



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## Consent

F.25.

8/25/2020

### Subject:

Approval of Tourist Development Council (TDC) Proposed FY2020-21 Marketing & Media Plan and Approval for the TDO Director to Make Vendor Selections, Negotiate and Execute Agreements with Media and Advertising Vendors Up To and Over \$100,000.00. **Fiscal Impact:**  
\$4,361,557.00

### Dept/Office:

Tourism Development Office

### Requested Action:

It is requested that the Board of County Commissioners approve the attached proposed Marketing & Media Plan for FY2020-21 from the Tourism Development Office (TDO) in the total amount of \$4,361,557.00 including the selection of the media vendors listed. Both the Marketing Committee and TDC have approved this unanimously. The TDO Marketing & Media plan will remain flexible, strategically built through seasonal campaigns and marketing partnerships, as market demands may cause changes to the plan throughout the fiscal year. In order to execute these changing plans it is requested the Board approve that the TDO Director have the ability to select media and advertising vendors without a bid process, thus waiving procurement policy in accordance with BCC-25, as well as 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 AO-29, up to and exceeding \$100,000.00. It is also requested the Board approve the ability for the TDO to receive revenue from cooperative advertising partners and grants from organizations (such as the Florida Sports Foundation).

### Summary Explanation and Background:

The Tourism Development Office (TDO) has prepared the attached proposed Marketing & Media Plan for FY2020-21 in the total amount of \$4,361,557.00. The TDO Marketing & Media plan will remain flexible, 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 department director have the flexibility to choose media and advertising vendors without going through a formal bid process, thus waiving procurement policy in accordance with 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 AO-29, up to and exceeding \$100,000.00.

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 expense is also realized. This allows 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 seeks reimbursement from partners. It also produces a visitors 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, Orlando-Melbourne Int'l Airport, Ron Jon Surf Shop, 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 FY2020-21 marketing plan are vinyl and digital billboard campaigns throughout Florida and other targeted states, television and streaming video broadcasts, visitor website enhancements, print ads in well-known industry and target-market magazines and directories, radio and streaming radio advertising, geo-targeted and traffic-focused digital campaigns, 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. Sports grants mentioned above promote athletic events and draw tourists. They are awarded through an application process and tiered scoring. Partial sports grant reimbursement from the Florida Sports Foundation (FSF) or other entities is received by the TDO.

It is requested that the Board authorize the Tourism Director to select vendors without a bid process, thus waiving procurement policy in accordance with BCC-25, as well as negotiate and execute agreements 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 AO-29, up to and exceeding \$100,000.00. 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 media advertising budget for FY2020-21 including production costs is \$3,710,980 and the total plan is for the \$4,361,557.00 mentioned above.

### **Clerk to the Board Instructions:**

Please send Board memo to Director, Tourism Development Office.



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

Telephone: (321) 637-2001  
Fax: (321) 264-6972  
Kimberly.Powell@brevardclerk.us

August 26, 2020

**M E M O R A N D U M**

**TO:** Peter Cranis, Tourist Development Office Executive Director

**RE:** Item F.25., Approval of Tourist Development Council (TDC) Proposed FY2020-21 Marketing and Media Plan and Approval for the Tourist Development Office (TDO) Director to make Vendor Selections, Negotiate, and Execute Agreements with Media and Advertising Vendors Up to and Over \$100,000

The Board of County Commissioners, in regular session on August 25, 2020, approved the proposed Marketing and Media Plan for FY2020-21 from the Tourism Development Office in the amount of \$4,361,557 including the selection of the media vendors approved by the Marketing Committee and the TDC, with the TDO Marketing and Media Plan to remain flexible, strategically built through seasonal campaigns and marketing partnerships, as the market demands may cause changes to the plan throughout the Fiscal Year; approved to provide you the ability to select media and advertising vendors without a bid process, waiving Procurement Policy in accordance with BCC-25; authorized you to 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 AO-29, up to and exceeding \$100,000; and granted you the ability to receive revenue from cooperative advertising partners and grants from organizations such as the Florida Sports Foundation.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS  
SCOTT ELLIS, CLERK

  
Kimberly Powell, Clerk to the Board

cc: Finance  
Budget

Brevard County Board of County Commissioners  
Tourism Development Office  
FY 2020/21 Marketing Plan  
July, 2020



FUND 1441  
TDO PROMOTION AND ADVERTISING  
DEPARTMENTAL INITIATIVES

- Revise marketing plans and budgets with a significantly reduced revenue stream due to COVID-19 with heavy focus on drive markets, but continued emphasis on targeting both geographically and demographically.
- Request For Proposal all marketing and Public Relations agency relationships.
- Create enhanced program for travel industry relations by expanding database, creating regular communications, and increasing number of familiarization tours for key travel agents with partner organizations such as AAA, cruise lines and large independent agencies.
- Complete new strategy for social media platforms so they integrate and feel like one voice.
- Enhance Public Relations efforts with increased number of familiarization tours for media.



## FUND 1441 - PROMOTION/ADVERTISING BUDGET - REVENUES

### Fund 1441 – Promotion & Advertising

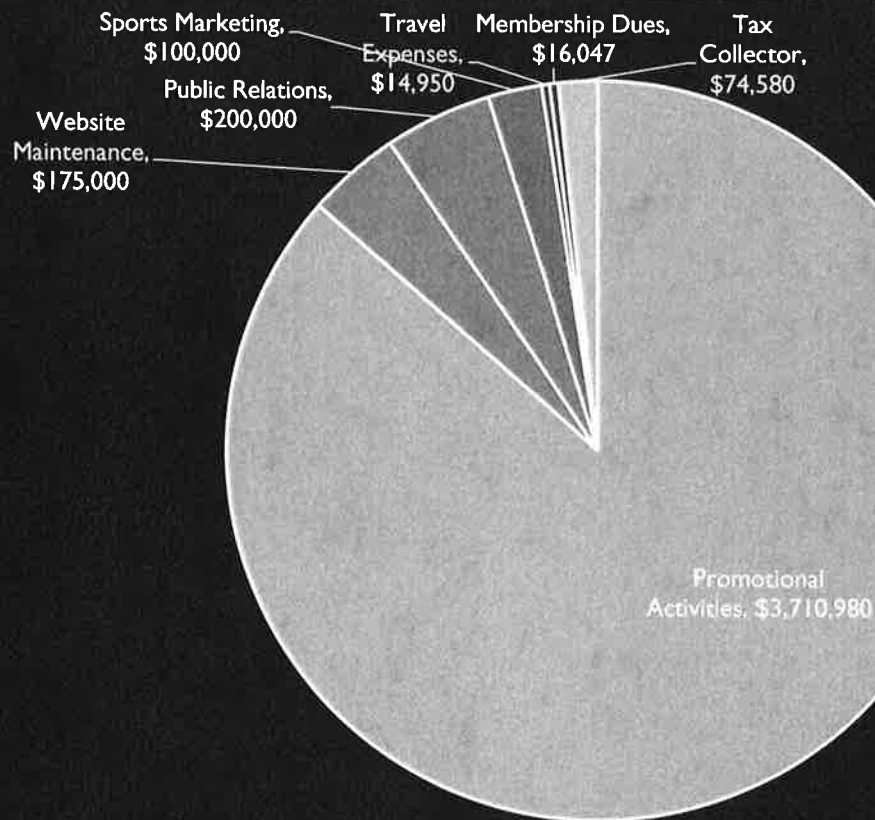
REVENUES:	<u>FY2019/20</u>	<u>FY2020/21</u>
<b>TDT Allocation</b> (25% of first 2 cents and 100% of 5 <sup>th</sup> cent)	<b>\$4,980,000</b>	<b>\$3,300,000 (-34%)</b>
<b>Intra-Transfer from Fund 1448</b> (rest of 4 <sup>th</sup> cent)	<b>\$2,443,017</b>	<b>\$1,482,280</b>
<b>Fund 1441 Balance Forward</b>	<b>\$316,066</b>	<b>\$201,527</b>
<b>Earned Interest</b>	<b>\$5,000</b>	<b>\$5,000</b>
<b>Less 5% Statutory Reduction</b>	<b>\$(249,250)</b>	<b>\$(165,250)</b>
<b>Less Transfer Fund 1440 - Admin</b>	<b>\$(655,883)</b>	<b>\$(462,000)</b>
<b>TOTAL REVENUES</b>	<b>\$6,938,950</b>	<b>\$4,361,557 (-38%)</b>

## FUND 1441 - PROMOTION/ADVERTISING BUDGET - EXPENSES

### Fund 1441 – Promotion & Advertising

<b>EXPENSES:</b>	<b><u>FY2019/20</u></b>	<b><u>FY2020/21</u></b>
Promotional Activities	\$6,317,020	\$3,710,980
Visitor Website Maintenance	\$203,030	\$175,000
Media Relations	\$220,000	\$200,000
Sports Marketing	\$150,000	\$170,000
Travel Expenses	\$30,300	\$14,950
Membership Dues	\$18,600	\$16,047
Tax Collector		\$74,580
<b>TOTAL EXPENSES</b>	<b>\$6,938,950</b>	<b>\$4,361,557 (-38%)</b>

# MARKETING BUDGET ALLOCATION





# ANNUAL CAMPAIGN

(ALWAYS ON, YEAR ROUND)

Goals: Year round presence, take advantage of Orlando Audience, continued awareness among drive market

Target:

- Families w/ kids (\$75,000+ income), People driving in Florida, Visitors to Orlando

Markets:

- Orlando
- State of Florida (highways)

Budget: \$1,060,000

Media:

- Billboards (Lamar, Outfront, Clear Channel)
- Orlando International Airport (JCDecaux)
- Digital Targeting of Orlando Visitors (JCDecaux, Clear Channel)
- Public Relations/Influencers (JT Kenney, Capt. Blair Wiggins (Addictive Fishing), and others as identified by PR agency or County)

Content/Messaging:

- Space Coast (sub-brands), Orlando's Closest Beach, Space, Cruising (timing will correspond with industry) Nature/fishing/trails

Space Coast  
FLORIDA  
**VisitSpaceCoast.com**



EXIT 47 COCOA BEACH

THERE'S SPACE FOR YOU HERE

Space Coast  
FLORIDA  
**VisitSpaceCoast.com**



EXIT 75 TITUSVILLE

THERE'S SPACE FOR YOU HERE



Space Coast  
FLORIDA  
**VisitSpaceCoast.com**

EXIT 75 COCOA VILLAGE



Space Coast  
FLORIDA  
**VisitSpaceCoast.com**

EXIT #76 MELBOURNE

THERE'S SPACE FOR YOU HERE

Space Coast  
FLORIDA  
**VisitSpaceCoast.com**



EXIT 45 PALM BAY

THERE'S SPACE FOR YOU HERE

Space Coast  
FLORIDA  
**VisitSpaceCoast.com**



EXIT #76 VIERA

THERE'S SPACE FOR YOU HERE



EXIT #76  
Space Coast  
FLORIDA  
**PORT/CAPE CANAVERAL**



VisitSpaceCoast.com

THERE'S SPACE FOR YOU HERE



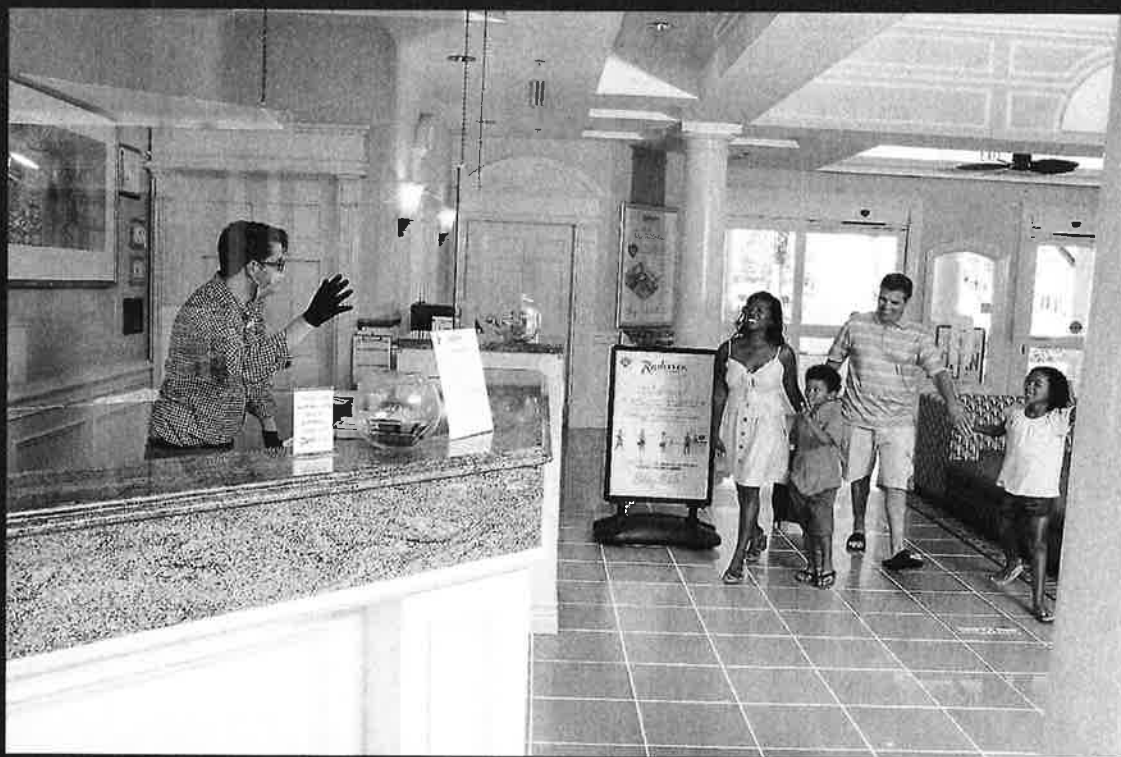
**WELCOME TO THE  
SPACE COAST!**

Space Coast  
FLORIDA

VisitSpaceCoast.c

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## FALL/HOLIDAYS (OCT - DEC)



## FALL/HOLIDAYS (OCT - DEC)

Goals: Maintain awareness in core drive market, influence fall getaways/holiday travel, expand reach to young couples

Target:

- Millennials, household without children
- Families w/ kids (\$75,000+ income)

Markets:

- Drive Market (Orlando, Central Florida, Tampa)

Budget: \$500,000

Media:

- Digital streaming, OTT (Spectrum, iHeartMedia, Comcast, Premion)
- Digital (Social media, banners, SEM) (Adara, Sojern, Conversant, Google, Facebook, Expedia, Visit Florida)

Content/Messaging:

- Getaways, Cruise (timing will correspond with industry), Holiday Activities/Events

# WINTER/SPRING VACATION

(JAN - MARCH)



## WINTER/SPRING VACATION (JAN - MARCH)

Goals: Protect key spring timeframe, expand to affluent families, continue presence in Canada

Target:

- Families w/ kids (\$75,000+ income and affluent, \$100,000+ income)
- Millennials
- International – Canada\* Timing will be guided by current restrictions

Markets:

- Drive markets in Florida and East Coast
- Toronto (Brand USA partnership)

Budget: \$650,000

Media:

- TV (streaming, digital & cable) (Spectrum, Comcast, Premion)
- Digital (Social media, banners, SEM) (Adara, Sojern, Conversant, Google, Facebook, Expedia, AccuWeather, Clear Channel)
- Radio (streaming/app) iHeartMedia
- International (Brand USA website/co-op programs, Miles Partnership, Visit Florida, Murphy Media Group, Graft Media)

Content/Messaging:

- Cold weather message, Beach, Cruise, Space, Fishing/Nature

# SUMMER VACATION

(APRIL – JUNE)





## SUMMER VACATION (APRIL – JUNE)

Goals: Protect key summer period, expand to affluent families, continue to expand drive markets

Target:

- Families w/ kids (\$75,000+ income and affluent, \$100,000+ income)

Markets:

- Florida Drive Markets
- Atlanta
- Charlotte

Budget: \$740,000

Media:

- TV (streaming, digital & cable) (Spectrum, Comcast, Premion)
- Digital (Social media, banners, SEM) (Adara, Sojern, Conversant, Google, Facebook, Expedia, Visit Florida, Travel Spike)
- Radio (streaming & app) iHeartMedia, WMFE Orlando

Content/Messaging:

- Summer vacation/staycation, Beach, Cruise, Space, Fishing/Nature, Seasonal Events



**LATE SUMMER/BACK TO SCHOOL**  
(JULY – SEPT)



## LATE SUMMER/BACK TO SCHOOL (JULY – SEPT)

Goals: Awareness in key drive markets, expand to young adults w/out kids, address back to school timing

Target:

- Families w/ kids (going back to school later)
- Millennials

Markets:

- Drive Market (Jax – Palm Beach, Central Florida, Tampa)

Budget: \$250,000

Media:

- TV (streaming, digital & cable) (Spectrum, Comcast, Premion)
- Digital (Social media, banners, SEM) (Adara, Sojern, Conversant, Google, Facebook, Expedia, Visit Florida)
- Radio (streaming, app) iHeartMedia

Content/Messaging:

- Back to school getaway, Last minute, Staycation, Beach, Cruise, Space,