

Meeting Date
10-7-14



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 No

County Manager's Office Department PR

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

Telephone: (321) 637-2001
Fax: (321) 264-6972

October 13, 2014

MEMORANDUM

TO: Rob Varley, Tourism Development Director

RE: Item II.C.3., Tourist Development Council (TDC) FY 2014-15 Advertising Media Plan and Purchase Orders for Ad Placement, Production, and Promotion Costs Over \$100,000

This is to correct the memorandum of October 8, 2014. The Board of County Commissioners, in regular session on October 7, 2014, **tabled consideration** of Tourist Development Council (TDC) FY 2014-15 Advertising Media Plan and Purchase Orders for Ad Placement, Production, and Promotion Costs Over \$100,000, **to the October 21, 2014, Board meeting.**

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS
SCOTT ELLIS, CLERK

Tammy Etheridge, Deputy Clerk

cc: Finance
Budget



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

Telephone: (321) 637-2001
Fax: (321) 264-6972

October 8, 2014

MEMORANDUM

TO: Rob Varley, Tourism Development Director

RE: Item II.C.3., Tourist Development Council (TDC) FY 2014-15 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 7, 2014, approved the proposed FY 2014-15 advertising media plan; authorized you and the County Manager, or his designee, to negotiate advertising rates and to 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: Finance
Budget

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

MEDIA SCHEDULE	October '14	November	December	January '15	February	March	April	May	June	July	August	September	NET TOTAL
Visit Florida Vacation Gde print and digital Co-op KSC, RonLyon, CBHA Circ: 600,000 Miles				\$30,910 2p 4c	-\$21,000 Co-op								\$9,910
Visit FL Transp Map Co-op KSC: \$9000 Incl FIN Network 1 mo Circ: 1,250,000 Vis FL				***	\$7,500 1/2 panel inside bottom ***					\$1,500 1/2 panel Large Print ***			\$9,000
Port Conoveral Directory Circ: 6,000 WJP					\$4,281 FP 4C ***								\$4,281
FL Visitor Handbook Sanford AF: Dalkler/Alamo 2x/yr. Orlandoattractions.com Circ: 180,000; :30 spot Grdfl					\$3,500 1/2p 4c digital video ***						\$3,500 1/2p 4c digital video ***		\$7,000
Visit FL Latin Amer: Visitor Guide Coop with KSCVC Circ: 30,000 Vis FL					\$5,200 FP 4C ***								\$5,200
SIS Escape to the SE Travel Guide Circ: 100k AIR				\$2,678 1/2p 4c ***									\$2,678
Florida Film Guide					\$1,850 FP 4C Top FP Store ***								\$1,850
SUB-TOTAL	\$0	\$0	\$0	\$33,588	-\$519	\$0	\$0	\$1,850	\$0	\$1,500	\$3,500	\$0	\$39,919

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CLIENT: Space Coast Office of Tourism
 PERIOD: October 2014 - September 2015
 DATE: 9/17/2014
 MEDIA: 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,IN,IX,LA Compass					\$7,646 1/6 H 4C BHG,FF ***	Fam/Cr, More							\$7,646
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
Oprah Magazine - SE Print with Digital Component					\$9,510 1/6 V 4C ***								\$9,510
Madden					***								
Hust VF Spring Section Digital Component FL,GA,NC,SC,IN,AL, LA HWVG							\$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 For Families Co-op Fam Cir, Parents, Family Fun AL,FL,GA,KY,MS,NC,SC,IN,VA Circ: 17M Meredith								\$8,988 lg Broch 4c ***					\$8,988
VF Summer Fam Getaway Integratd w/ digital AL,GA,IN, FLA, NC Circ: 300K Compass							\$7,600 1/3 p More, Everyday ***						\$7,600
VF SummerTime in Florida In-State BHG, FC Circ: 612K Meredith							\$6,357 Tvl Dir 4c ***						\$6,357
Autumn Travel to the SE													
Circ: 200K Compass									\$5,500 1/3 p 4c More, Everyday				\$5,500
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-tgt 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 tgt Collinson									\$5,156 1/8p 4c Run 6/8 ***				\$5,156
SUB-TOTAL	\$0	\$0	\$0	\$9,316	\$5,156	\$0	\$5,156	\$0	\$14,472	\$0	\$0	\$0	\$34,100

VF Reflections: NV, Monticello, Texas
 VF Spring and Summer includes: Wall St Journal FL, Boca, Clearwater, Ft Lauderdale, Ft Myers, Ft Pierce, Jax, Miami, Naples, Ocala, Ok, Palm Bch, Port St Lucie St, Pele, Tall, Tampa, Vero, WRB
 VF Spring Out-of-State: AL, GA, FL, MS, 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, Titile, Cocoa, Palm Bay Total: \$410k	\$41,000	\$41,000	\$41,000										\$123,000
Billboards Co-op Incl digitals: 10 mo Feb - Dec '15 Co-op tbd Total: \$410k	***	***	***		\$41,000 est. w/ co-op	\$41,000	\$41,000	\$41,000	\$41,000	\$41,000	\$41,000	\$41,000	\$328,000
Orlando In-room Video				\$800 est.	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$5,600
Vis FL Welcome Center Brochure distribution of 5 chs Duration of 1-95 and 1-75 Visit FL	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$358	\$4,318
FL Turnpike Service Plazas Brochure distribution Kenney	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
	***	***	***	***	***	***	***	***	***	***	***	***	\$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
Additive 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	***	***	***	***	\$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
Other/TBD	\$60,000												\$60,000
													\$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 FP 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
National Baseball Suffie Rental for Medd/Sports				\$7,500	\$1,350								\$1,350
National Baseball Advertising food				\$7,500	\$7,500								\$15,000
SC Golf Association 50/50 co-op Tee-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 circa: 400k Medden	\$6,000 1/2 p 4C Run Oct 4 ***												\$6,000
Canada - CAA Magazine VF Co-op w KSC; Ontario Atlantic provinces; Wint iss N-F circa: 1.6M			\$14,367 1/4 p IDC 1/4 p KSC ***	-\$7,000 Co-op									\$7,367
Travel Courier - Sweepst Canadian Travel Agents Co-op		\$3,500											\$3,500
University of Visiflorida Canadian TV Agnt Training On-going		***		\$1,500									\$1,500
Canadian Gde to Florida Co-op RonJon, KSC Canadian Traveller ACT				\$4,950 2p sprd ***	-\$2,000 co-op								\$2,950
Tour Operators: UK, Ireland Virgin Holidays, Funway, Hoyes & Jarvis, Tour America, Stella, Thomas Cook				\$25,000 Co-op KSC ***	\$5,000 Co-op KSC ***	\$5,000 Co-op KSC ***		\$5,000 Co-op KSC ***					\$40,000
Tour Operators - Germany America Unlimited, CANUSA, Neckerman Reisdien, Meiers				\$15,000 Co-op KSC ***				\$5,000 Co-op KSC ***					\$20,000
Tour Operators - Latin Am. IBD				\$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 8; ezine 25,000 email; SEM 8.2MM impressions; 5,733 min leads

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CLIENT:
 PERIOD:
 DATE:
 MEDIA:

Space Coast Office of Tourism
 October 2014 - September 2015
 9/17/2014
 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	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$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 Gift Tville Renaissance Assoc.	\$15,000											\$15,000	\$30,000
Special Event Funding \$150,000 awarded \$125,000 events and \$25,000 Historical Society													\$0
													\$0
													\$0
SUB-TOTAL	\$16,980	\$1,980	\$1,979	\$1,979	\$1,979	\$1,979	\$1,979	\$1,979	\$1,979	\$1,979	\$1,979	\$1,979	\$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	NETOTAL	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	\$6,988	\$13,957	\$0	\$0	\$5,500	\$61,333	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%
COCCA BCH NA	\$125,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$125,000	6%
I-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													\$100,000	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	\$189,040	\$120,921	\$121,927	\$124,284	\$2,045,339	100%