



AGENDA REPORT
October 9, 2018

Approval, Re: Tourist Development Council (TDC) Proposed Fy2018.19 Marketing & Media Plan and Approval for TDO Staff to Negotiate and Execute Agreements with Vendors over \$100,000

SUBJECT:

Approval of Tourist Development Council (TDC) Proposed Fy2018.19 Marketing & Media Plan and Approval for TDO Staff to Negotiate and Execute Agreements with Vendors over \$100,000

FISCAL IMPACT:

Fiscal Impact FY2018.19; Current TDO Marketing & Media budget is \$6,811,191.

DEPT/OFFICE:

Tourism Development

REQUESTED ACTION:

It is requested that the Board of County Commissioners approve FY2018.19 Marketing & Media Plan and authorize the TDO Executive Director or the County Manager or designee to negotiate advertising rates and execute agreements with the vendors upon County Attorney approval. It is further requested that the Board approve staff to execute purchase orders to advertising vendors for ad placement and promotion costs over \$100,000, subject to County Attorney and County Manager or designee approval.

SUMMARY EXPLANATION and BACKGROUND:

The Tourism Development Office Marketing Team has prepared the attached proposed Marketing & Media Plan for FY2018.19 in the amount of \$6,811,191. The 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.

The TDO, when possible, uses cooperative advertising partners throughout the county, which translates to larger ad buys, representation and sales missions at a reduced cost to all participants. Our partners include Kennedy Space Center, Port Canaveral, Orlando-Melbourne International Airport, Ron Jons, City of Cocoa, City of Cocoa Beach, City of Titusville, and City of Palm Bay, Cocoa Beach Hotel Motel Association, I-95 Hotel Associations, and Brevard Zoo, among others. Some of the co-ops included in the FY2018.19 plan are both bulletin and digital billboard campaigns throughout Florida and other targeted states, Connected TV, print ads in well-known industry and target-market magazines, newspapers, and directories, an extreme geo-targeted and traffic-focused digital campaign, Special Event Funding, Signature Events Marketing Program, and Strategic Marketing Partnerships all committed to making Florida's Space Coast stand out and drive tourists and visitors from all over to experience the Space Coast first-hand. The TDC may pay for the ads up front and seek reimbursement from the advertising partners when applicable or award marketing grants through an application process and tiered scoring. The co-ops partners provide various dollar amounts, depending on the campaign.

It is requested that the Board authorize the TDO Executive Director or 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, subject to County Attorney and County Manager or designee approval. The total estimated TDC media advertising budget for FY2018.19 including production costs is \$6.8 million. Both the Marketing Committee and the TDC approved the draft marketing plan at the July 25, 2018 meetings unanimously.

ATTACHMENTS:

Description

- Marketing and Media Plan FY 2018/19

REVIEWERS:

Department

**Tourism Development
ACM Community Services
Tourism Development
ACM Community Services
County Manager**

Reviewer

**Delano, Stacy
Liesenfelt, Jim
Delano, Stacy
Liesenfelt, Jim
Abbate, Frank**



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

Telephone: (321) 637-2001
Fax: (321) 264-6972
Tammy.Rowe@brevardclerk.us

October 10, 2018

MEMORANDUM

TO: Bonnie King, Tourism Development Assistant Director

RE: Item F.12., Tourist Development Council (TDC) Proposed Fiscal Year 2018-2019 Marketing and Media Plan and Authorization to Negotiate and Execute Agreements with Vendors Over \$100,000

The Board of County Commissioners, in regular session on October 9, 2018, approved the TDC proposed FY2018-2019 Marketing and Media Plan; authorized you or the County Manager, or his designee, to negotiate advertising rates, and to execute agreements with the vendors upon County Attorney approval; and authorized you to execute purchase orders for advertising vendors of ad placement and promotion costs over \$100,000, subject to County Attorney and County Manager, or designees approval.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS
SCOTT ELLIS, CLERK

Tammy Rowe

Tammy Rowe, Deputy Clerk

/ds

cc: County Manager
County Attorney
Finance
Budget



Space Coast

FLORIDA

2019 MARKETING PLAN

- DRAFT -



The Space Coast Office of Tourism has successfully exceeded our goals and financial expectations year-over-year by inspiring travelers to visit through our content and storytelling. Last year, our goals were to maintain market share for the primary destinations; increase the ADR and guest spending while further establishing the brand awareness and affinity for all primary & ancillary destinations.

We accomplished this by creating compelling content to a highly-targeted audience. We created professional but authentic video content and delivered it via paid and organic media channels. We created an episodic TV show “Space Coast Live” and utilized engaging personalities (celebrity & everyday people) to tell the story of each destination.

GOALS:

- Increase annual Rooms Sold:
 - Brevard - +5.5%
 - Cocoa Beach - +6%
 - Melbourne - +8%
 - Palm Bay - +5%
 - Titusville - +11%
- Increase annual Average Daily Rates:
 - Brevard - +4%
 - Cocoa Beach - +4.5%
 - Melbourne - +4%
 - Palm Bay - +3.5%
 - Titusville - +7%
- Increase Tourist Development Tax collection by 9.2% from \$15.3 million to \$16.8 million for FY19.

CAMPAIGNS	IN-MARKET	BUDGET
ANNUAL	Oct 1 - Sept 30	\$3,525,500
FALL/HOLIDAY	Sept 15 - Dec 15	\$289,500
SPRING	Jan 1 - Mar 15	\$857,667
EARLY SUMMER	April 15 - May 15	\$240,000
SUMMER	July 1 - Aug 31	\$410,300
TOTAL:		\$5,322,967



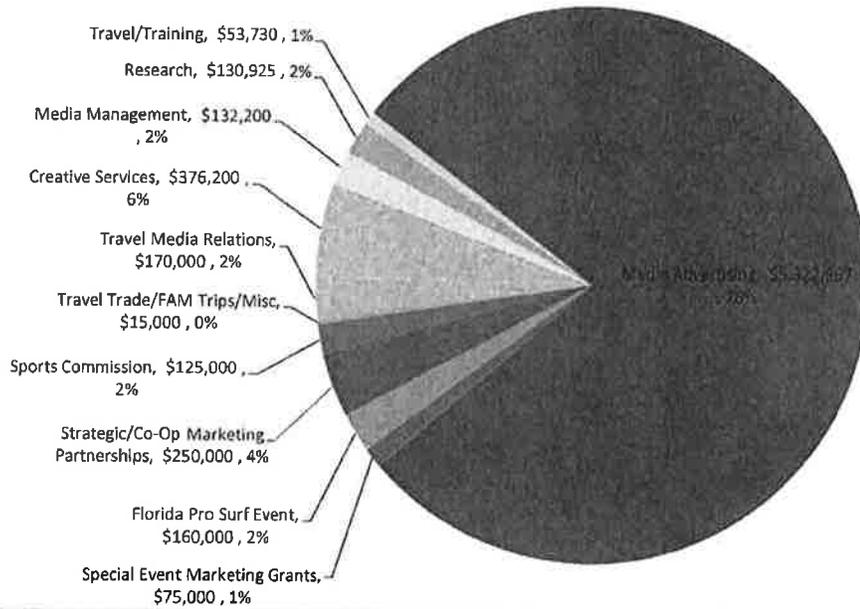
**BREVARD COUNTY TOURISM DEVELOPMENT OFFICE
FY2019 MEDIA PLAN**

FUND 1441 - Promotion/Advertising	FY19 Budget	%		
Media Advertising	\$ 5,322,967	78%	<u>Detail</u>	%
<i>Annual Campaign</i>			\$ 3,525,500	66%
<i>Outdoor Billboard (annual)</i>			\$ 675,000	13%
<i>Out of Home (OOH) Airports - MCO, ATL, DCA</i>			\$ 616,500	12%
<i>Facebook/Instagram/YouTube/Pinterest</i>			\$ 944,000	18%
<i>Connected TV (The Trade Desk)</i>			\$ 1,080,000	20%
<i>Influencer Marketing</i>			\$ 105,000	2%
<i>Destination Brand Print/TV/Radio (annual)</i>			\$ 105,000	2%
<i>Fall Campaign (September 1-December 15)</i>			\$ 289,500	5%
<i>Spring Campaign (Jan. 1-March 1)</i>			\$ 857,667	16%
<i>Early Summer Shoulder (April 15-June 15)</i>			\$ 240,000	5%
<i>Summer Campaign (July 1-August 31)</i>			\$ 410,300	8%
Special Event Marketing Grants	\$ 75,000	1%		
Florida Pro Surf Event	\$ 160,000	2%		0%
Strategic/Co-Op Marketing Partnerships	\$ 250,000	4%		
Sports Commission	\$ 125,000	2%		
Travel Trade/FAM Trips/Misc	\$ 15,000	0%		
Travel Media Relations	\$ 170,000	2%		
Creative Services	\$ 376,200	6%		
Media Management	\$ 132,200	2%	<i>% of Media</i>	2.5%
Research	\$ 130,925	2%		
Travel/Training	\$ 53,730	1%		
Contingency	\$ 169	0%		
TOTAL - FUND 1441	\$ 6,811,191			

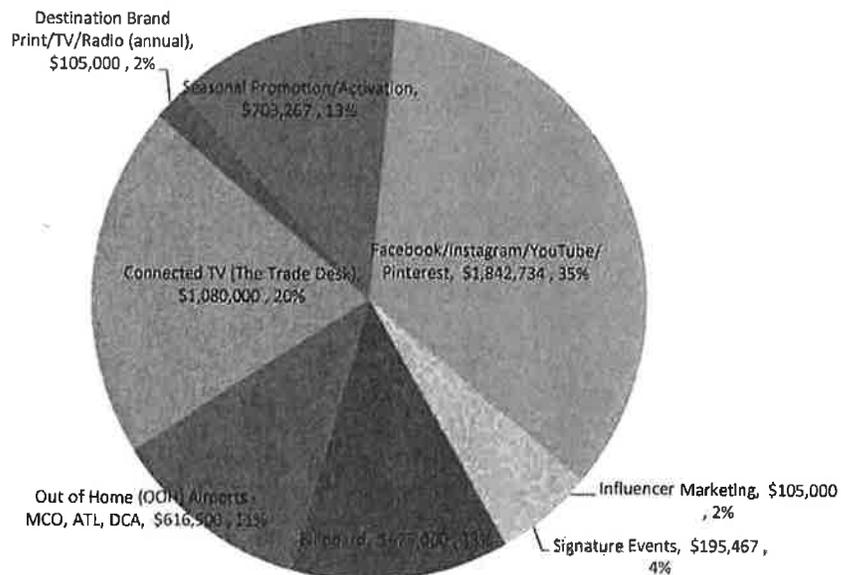


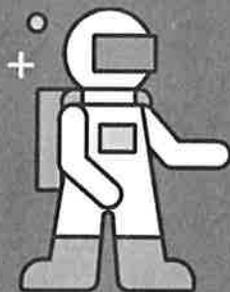
BREVARD COUNTY TOURISM DEVELOPMENT OFFICE
FY2019 MEDIA PLAN

FUND 1441 - Promotion/Advertising
\$6,811,191



FUND 1441 - Promotion/Advertising Media Mix
\$5,322,967





**2019 ANNUAL CAMPAIGN
DRAFT**

STORYTELLING:

The 2019 Marketing Plan will focus on continuing to tell our story annually through multi-faceted programs that reach beyond media channels. We will focus on telling the key stories we want to tell to the prizm profiles identified in our research and the geographical areas where those profiles are located.

KEY MESSAGES:

Florida's Space Coast is home to a diverse community of medium-size towns making up several distinct travel destinations. Each destination has a unique brand yet offers experiences which include access to all that the Space Coast has to offer – beach, nature, space-related, cruise, sports, culture and events. In addition, the destinations in the Space Coast offer easy access to the theme park attractions in Orlando; and conversely provide a convenient beach experience to travelers whose trip is primary for the Orlando theme parks.

Florida's Space Coast launches more rockets than ever before! Come witness the sight, sound and feeling of a launch.

Don't miss the boat. Snooze & Cruise out of Port Canaveral. Spend the night and start your cruise vacation with a walk on the beach.

Cocoa Beach offers the classic beach town destination for families looking to create memories. What is more memorable than learning to surf, kayaking through bioluminescence, witnessing a rocket launch or just taking nightly walks on the beach. So much to do, but affordable and uncrowded.

Melbourne & the Beaches are the high-tech corridor with pristine, natural beaches. Discover the magic of nature by participating in a sea turtle walk to witness nesting mothers or hatching nests in our natural beach preserves.

Florida's Space Coast is a family destination with many attractions and dining options. We boast the Brevard Zoo, KSC Visitor Complex, the Dinosaur Store, Ron Jon Surf Shop, The Cove at Port Canaveral, Exploration Tower and the Cocoa Beach Pier among others.

Enjoy a day away from the beach in Historic Cocoa Village, Downtown Melbourne, EGAD or Viera shops & restaurants.

TARGETING:

Studying the data from the PRIZM segments and the qualities of those represented gave us the opportunity to see if we could seek new profiles to visit Brevard County by knowing who was visiting. The rule “birds of a feather, flock together” is helpful in this effort.

Our last study featured a profile called New Homesteaders, a young Family Mix (24-44) of dual income couples with school age and young teen children living a child centered lifestyle. And, while a lovely profile there was in fact another profile that was a bit more desirable with higher earnings and assets. These are both qualities that could encourage a family to come back more frequently for a visit or even better share their love of Florida’s Space Coast with their families where they reside.

We intentionally targeted Fast-Track Families by seeking the zip codes where they lived and adding FTF to our top list of profiles for campaign targeting. Additionally, profiles that we did see throughout our last study that we were interested in keeping or encouraging them to visit more often we can see in both cases we did seem to ‘move the needle’ in our targeting.

TOP 10 PRIZM PROFILES:

Country Squires [05]

The wealthiest residents (35-54) in exurban America live in Country Squires, an oasis for affluent Baby Boomers who’ve fled the city for charms of small-town living. They are generally a Family Mix with children in the home of ages 12 -17. CS’s are highly educated, mostly home owners who cherish their above average use of technology. This is the best way to reach this profile. CS’s shop at Pottery Barn and enjoy golf, tennis, swimming, boating, skiing and biking. Country Squires visit all of our destinations, particularly beachside as the #1 profile in all seasons. They visit Palm Bay the least. CS’s hail from Boston, Annapolis, Providence and Philadelphia.

Fast-Track Families [11]

Fast-Track Families (35-54) lead busy, full and active lives often shuffling children around to their interests. Always on the go, this Family Mix group frequent restaurants diners, drive larger SUVs, visit Pinterest and tend to buy in bulk at wholesale clubs. FTF are in the prime of their acquisition years. They are college educated and have disposable income to by the newest technology; computers, home theatres and video games. They enjoy family activities such as camping, boating, beach vacations and fishing. They frequently visit Cocoa Beach/Cape Canaveral, Titusville, Melbourne Beach and Kennedy Space Center. They are not present in Melbourne or Palm Bay. FTF are scatter throughout the US but particularly live in Atlanta, Charlotte and the northeast.

TARGETING:

Cruisin' to Retirement [12]

Cruisin' to Retirement is upscale Mature (55+) couples with children mostly grown and out of the house. They remain in the neighborhoods where they raised their families, enjoying the suburban lifestyle. They vacation often a cruise to Alaska is usually on their bucket list. They watch golf on television and follow both the LPGA and PGA, listen to talk radio and watch Fox Business. CtR visits Melbourne Beach, Melbourne, Cocoa Beach, Palm Bay and Viera. They are not present in Cocoa Beach/Cape Canaveral. Cruisin' to Retirement resides in the upper North West, suburbs of the Mid-Atlantic and drive markets in Florida.

Big Fish, Small Pond [09]

This Mature, upper-class, college-educated professionals, the members of the Big Fish, Small Pond (65+) are living mostly in the suburbs of major cities and enjoying leadership roles in civic organizations and non-profits. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology. They are heavy travelers, heavy TV watchers and heavy readers of local and national newspapers. TV is the best way to reach this profile. BF,SP like to be by the ocean and frequent Cape Canaveral/Cocoa Beach and Melbourne Beach. They reside in the suburbs of Hartford/Providence, Washington, DC, Charlotte and Atlanta. The highest concentration of BF, SP is in James City County, Virginia.

Big Sky Families [27]

BSF is a Family Mix that is scattered in the placid towns across the American heartland, they are middle-aged (35-54) rural families who have turned high school educations and blue-collared jobs into busy, upper-middle-class lifestyles. Blue Sky Families enjoy country music, team sports and outdoor activities, especially hunting. They stay at Super 8, eat Dairy Queen and drive Jeeps. To entertain their families, they buy virtually every piece of sporting equipment on the market. BSFs are present beachside in Cocoa Beach/Cape Canaveral, Melbourne Beach and Titusville. While Big Sky Families are plentiful throughout the US they are particularly concentrated in Texas.

Empty Nests [20]

With their grown-up children out of the house, Empty Nests is composed of upper-middle income older Americans who pursue active, and activist, lifestyles. Most residents of this Mature group are over 65 years old, but they show no interest in a rest-home retirement. They travel frequently, enjoy golf, and many are active in their country clubs and fraternal groups. They are readers and below average in technology use, they like to cruise on Royal Caribbean and drive Buicks. Empty Nests are present in every destination except Cocoa Beach/Cape Canaveral. There is a high concentration of ENs that reside with within Florida's drive market particularly in coastal areas.

Movers & Shakers [03]

Movers & Shakers is home to America's business class, a wealthy world of dual-income couples who are highly educated, typically between the ages of 45 to 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy reading business publications and visits to business oriented websites. These soon-to-be Mature power couples are above average in technology, drive BMW's, enjoy skiing & snowboarding, fly American Airlines and eat at the Cheesecake Factory. M & S reside in the suburbs of Washington DC, Philadelphia, on Long Island and Fairfield County, CT. Movers & Shakers are seen consistently in Viera and Melbourne in all five seasons.

TARGETING:

Upper Crust [01]

The most desirable profile. This is the nation's most exclusive address, Upper Crust. It is a haven for the uber-wealthy empty-nesting couples over the age of 65. This segment has a high concentration of resides earning over \$100,000 a year and many possess a postgraduate degree. They have an opulent standard of living, driving expensive cars and frequently eating out and traveling frequently in Europe and the Caribbean. This Mature audience enjoys the finer things and we see them only in the Melbourne Beach South location. They live on Long Island and the suburbs of Philadelphia.

Winner's Circle [06]

They are the younger, very desirable, wealthy Family Mix profile. WC (35-54) tend to have large families in new-money subdivisions. These large families are enjoying all the benefits of the new money status. Surrounding their homes are the signs of upscale living: recreational parks, golf courses, and upscale malls. Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques, and take in a show. They like theme parks and live in the suburbs, particularly Washington DC and Philadelphia.

Middleburg Managers [22]

This middle class Family Mix profile (35-54) are largely solid white-collar jobs with college educations. They live in older homes that they own, enjoy reading, needlecrafts and average use of technology and enjoy visiting MLB.com. They spend time doing club activities, cultural events, hiking and taking cruises. They are more thrifty with their spending, despite an upscale income, likely saving for their future retirement. MM visit Melbourne Beach, Palm Bay, Viera and Kennedy Space Center. They live in Orlando, and suburbs of the Mid-Atlantic region.

KPIs:

- Brand Awareness: First Visit Metric/Landing page visits – 500,000 across all sites
- Brand Awareness: Digital impressions via Social – 50,000,000
- Brand Awareness: Digital impressions via Connected TV – 24,000,000
- Digital Streaming “App” downloads – 25,000
- Engagement: Video view completion - 26%
- Email open rate – 10%

ANNUAL CAMPAIGN	MARKETS	NOTES	BUDGET
OUTDOOR			\$675,000
Billboards	TPK, I-10, I-75, I-95, I-4, 528, Georgia		
AIRPORT/OOH			\$616,500
BRAND DIGITAL			\$2,024,000
Facebook/IG/YouTube	Paid Ads		\$944,000
Digital Streaming TV	Trade Desk		\$1,080,000
BRAND INFLUENCERS			\$105,000
BRAND PRINT/TV/RADIO			\$105,000
TOTAL:	DRAFT		\$3,525,500



Seasonal Promotions
DRAFT

SEASONAL STRATEGY:

Content is KING! We will continue to tell our stories through content that resonates and is aligned and relevant through this seasonal timeframe. We will appeal to travelers by our use of authentic user-generated imagery, powerful videos and genuine messaging. We will also leverage our media buys through seasonal promotions such as Fall/Holiday, Spring, Early Spring and Summer. Our tactics will be dictated by our messages and the identified profiles & geos.

KEY MESSAGES:

Educational experiences are plentiful on Florida's Space Coast for families that choose alternative learning paths for their children. Come see our wonders that can enhance your homeschool curriculum while enjoying all the best of our beautiful coast.

Cocoa Beach/Melbourne & the Beaches are perfect for couples...waterfront seafood dining, nature-based excursions, golf, casino, cruise, fishing, special events and maybe even a rocket launch!

Fall is the perfect time for wining & dining on the Space Coast! We have many great craft beer, wine & foodie events!

Surfing Santas Event on Dec. 24 in Cocoa Beach - Come surf with Santa! We also have a costume contest where you can win a brand new surfboard!

TACTICS:

- Airport - CNN digital video (Thanksgiving)
- Email Marketing
- Pinterest
- Instagram Stories
- Facebook
- Snap filters
- Signature Events

TOTAL: \$289,500

- Airport - \$68,000
 - Email Marketing - \$30,000
 - Paid Social - \$ 152,000
 - Cocoa Beach ½ Marathon - \$ 20,500
 - Surfing Santas - \$19,000
-

KEY MESSAGES:

"Your cruise vacation starts with a walk on the beach!" Staying on Florida's Space Coast prior to a cruise vacation makes sense. Cocoa Beach and Port Canaveral is economical and fun, and relaxation starts immediately - especially when visitors can forgo traffic, parking issue and the possibility of missing the boat.

Project Time off Campaign: a national campaign to encourage Americans to schedule vacations by the deadline of January 31.

WSL Florida Pro is happening in January. Don't miss watching the pro surfers surf at the legendary Sebastian Inlet.

Is there a better way to enjoy nature and your family than a weekend on Florida's Space Coast? We have natural beauty at every turn plus dolphins, alligators & rare birds. Titusville is a beautiful destination to experience native Florida.

Palm Bay is known for its world class freshwater fishing. Come fish the Stick Marsh.

One of the top 5 New Year's resolutions is to travel more, so this is the perfect time to plan a vacation.

TACTICS:

- KSCVC Co-op – 2019 SUPERBOWL
- Bus Wraps
- Cruise Campaign - Digital & Print
- Florida Pro & Music Fest
- Programmatic Display Ads
- Expedia (lift into MLB & Surf Expo)
- Custom URLs & Landing Pages
- Influencers
- Airport – CNN digital video (March)
- Sweepstakes
- Email Marketing
- Signature Events

TOTAL: \$857,667:

- Superbowl exhibit - \$250,000
- Bus Wraps - \$100,000
- Cruise - \$187,000
- Florida Pro Music Fest - \$75,000
- Display Ads - \$30,000
- Expedia - \$50,000
- Airport - \$68,000
- Birding Festival – \$25,869
- Beach N Boards Fest - \$22,000
- Melbourne Airshow - \$26,120
- Warbird Airshow - \$23,678

***Note that we are no longer allocating marketing funds to support the*

*Publix Florida Marathon as a Signature Event***

KEY MESSAGES:

Now is the time to come visit....uncrowded, temperate and authentic. It's time to play here like you live here. Break out those flip flops and leave those dressy clothes back home. When visiting Florida's Space Coast, the mayor could be surfing in front of your hotel and a rocket scientist could sit next to you at dinner. Here, it's laid-back and you'll feel part of our crew in no time.

Our Melbourne Beaches bed and breakfasts are perfect for a weekend away to re-connect.

Plan your summer cruise out of Port Canaveral.

Come witness Thunder on Cocoa Beach. Kick-off the Super Boat Off-shore racing series.

It's all about the kids, the beach, space, ...and doing something new and exciting. Families will be planning for summer vacation and the family-friendly destinations on Florida's Space Coast offer great beach and nature-based travel experiences.

The Apollo 50th Anniversary is happening in June. Come join in our week-long celebration.

TACTICS:

- Apollo 50th campaign
- SEO/SEM (New website)
- Instagram Story Ads
- Pinterest
- Snap filter
- CCA/STAR Tournament
- Signature Events

TOTAL: \$240,000:

- Apollo 50th - \$30,000
- SEO/SEM - \$100,000
- Paid Social - \$ 60,000
- CCA/STAR - \$10,000
- Thunder on Cocoa Beach - \$40,000

KEY MESSAGES:

Summer vacations are all about the beach. On Florida's Space Coast, Cocoa Beach offers the classic beach town destination for families and couples looking to create memories. What is more memorable than learning to surf, kayaking through bioluminescence, witnessing a rocket launch or just taking nightly walks on the beach.

Cocoa Beach is Orlando's closest beach - just 45 minutes East. Stay on the relaxing beach - as opposed to busy Orlando.

Kennedy Space Center Visitor Complex is a theme park unlike none you will find in Orlando.

Come visit Florida's Space Coast where learning for all ages is alive! Imagine your child experiencing Space; a real rocket launch, interaction with an astronaut and exploring the shuttle Atlantis at Kennedy Space Center, or visiting the Brevard Zoo.

Don't let your summer vacation end without making one last trip to the Space Coast before the kids go back to school.

Be a part of our surf culture. The 34th NKF Surf Fest will be held Labor Day weekend!

TACTICS:

- Bus Wraps
- Email Marketing
- SEO/SEM
- Snapchat Filters
- Instagram Story ads
- Pinterest
- Airport - CNN digital video (July)
- Organic Social
- Signature Events

TOTAL: \$410,300

- Bus Wraps - \$100,000
- SEO/SEM - \$100,000
- NKF Surf Fest - \$18,300

Note: Full budget including KPIs will be presented prior to Summer promotion launch

