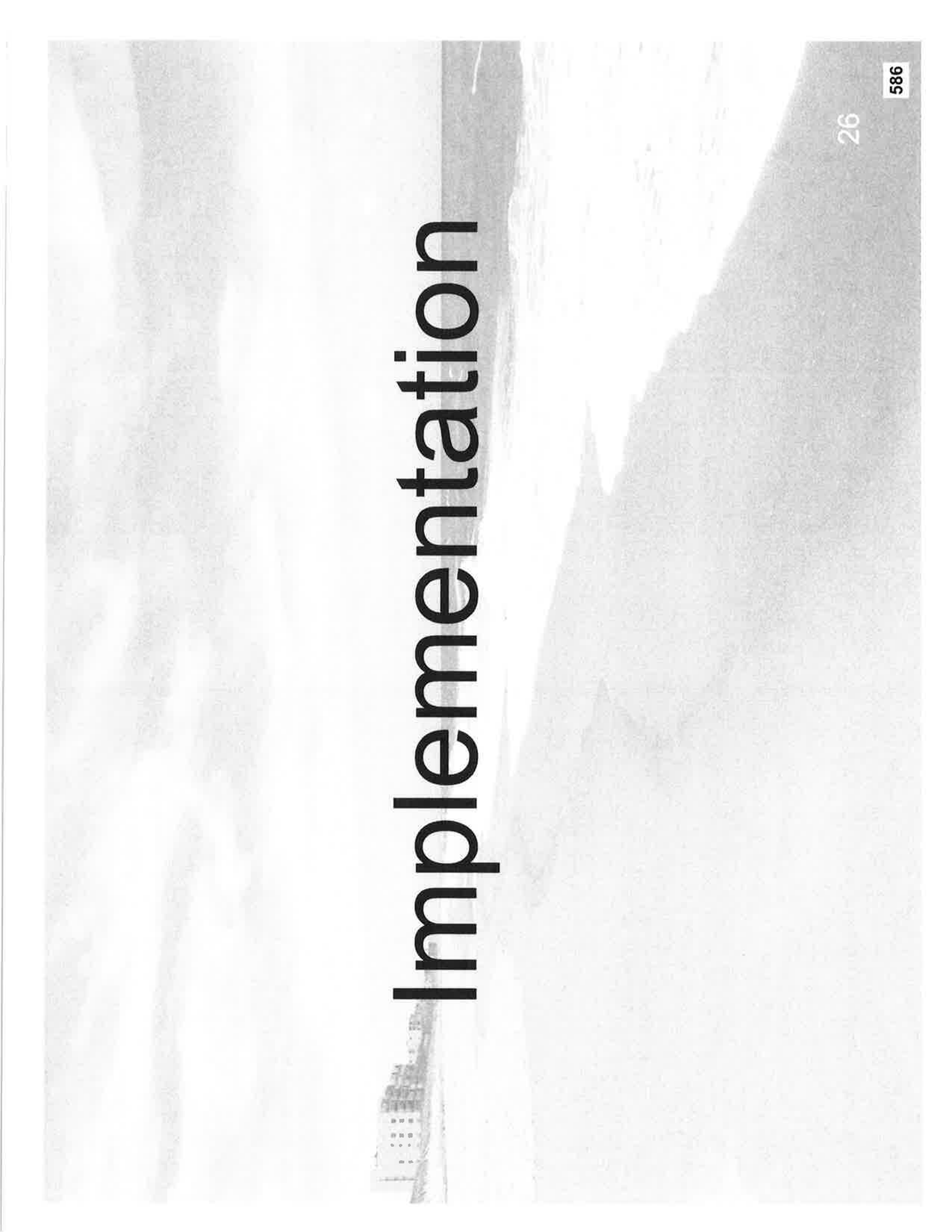
Smartphone usage continues to rise.

Digital video, other connected devices (primarily CTVs), and digital audio are three other categories that will achieve meaningful time spent share grabs this year.



VACATION PLANNING JOURNEY



A grayscale photograph of a snowy mountain landscape. In the foreground, there's a snow-covered slope. In the middle ground, a small, dark building with a chimney is visible on the left. The background features more snow-covered mountains under a bright, hazy sky. The word "Implementation" is written vertically in a large, bold, black sans-serif font across the center of the image.

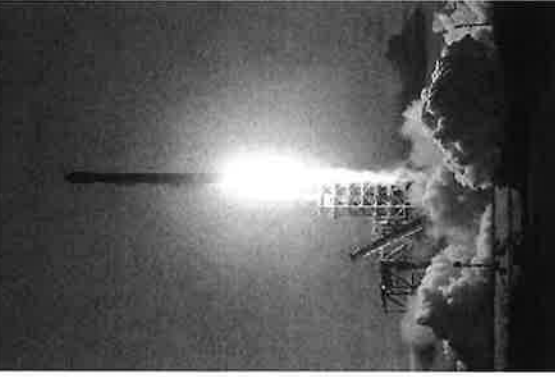
Implementation

THE FIVE VISITATION DRIVERS

Beaches &
Orlando's
Closest Beach



Space &
Rocket Launches



Pre & Post Cruise



Nature & Outdoors

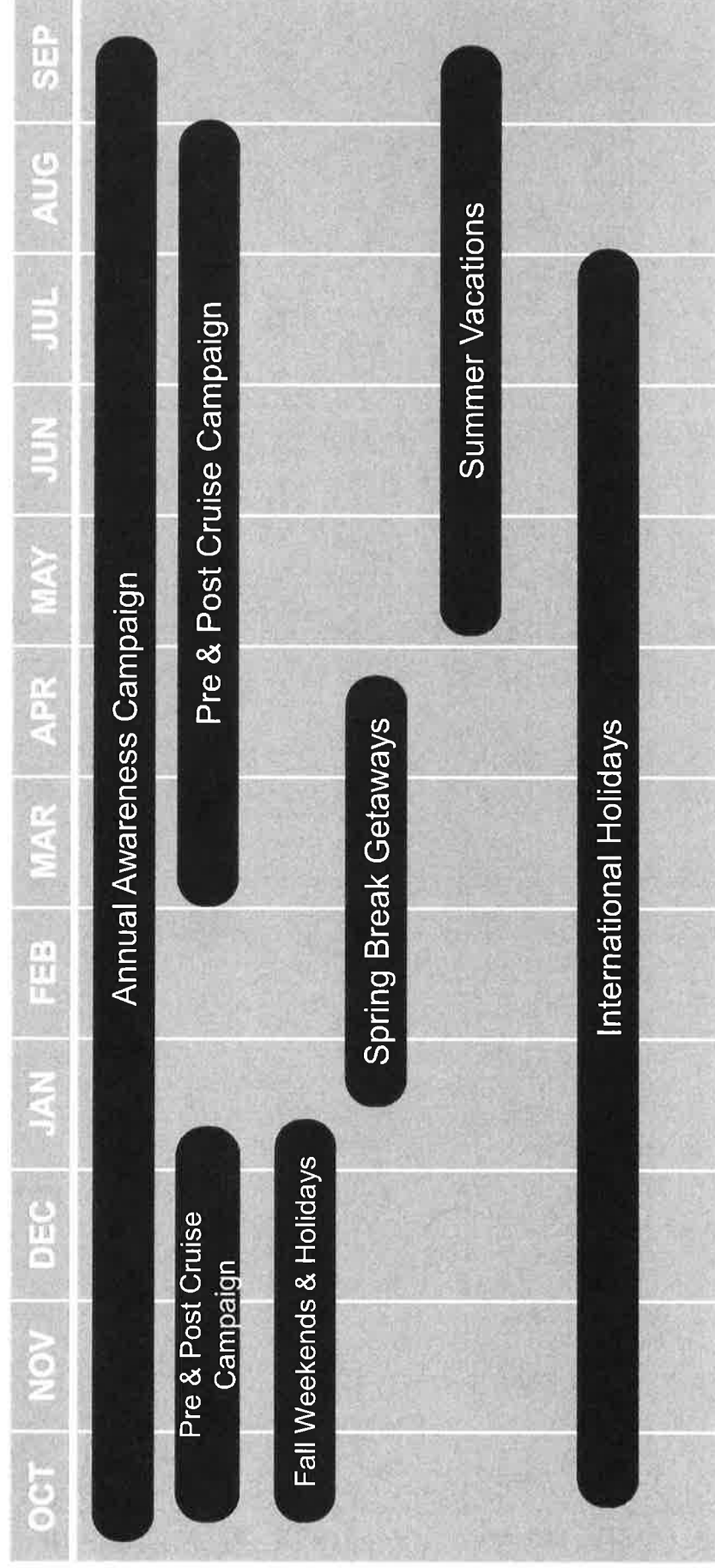


Leisure
(Arts, Culture, Attractions,
Dining, Shopping, Downtowns)



MESSAGING CALENDAR

A mix of always on branding advertising, seasonal & specialty campaigns



CAMPAIGN OVERVIEWS

INCREASE DESTINATION DEMAND AND
INFLUENCE OVERNIGHT STAYS FROM KEY MARKETS

Annual Campaign - \$1,710,000

Brand awareness placements such as out of home (billboards), airport signage, search keywords and paid social media.

Seasonal Campaigns (\$4,411,328)

Fall \$1,550,000

Spring \$1,560,000

Summer \$1,301,328

- *Pre & Post Cruise Campaign sub segment of the seasonal campaigns*
- *Estimated Carry Forward of \$1,500,000 will be added to summer*

Layered media placements to raise awareness, generate leads, and increase conversions. Includes tv & streaming, radio & audio, programmatic digital, custom content outlets, paid social media.



INTEGRATED ADVERTISING

- **Out-of-Home (billboards, airport signage)**
 - Raise awareness and leverage targeting of travelers through high traffic routes, baggage claim, and rental car locations.
- **Video (cable/connected tv/streaming/social)**
 - Increase awareness and target prospective travelers with high impact creative.
- **Radio (programmatic, traditional, podcasts)**
 - Connect with highly engaged targeted audience where they are consuming audio.
- **Digital Advertising (programmatic display, search, video)**
 - Meet the consumer online with the right message to match where they are in the planning process. Continually optimizing to drive bookings.
- **Paid Social Media**
 - Inspire the visitor, engage with them throughout their planning process and drive leads for more information.
- **Specialty Outlets & Custom Content Providers**
 - Generate relevant long form custom editorial, video & social content to engage the consumer and drive quality leads.



INTEGRATED ADVERTISING

Possible Vendors:

- **Out of Home**
 - Clear Channel, Lamar, Outfront, JCDcaux (Orlando International Airport), Murphy Media Group, Consult McIntyre, LLC, MCO, FPIS, Kenney Communications
- **Video**
 - Comcast, Spectrum, SpotX, Hulu, Visit Florida Co-Ops
- **Radio**
 - iHeart Radio, Pandora, NPR
- **Digital**
 - Google, Adara, Conversant, Sojern, TravelSpike, Nativo, Dstillery, Expedia, Undertone, Acuity, Causal iQ, GumGum, Accuweather, Foursquare, Jounera, Priceline, Aki
- **Social**
 - Facebook, Instagram, TikTok, YouTube
- **Specialty**
 - Lonely Planet, Smithsonian, AAA, Visit Florida, Orlando Magazine, Parent Magazine, Atlanta Parent, Space Coast Fun Guide, Graft UK Guide, Let's Take It Outside, JT Kenney Fishing, Matador Network, RV There Yet, Florida Golf Guide, Fish Florida, Major League Fishing, LocalIQ, Orlando Sentinel, Student Group Travel, Atlas Obscura, Outcoast, Places to Love, Travel Weekly, Mommy Poppins, Blair Wiggins Outdoors, Bill Dance Outdoors, TravelZoo, TripAdvisor, Family Travel with Colleen Kelly,

Tinybeans

STRATEGIC CO-OPS & PARTNERSHIPS

MAXIMIZE RELATIONSHIPS AND AMPLIFY CORE MESSAGES

Budget \$700,000

- Melbourne Orlando International Airport (MLB)
 - support increased air service growth with new markets and drive demand from direct service markets.
- Port Canaveral – support increased cruise demand and drive overnight stays pre & post cruise.
- Chambers, Economic Development Council (EDC), Brevard Cultural Alliance (BCA) – support efforts to educate the visitor on what to do while in market, lengthen their stays. Promote the area as a great place to live, work, and play.



Possible Vendors: MLB, EDC, Chambers of Commerce (Titusville, Palm Bay, Melbourne, Cocoa Beach), Port Canaveral, Royal Caribbean, Carnival, Norwegian, MSC, Avelo, Allegiant Airways, Sun Country Airlines, Cocoa Beach Hotel & Lodging Association, Baugher Hotel Group, Ocean Partners, Visit Orlando, BCA

SPORTS

INCREASE AWARENESS OF FLORIDA'S SPACE COAST AS A TOP DESTINATION FOR SPORTS GROUPS

Budget \$320,000

- Administer Grants Programs
 - Sports Grants
 - Support major sporting events to reach national audience and increase overnight stays.
 - Award qualified events with funding.
 - Identify sports marketing opportunities.
 - Event Promotion
 - Work with event planners to integrate event messaging into appropriate marketing outlets.

- Examples of events may include:
Thunder on Cocoa Beach, Beach
N Boards



Possible Vendors: USSSA, Inside Pitch (ABCA), Fastpitch Delivery (NFCA), AVCA Magazine, US Lacrosse, Big Time Softball, Due North Media, Sunshine Sports Council, Florida Sports Foundation, TEAMS, US Sports Congress, Connect

Sports

INTERNATIONAL

EXPAND MARKET BASE TO TARGETED INTERNATIONAL LOCATIONS | Budget \$1,000,000

- Continue working with TUI to increase awareness of the Space Coast with the UK consumer.
- Drive demand from Canada by supporting new air service to MLB.
- Utilize partners for international co-op advertising programs, agent training opportunities, and marketing placements.
- Contracting with Tricia Henson Consulting for International Representation in the UK, Germany & selected European countries.
- Coordinate media pitches with existing PR agency, Butin's, new London based publicist.
- Place RFP for Canadian representation.
- Conduct research to track results.



Possible Vendors: BrandUSA/Miles Partnership, Visit Florida, TUI, Jetlines, Sunwing, Air Canada, WestJet, Tricia Henson Consulting, Rogers Media, The Telegraph, KSCVC, Graft Multi Media, VoX International

A grayscale photograph of a snowy mountain landscape. In the foreground, there's a snow-covered slope. In the middle ground, a small, dark building is visible on a ridge. The background shows more snow-covered peaks under a bright sky. The overall tone is cold and serene.

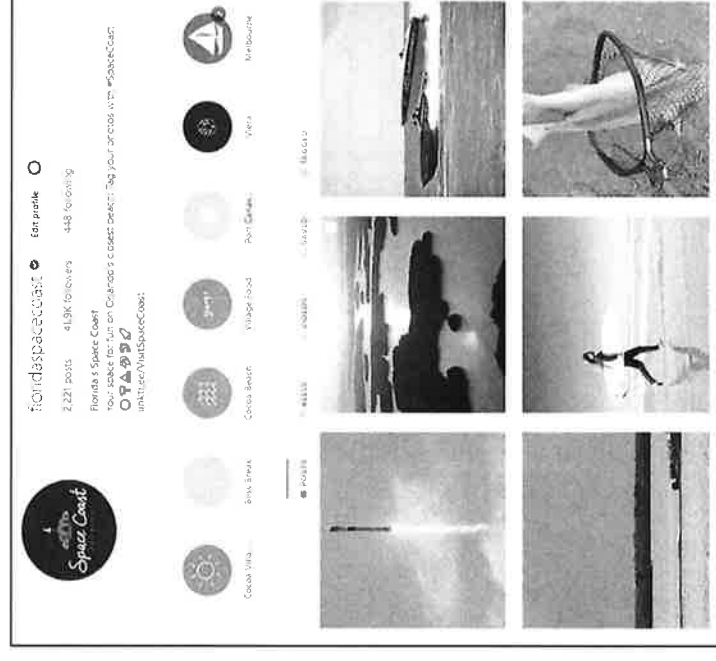
Earned & Owned Media

CONTENT AND WEBSITE

INSPIRE AND ENGAGE WITH VISITORS FROM ALL OVER THE WORLD.

- Create inspiring and engaging assets with mixed media to be distributed among multiple channels.
- Collect and curate user generated content with Crowdriff.
- Continue online community conversations with #SpaceCoast.
- Work with content creators as needed.
- Utilize trending topics & performance metrics to refine content strategy.
- Grow new social platform (Tik Tok).
- Create new itinerary-based blogs to help inform visitors of their activity, dining & accommodation options.

Budget \$920,000

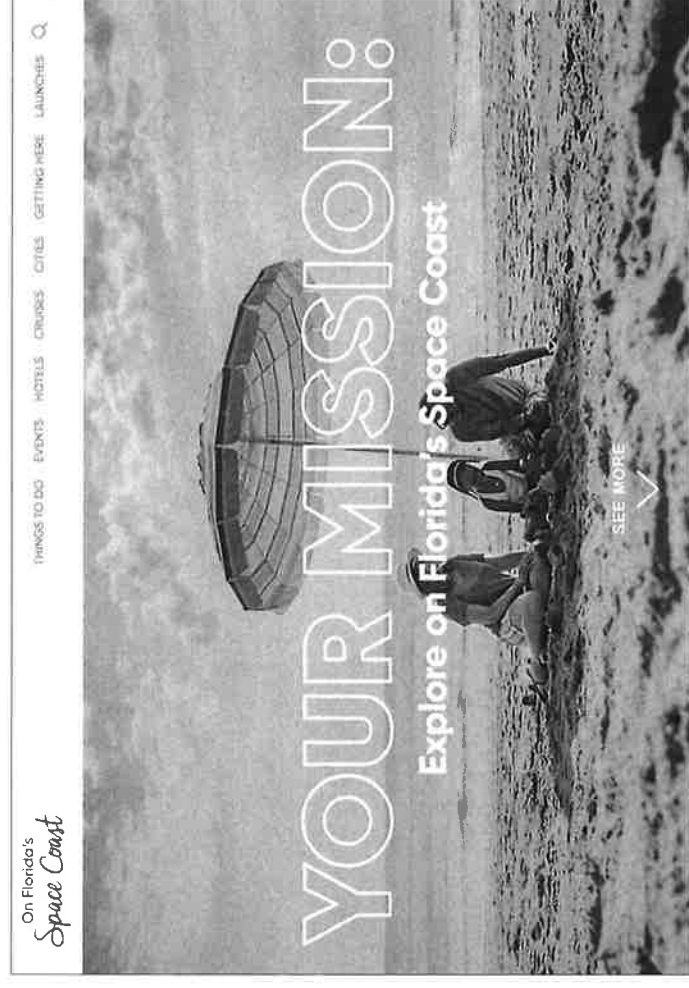


Possible Vendors: Concepta, &Barr, Crowdriff, Loomly, Cassie Fischer, Amazon Web Services, Flywheel, Cloudflare, GoDaddy, Bound, Adobe, Campaign Monitor, Issuu, Proxi, ASG, Dashlane, Tinity

CONTENT AND WEBSITE

PROVIDE USEFUL, ACCURATE, TIMELY DESTINATION INFORMATION.

- Website and Space Coast Launches mobile app User Experience (UX) study completed – implement results.
- Website and application hosting and domain management services.
- Ongoing website search engine optimizations and Accessibility efforts.
- Creative design, advertising production, agency support.
- Grow interest based consumer email list and create high quality content delivered through automated funnels.
- Connect to our community stakeholders through regular industry newsletter.
- Connect offline content with online resources – ex. use of QR Codes and trackable links in the guide.



PUBLIC RELATIONS AND FILM

GENERATE POSITIVE EARNED MEDIA IN TARGET

OUTLETS

Budget \$250,000

- Drive year-round local, regional, national, international outreach and coverage.
- Host influencer programs & media FAMs in market to showcase new experiences, seasonal events, and unique experiences.
- Inspire prospective travelers with rich storytelling aligned with key marketing messages.
- Space Coast Film Commission
 - Reviews & files film permits for Brevard County.
 - Assists local filmmakers in securing locations, connecting with County/Municipality services, and adhering to local ordinances.
- Works to attract productions to the area to bring revenue, increase awareness of the Space Coast and can encourage fans of the film to visit to experience in person.



Possible Vendors: Butin PR, Visit Florida, Film Florida

TRAVEL INDUSTRY RELATIONS

RAISE AWARENESS OF FLORIDA'S SPACE COAST WITH TRAVEL ADVISORS AND TOUR OPERATORS

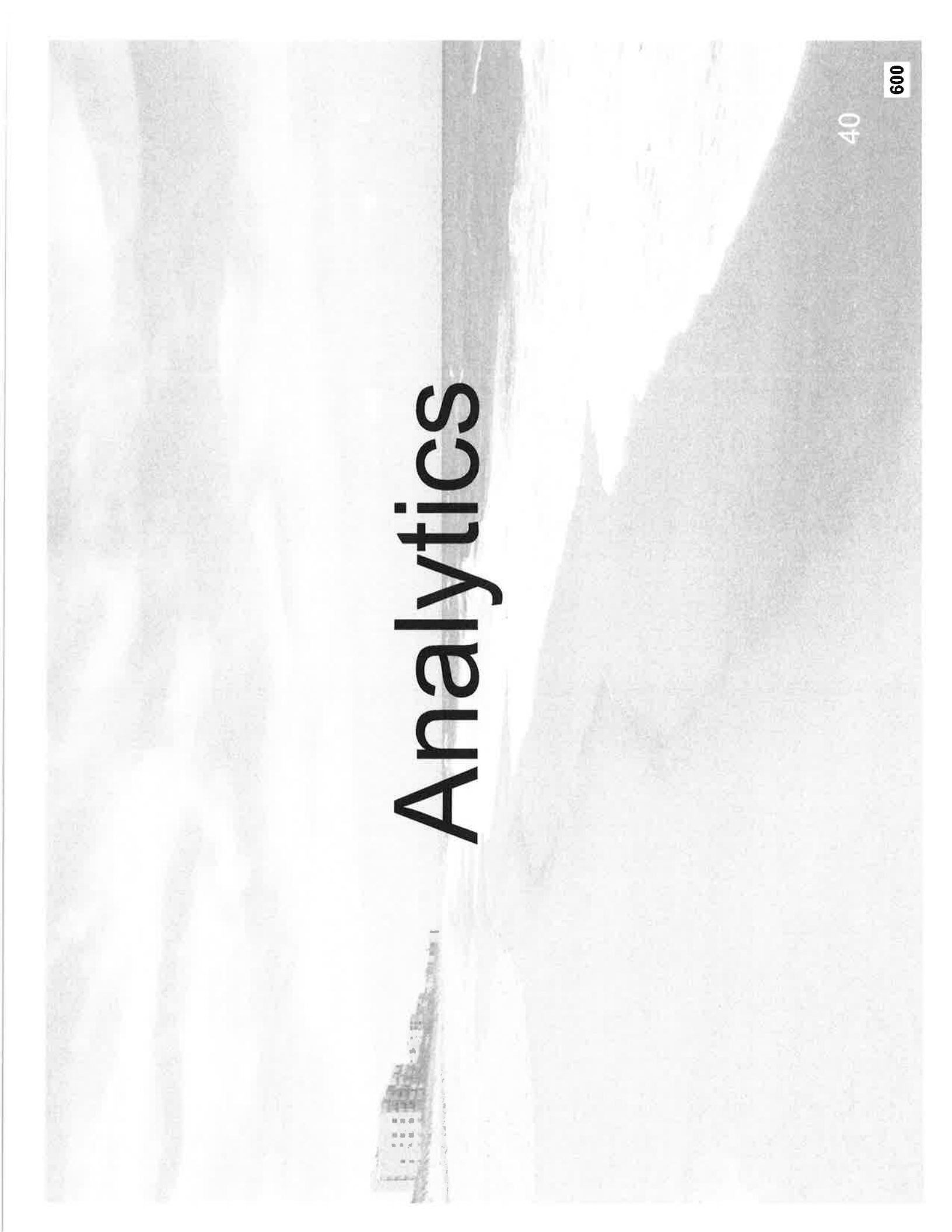
Budget \$45,000

- Contracted with agency to represent us in the UK, Ireland, Germany and selected European countries to will increase awareness, generate sales and conduct travel advisor trainings.
- Provide online training through webinars with travel advisors, Online Travel Agency Call Centers and Tour Operators. Continue to build out our Travel Professionals webpage adding more information as well as relevant content.
- Host Travel Advisor Familiarization (FAM) Tours for cruise planners, group planners and specialty travel markets by exposing them to our destination to increase their clients' stays and spend.
- Exhibit & Conduct Meetings at Industry Shows.
 - Cruise360, Cruise World, Florida Huddle, HAT Show, Delta Vacations & Texas Peninsula Shows
- Sales mission with cruise lines and area hotels.
- New Travel Advisors destination monthly e-newsletter featuring what's new, changes at Port Canaveral, MLB, hotels and area attractions, and opportunities for increased

commissions.



Possible Vendors: CLIA, Northstar, Visit Florida, AAA, North Florida Chapter ASTA, Royal Caribbean, Carnival, US Travel, TAMs, Travel Market Report, VAX



Analytics

40

600

RESEARCH

MAXIMIZE DATA TO OPTIMIZE EFFORTS

- Motionworks™
- Event measurement
- Points of Interest
- Prizm Clusters
- Surveys
- Brand Awareness Study
- TDO White Papers
- Economic Impact with MLB
- White papers
- Maintain Data Dashboard (Simpleview)
- Tourism Market Research Firm RFQ Company

Budget \$200,000



Possible Vendors: STR, AlltheRooms, Simpleview, Downs & St. Germain, Motionworks™, Florida Tech

PERFORMANCE METRICS

MAKE DATA-DRIVEN DECISIONS

- Key performance indicators and metrics to track results
 - Market growth (RND, RevPAR)
 - Marketing KPIs
 - Booking data reported through Adara & Expedia
 - Competitor & trend analysis
- Traveler sentiment/ brand survey results

Possible Vendors: Datorama/Salesforce, Adara, Conversant, Google Analytics, Meta, Expedia, SEMRush

KPI	Projected FY 2022-2023
1	
2	Tourist Development Tax Growth 8.60%
3	Tourist Development Tax Collection \$19,000,000
4	Social Media Follower Growth 25,000
5	Social Media Engagement - Paid 4,000,000
6	Facebook - Brand Awareness Digital Impressions - Paid 60,000,000
7	Google - Brand Awareness Digital Impressions - Paid 20,000,000
8	Digital App/Launch Console Downloads 40,000
9	Connected & Cable TV Impressions 40,000,000
11	Email Lead Generation 15,000
12	Email Open Rate 25%
	Email Click Through To Open Rate 10%
13	
14	Vacation Planner Views & Website Requests 15,000
15	Website Total Users 1,500,000
16	Website Average Session Duration 1:45
17	Billboard Impressions 350,000,000
18	Earned Media Value \$6,300,000
19	Media ROI 45 to 1

OTHER BUDGETED ITEMS

Other Items in Marketing Budget

Budget: \$223,654



- Travel Expenses (\$24,900)
- Memberships (\$27,754)
- Tax Collector Allocation (\$171,000)

Possible Vendors: FADMO, Sportfishing, Visit Florida, Outdoor Writers, National Association of Sports Comm, Film Florida, FPRA, PRSA, Visit Orlando, LEAD

THANK YOU!!!

Q & A



CONTRACT AMENDMENT 2 TO THE MASTER SERVICES AGREEMENT BETWEEN
FRY | HAMMOND | BARR, INC. dba &BARR AND
BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS

THIS 2nd **CONTRACT AMENDMENT** is made on 1st day of August 2022, upon full execution by and between the following Parties: **FRY | HAMMOND | BARR, INC. dba &BARR, a Florida for profit corporation**, hereinafter referred to as "CONTRACTOR," and the **BOARD OF COUNTY COMMISSIONERS OF BREVARD COUNTY, FLORIDA**, a political subdivision of the State of Florida, hereinafter referred to as "COUNTY."

RECITALS:

WHEREAS, the Parties have previously entered into a Contract, dated November 18, 2020 (hereinafter the Original Contract); and

WHEREAS, the Parties agree to the following amendments to the Original Contract as of the Effective Date; and

WHEREAS, the Parties desire to continue to do business together.

NOW, THEREFORE, in consideration of the mutual covenants herein contained, the Parties agree, as follows:

1. The above recitals are incorporated into this Contract Amendment by this reference.
2. To the extent any of the terms of this Amendment conflict with the terms of the Original Contract and/or with Amendment 1, the terms of this Amendment control. All other terms of the original Contract remain in full force and effect.
3. Each Party represents that the person signing on its behalf has been fully authorized by all required action to sign on behalf of and to bind that Party to the obligations stated herein.
4. The Parties agree the Original Contract and Amendment 1 is amended, as follows:

Paragraph 7, H – Contractor Commission for Media Services is deleted in its entirety and replaced as follows.

H. CONTRACTOR will provide the COUNTY Media Services. In compliance with paragraph 7A, CONTRACTOR will not charge the COUNTY a commission for media planning and buying services (across all channels) as media time/hours will be charged as part of agency fees which include up to six hundred (600) hours/month across all CONTRACTOR services at a rate of \$130.

- A. Task Order #1 – Agency Services & Creative/Production Services – is deleted in its entirety and replaced with the revised Task Order #1 – 2022-2025 Agency, Media, and Production Services attached and incorporated by this reference.

IN WITNESS WHEREOF, the Parties have caused this Contract to be executed by their duly authorized representatives, fully authorized by all required action to sign on behalf of and to bind that Party to the obligations stated herein, on the date first written above.

BOARD OF COUNTY COMMISSIONERS
OF BREVARD COUNTY, FLORIDA
TOURISM DEVELOPMENT OFFICE

By: _____
Peter Cranis, Director

Reviewed for legal form and content:

Assistant County Attorney

WITNESS:

FRY | HAMMOND | BARR, INC. dba &BARR

Signature

Printed Name: Pete Barr, Jr.

Name/Title Typed or Printed

Title: President & CEO

BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS
TASK ORDER # 1
2022- 2025 AGENCY, MEDIA, AND CREATIVE/PRODUCTION SERVICES

This Task Order #1 is made and executed by and between the following Parties: The Board of County Commissioners of Brevard County, Florida, a political subdivision of the State of Florida (hereinafter the "COUNTY"), and Fry | Hammond | Barr, Inc. doing business as "&Barr," a Florida for profit corporation (hereinafter the "CONTRACTOR"), pursuant to a Master Services Agreement. The Parties agree as follows:

1. **Term.** The term of this Task Order is from October 1, 2022, until September 30, 2025. The terms of the Master Services Agreement are incorporated to this Task Order.
2. **Scope of Services.** The COUNTY engages CONTRACTOR to perform services for COUNTY in accordance with Section 6. Scope of Professional Services, as detailed in the MSA. CONTRACTOR provides COUNTY with an agreed number of monthly hours that can be used across any hourly service CONTRACTOR offers (including but not limited to creative conceiving graphic design, copywriting, storyboarding, website and mobile application maintenance/management, email marketing, media strategy/planning, media placement/trafficking, media management/optimization, media analytics/performance reporting, account service, and consulting). The Parties agree to estimate and enter into special projects outside the existing contracted hours for items such as: Brand refresh, TikTok. The Parties agree to enter into co-operative media terms detailed under a separate document, at a later date
3. **Use of Service Hours & Associated Costs.**

A. **Service Hours.**

For the term of 10/1/2022 through 9/30/2025, COUNTY will pay CONTRACTOR for 600.00 hours (hereinafter "Hours") of services per month at a discounted blended hourly rate of One Hundred Thirty Dollars (\$130.00). The Parties estimate the Hours will be applied to the various service areas as detailed in the grid below, but COUNTY may shift hours across service areas as needed. Any hours over 600 hours per month will be charged at the agreed CONTRACTOR standard blended hourly rate of One Hundred Seventy-Five Dollars (\$175.00).

Hours Summary Chart located on next page

Service Area	Monthly Hours	Monthly Cost	Annual Total Hours
Creative/Production	150	\$19,500	1,800
Account Management /Administration	100	\$13,000	1,200
Analytics/Reporting	75	\$9,750	900
Media Services	227	\$29,510	2,724
Website/Application Maintenance	48	\$6,240	576
Total	600	\$78,000	7,200

- B. Associated Costs. The Parties agree that COUNTY cannot apply hours against associated costs for third-party costs/expenses such as product licensing, media buys, hardware, third-party software, hosting fees, production expenses (e.g., video filming/editing, voice over, stock footage/imagery/music), and other non-hourly services CONTRACTOR may be required to provide on behalf of the COUNTY in order to perform its services under this Task Order. In order to be reimbursed by COUNTY for such associated costs, CONTRACTOR must provide COUNTY notice of said costs when COUNTY orders the services, COUNTY must pre-approve them in advance, and CONTRACTOR must not mark-up the costs. If CONTRACTOR receives a discount back on any such costs, CONTRACTOR will provide that discount to COUNTY. Any media planning and buying services shall not be part of this paragraph, and COUNTY must order such services in a separate Task Order pursuant to paragraph 7 of the Master Services Agreement.
- C. Borrowing Hours. The COUNTY may utilize up to ten percent (10%) of their total hours for each annual term spanning (October 1st thru September 30th) of this Contract ahead of CONTRACTOR billing. This allows the COUNTY to access up to seven hundred twenty (720) hours of services in advance of paying for said hours so long as CONTRACTOR has current resource capacity to provide these unscheduled hours.
- D. Banking Hours. The COUNTY can “bank” or roll over all unused hours from month-to-month. Up to ten percent (10%) of the total agreement term hours (seven hundred twenty [720]), can rollover to the following annual term (October 1st thru September 30st).

4. **Compensation.**

- A. **Contractor Services & Associated Costs.** For the term of 10/1/2022 through 9/30/2025, CONTRACTOR shall bill COUNTY in the amount of Seventy-Eight Thousand Dollars (\$78,000) (inclusive of 600 hours at \$130/hour) on the first of each month over the term of this Task Order, starting upon 10/1/2022. CONTRACTOR will bill COUNTY for incurred associated costs on the first of each month, and CONTRACTOR will enclose adequate documentation showing COUNTY approval for the associated costs and substantiation of the costs, as required by the COUNTY.
- B. **Overage Hours.** For future Task Orders, any overage hours must be pre-approved in writing by the COUNTY prior to CONTRACTOR beginning work. CONTRACTOR shall bill COUNTY on the fifteenth (15th) of the following month at the CONTRACTOR standard blended hourly rate of One Hundred Seventy-Five Dollars (\$175).

5. **Sub-Contractor.** COUNTY agrees to CONTRACTOR's use of CONCEPTA, Inc, (hereinafter sub-contractor), a Florida company at 121 South Orange Avenue, #1410, Orlando Florida, 32801, pursuant to the sub-contracting clause in the MSA.

6. To the extent any of the terms of this Order conflict with the terms of the MSA, the terms of the MSA control.

7. Each Party represents that the person signing on its behalf has been fully authorized by all required action to sign on behalf of and to bind that Party to the obligations stated herein.

IN WITNESS WHEREOF, the Parties have executed this Task Order on the last date written below.

BREVARD COUNTY, FLORIDA

SPACE COAST OFFICE OF TOURISM:

FRY | HAMMOND | BARR, INC. dba & BARR

BY: _____

Signature: _____

Name: Peter Cranis

Name: Pete Barr, Jr.

Title: Executive Director

Title: President & CEO

Date: _____

Date: _____