

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



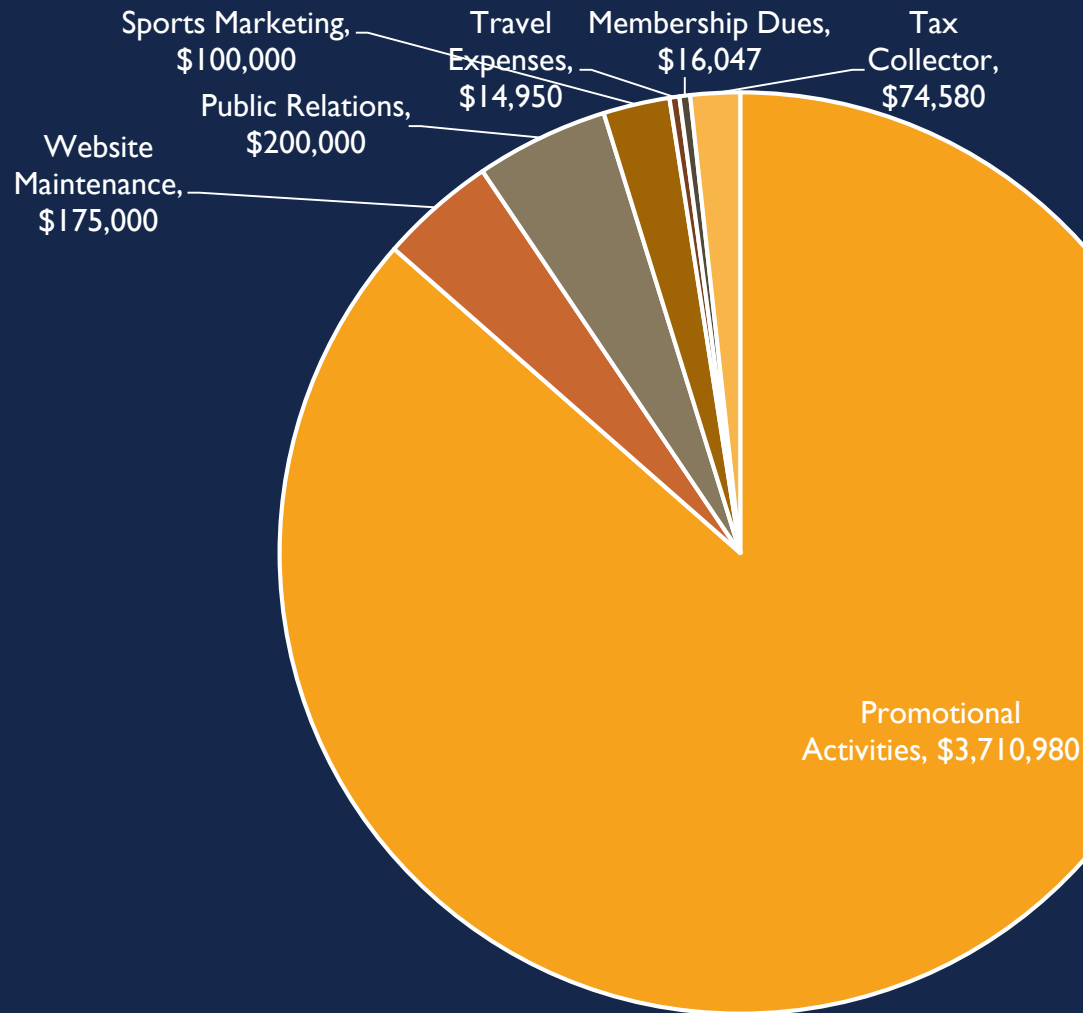
FUND 1441 - PROMOTION/ADVERTISING BUDGET - EXPENSES

Fund 1441 – Promotion & Advertising

EXPENSES:	<u>FY2019/20</u>	<u>FY2020/21</u>
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	<u>\$18,600</u>	\$16,047
Tax Collector		<u>\$74,580</u>
TOTAL EXPENSES	\$6,938,950	\$4,361,557 (-38%)



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



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FLORIDA

VisitSpaceCoast.com

EXIT #76 MELBOURNE

THERE'S SPACE FOR YOU HERE



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FLORIDA

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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



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PORT/CAPE CANAVERAL

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**WELCOME TO THE
SPACE COAST!**

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FLORIDA

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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,

