



Brevard County Board of County Commissioners

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Legislation Text

File #: 1915, **Version:** 1

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.