



**TOURIST DEVELOPMENT COUNCIL
SEPTEMBER 21, 2016 – 2:00 P.M.
RADISSON RESORT AT THE PORT, CAPE CANAVERAL**

The Tourist Development Council met on September 21, 2016 at 2:00 p.m. The meeting was held at the Radisson Resort at the Port, Cape Canaveral. Members present were: Chairman Tom Williamson, Vice Chairman Jim Ridenour, Commissioner Jim Barfield, Vice Mayor Walt Johnson, Mayor William Capote, Bob Baugher, Laurilee Thompson, Tim Deratany, Puneet Kapur. TDC Staff present: Eric Garvey, Bonnie King, Tom Bartosek, Candace Narmore, Stacy DeLano, Danny Czerwinski, Tiffany Minton, Jeanna Wood.

WELCOME AND INTRODUCTIONS –CHAIRMAN TOM WILLIAMSON

Guests present were: Becky Behl-Hill, Assistant County Attorney; Venetta Valdengo, Brevard County; Herb Hiller, Consultant; Jennifer Odom, Hilton Cocoa Beach; Bonnie Campion, Wendy Ellis, Space Coast Advertising; Mary Butin, Kelly Maralt, Ivey Lawrence, Phil Tardif, Nancy Tredway, Butin Integrated Communications; Kim Carpenter, Ruby Daniels; Holiday inn Viera; Melissa Byron, City of Cocoa Beach; Ray Nau; Mike McGarry, Brevard County Office of Natural Resources; Rusty Buchanan, Buchanan Company; David Poston, Port Canaveral; Dana Kelly, Dominic Fraticelli, Homewood Suites; Andrea Hill, Brevard Zoo; Tracie Romandetti, Hubbs Seaworld; Dave Seehafer, Boards and Waves Expo; Kathy Engerran, Brevard Cultural Alliance; John Belden, Wayne Belden, *Space Coast Fun Guide*; Bridget Minnick, District 2 Commission Office; Marshall Hooks, Cocoa Beach Chamber CVB; Dave Berman, *Florida Today*; Samantha Senger, City of Cocoa.

APPROVAL OF AGENDA:

Board members were asked to disclose any Conflict of Interest with any agenda items and/or any business relationships between the Board. None were disclosed.

ACTION: Ridenour moved to approve the Tourist Development Council September 21, 2016 meeting agenda with no changes. Thompson seconded the motion and the motion was unanimously approved.

APPROVAL OF MINUTES:

ACTION: Ridenour moved to approve the Tourist Development Council minutes of July 27, 2016. Kapur seconded the motion and the minutes were unanimously approved.

ECO-TOURISM PLAN UPDATE – HERB HILLER

Herb Hiller reported that the North American Jules Verne Society decided to hold its September 2018 Annual Meeting in Brevard County. The TDO is planning a broad-based approach to stakeholders that will make the meeting a milestone occasion with ongoing benefits for Space Coast tourism.

Hiller also reported on the Indian River Lagoon NEP initiative. So far three of the five county Destination Management Organizations are on board with the initiative and Hiller anticipates the other two will join soon. Hiller will make a presentation to the IRL Council on October 14, 2016.

ZAGSTER BIKE SHARE – WENDY ELLIS

Wendy Ellis, a technical adviser for Brevard County's Transit One Council for Transit Advocacy, gave a detailed presentation on the Zagster Bike Share Program. Ellis explained that Transit One is a not-for-profit organization launched last January to strengthen and expand public transportation and mobility options in the county.

Ellis stated initial plans call for Transit One to work with Zagster, a company that has been in the bike-sharing business since 2007 and operates more than 140 bike-share programs in 35 states. Cocoa Beach was targeted for Brevard's pilot program because it is a major tourism area and is relatively compact. Plans call for 10 bike stations, with five bikes at each station.

Thompson asked if spending fund on the Zagster Bike Share program is an allowable use of tourist tax dollars.

Ridenour said he thinks it's a great idea but does not believe spending tourist tax funds on the Zagster Bike Share program is an allowable expense. Ridenour suggested getting an opinion from the County Attorney to make sure TDC funds can be used on this type of program.

Ridenour moved to table the Zagster Bike Share Program. There was no second. The motion died due to no second.

Deratany said he thinks this is a great program that would help develop tourism. Deratany said he would support funding this program. .

Ellis said it also could help develop economic activity near the bike-share stations and better connect the community.

Garvey stated by using the hotel tax money for startup costs, revenue raised from user fees and sponsorships during the first year of the bike-share program's operations could be used to expand the bike-share system in other tourist-concentrated areas. In future years, revenue for continuing and expanding the program would come from still-to-be-determined membership and usage fee paid by bike users, as well as sponsorship revenue from advertising placed on bike stations and individual bike baskets.

Wayne Belden with Space Coast Fun Guide, said he would sponsor a bike station.

Garvey stated he feels confident the TDO can recover the startup funds, and use it to expand the system. Garvey said the TDO can use the bike stations for enhanced marketing of the community, including video and graphics, as well as for increased "way-finding" signage directing people to attractions. He said the TDC's Visitor Information Center or marketing budgets might be appropriate for the program startup costs.

ACTION: Johnson moved to approve moving forward with funding of the Zagster Bike Shore Program's startup costs of \$110,000 out of the Visitor Information Center fund pending a favorable opinion from the County Attorney. Deretany seconded the motion and the motion passed. Ridenour voted against the motion.

ACTION: Williamson directed staff to find out where other areas are getting their funds from.

MARKETING COMMITTEE REPORT – BOB BAUGHER

Minton gave a recap and results of the 2016 Marketing plan. Following are some of the highlights of the presentation.

Objective: Increase Awareness and Brand Identity for each Destination

Goals: Increase Tourist Development Tax collection by 7% for FY16

- Actuals: increased to 12%

Increase collection from \$11.3 million to \$12 million

- Actuals: projected increase to \$12.7 million

KPIs- Key Performance Indicators

Nielsen BrandEffect Study

- FB Ad Recall Lift: Up 7%

Email leads

- 10,500

Increase Facebook Fans

- Increased from 149k to 210k organically by 41

Web Stats

VisitSpaceCoast.com stats from September 2015-September 2016

- Organic Sessions- Increased 29% - 318,132 sessions vs 246,504
- Organic Page views- Increased 36% - 817,360 page views vs 600,889
- Total Traffic Sessions- Increased 6% - 715,364 total sessions

Microsites

- GoCocoaBeach.com- Launched March 1, 2016- 144,297 sessions
- GoPortCanaveralFl.com- Launched April 17, 2016- 50,205 sessions
- GoMelbourneFlorida.com- Launched April 17, 2016- 24,855 sessions
- GoTitusville.com- Launched April 17, 2016- 25,320 sessions

SpaceCoastLaunches.com

- Organic Traffic- Increased 176%
- Total Traffic Sessions- Increased 144% - 280,395 total sessions

Total Web Traffic

- Total Sessions- 1,240,436 sessions vs 672,987 sessions in previous period

Upcoming Website Changes

VisitSpaceCoast.com-

- Going through web reskin

SpaceCoastLaunches.com

- Fully redesigned- <http://spacecoastlaunches.com/>
- Looking to be main space related news and rocket launch info outlet

- Went live last week- have not officially launched to the public

Microsites

- Recently updated with new style guide and logos

Minton presented the proposed 2017 Marketing Plan. Following are some of the highlights of the plan.

Background Info:

The Space Coast Office of Tourism has successfully re-established brand awareness for each primary destination within the area – Cocoa Beach and Melbourne and the Beaches. Positioning has also been established for ancillary destinations of Port Canaveral, Titusville and Palm Bay.

The Space Coast 2017 Marketing Plan will focus on increasing market share for the primary destinations; and further establishing the brands for the ancillary destinations including the addition of Viera.

- Permanent Billboards in Florida and Georgia
- Airport Assets –
 - Orlando (MCO)
 - Atlanta (ATL)
 - Washington DC (DCA)
 - Digital Inbound –
 - Regatta Meta-search
 - Facebook/Instagram
 - Native Content Marketing
 - SEO/SEM

Fall / Holiday Campaign

Consumer Profiles:

- New Homesteaders [32]
- Big Fish, Small Pond [09]
- Upper Crust [1]
- God's Country [11]

Markets:

Core:

- Orlando (Travelers in the Orlando market)
- College Fans in Florida
- College Fans in Atlanta, GA

Expansion:

- Columbus & Cincinnati, OH
- Raleigh & Charlotte, NC
- Lexington, KY
- Washington DC
- Richmond, VA
- Tuscaloosa,

Fall / Holiday Campaign

Key Performance Indicators (KPIs)

FB Paid Reach: 5 Million

FB Paid Video Views: 8.5 million

- Social: Organic Reach 25 million Unique Daily Users (the number of people who've seen any content associated with the page)

Website: Increase booking conversion rate via Regatta

- 25 bookings per month

Spring Campaign/January 1-March 1

Campaign Strategy:

Still Cool...this campaign resonates with travelers and aligns well with our key messages of our history, surf culture and space-related tourism. Expand on the "Still Cool" message with extensions for each target demo to provide messaging that resonates with those particular targets.

The extensions are where we have fun and add to the creative by playing off the "Still Cool" phrase, such as "How Cool Is That?" and accompanying that with fun facts and amazing images.

Consumer Profile:

- New Homesteaders [32]
- Fast-Track Families [20]
- Country Squires [5]

- Upper Crust [1]
- God's Country [11]
- Big Fish, Small Pond [9]

Markets:

Core

- Orlando (*Travelers in the Orlando market*)
- Tampa
- Atlanta
- Other Florida Drive Markets

Expansion

- Charlotte, NC
- Cincinnati, OH
- Louisville, KY
- Philadelphia, PA
- Raleigh-Durham

Summer Campaign/July 1 – August 31

Campaign Strategy:

Summer vacations are all about the beach. On Florida's Space Coast, Cocoa Beach offers the classic beach town destination for families looking to create memories. Spotlight Cocoa Beach and the great beach towns on Florida's Space Coast, including the variety of unique experiences available to families of all ages, especially families with older kids and multi-generations.

Target Zip Codes with late school starts (after Aug. 15) throughout the East.

Key Messages:

Make memories with a traditional summer beach vacation to Cocoa Beach/Port Canaveral/Melbourne & the Beaches/Titusville offering amazing authentic (non-theme park) experiences in a family-friendly, uncrowded and affordable setting. Oh yes, you can visit a theme park too, but just for one day.

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

Summer Campaign

Key Performance Indicators (KPIs)

- Email Leads: 500

- FB Paid Reach: 5 Million
- FB Paid Video Views: 8.5 Million
- Website link clicks from FB Paid: 175k
- Website: Increase booking conversion rate via Regatta
 - 25 bookings per month

Late Summer Shoulder Campaign/Sept 1 – Sept 30

- Digital
- Facebook/Instagram Digital
- Email
- Radio
- Florida Historical Society
- 680 The Fan Radio
- TV

Ridenour stated Melbourne and Palm Bay hotels are budgeting for a zero increase and questioned TDO expectations for that type of increase.

Garvey stated that TDO staff used the STR report to get its projections.

Ridenour said he noticed that FIT Football or Youth Sports is not promoted in this plan. He also felt the two airshows being promoted should receive the same amount of funding. He also voiced concern that the Thunderboat race is receiving \$42,000 in marketing and advertising but they do not show significant room nights generated.

Minton explained Soccer, Youth Sports and FIT do receive recognition in Facebook and Social Media. They are addressed and not overlooked. Not every aspect of marketing is detailed in the plan.

Williamson stated it is difficult to track room nights generated by the Thunderboat races, but the event is very significant to the area and is supported by the Cocoa Beach Hotels.

Baughner stated he liked the Marketing Plan. He said it is fluid and can be changed based at any time if needed.

Deratany stated he thinks TDO staff is doing an excellent job.

Marketing Committee Meeting Report – Bob Baughner

Baughner reported the Marketing Committee met on August 17, 2016. The Marketing Committee recommended the TDC approve the following: Marketing Financial Report and Marketing Expenditure Detail; FY 2016-17 Media Plan; FY 2015-16 Visitor Information Program

Mid-Year Reports; FY 2016-17 Visitor Information Program Applications; Special Event Marketing Support Reports.

ACTION: Kupur moved to approve the Marketing Financial Report and Marketing Expenditure Detail; FY 2016-17 Media Plan; FY 2015-16 Visitor Information Program Mid-Year Reports; FY 2016-17 Visitor Information Program Applications and each applicant being funded at \$25,000; Special Event Marketing Support Reports. Johnson seconded the motion and the motion was unanimously approved.

Sales Action Team and Film Update: King gave the Sales Action Team and Film update. A detailed report was included in the packet.

Butin Group: Mary Butin, Butin Integrated Communications is the new PR Agency representing the Space Coast. She gave a presentation and introduced her team.

SPORTS COMMISSION – TOM WILLIAMSON

Rusty Buchanan, Buchanan Company, gave an update on what he will be doing in the future. His contract with the TDO will end September 30, 2016. He was thanked for his years representing the TDO through Space Coast Sports.

CULTURAL EVENTS COMMITTEE REPORT – JIM RIDENOUR

Ridenour reported the Cultural Marketing Committee met on August 16, 2016. The Cultural Committee recommended the TDC approve the following: Cultural Financial Report & Expenditure Detail; Cultural Marketing Program Reports; FY 2016-17 Cultural Marketing Program Applications Tier Funding Recommendations.

ACTION: Johnson moved to approve the Cultural Financial Report and Expenditure Detail; Cultural Marketing Program Reports; FY 2016-17 Cultural Marketing Program Applications Tier Funding Recommendations. Baugher seconded the motion and the motion was unanimously approved.

BEACH IMPROVEMENT COMMITTEE – LAURILEE THOMPSON

Lori Wilson Park Project: Garvey presented the Lori Wilson Park Project. Details presented are as follows:

Goal: To engage the public in an open collaborative design process in order to develop a park revitalization plan which best serves all stakeholders and will be a source of civic pride.

Steps:

- Create a Mission Statement for the project.

- Get buy-in from community leaders and city officials through a series of small workgroups.
- Determine measurable outcomes – report on and tie in to alternatives testing
- Use Mission Statement to guide project concept/design....determine key elements and priorities.
- Get City Commission buy-in at pre-identified key policy decision points.
- Use media to share consistent message.
- Report and communicate through open process and consistent message to give individual groups, community, leaders, etc. ability to buy-in/take ownership.
- Use specific tools and metrics to quantify, gauge opinions and report with confidence (statistically valid surveys, samples, town hall calls, etc.).

Thompson stated 20 years ago Lori Wilson Park was one of the prime spots to birders. Because Lori Wilson Park has so many exotic plants that is no longer the case. This project would definitely improve and bring back birding.

Thompson reported the Beach Improvement Committee met on August 24, 2016 and recommended the TDC approve the following: 1) Approve the Beach Improvement Financial report and Expenditure Detail. 2) Approve the Beach Renourishment Project 50 Year Plan.

ACTION: Thompson moved to approve the Beach Improvement Committee recommendations from the August 24, 2016 meeting as follows: 1) Approve the Beach Improvement Financial report and Expenditure Detail. 2) Approve the Beach Renourishment Project 50 Year Plan. Ridenour seconded the motion and the motion was unanimously approved. Punet did not vote because he had to leave prior to the motion.

Beach Renourishment Update:

Mike McGarvey, Office of Natural Resources, gave an update on the beach renourishment program. A detailed report was included in the packet.

DIRECTOR'S REPORT – ERIC GARVEY

Tax Revenue Report: Delano gave the Budget vs. Actual Tourist Tax July 2016 Report. A detailed report was included in the packet.

July 2016 Tourist Tax Data Analysis: Garvey reviewed the January 2016 Tourist Tax Data Analysis. A detailed report was included in the packet.

Quarter 3 Expenditure Detail Report: Delano presented the Quarter 3 Expenditure Detail report. The detailed report was included in the packet.

FY 2016-17 Proposed Budget: Delano presented the FY 2016-17 Proposed Budget: A detailed budget was included in the packet.

Ridenour voiced concern that there is only 1 million in the Disaster fund.

Garvey stated staff would look at the Disaster fund and see what can be done to increase it.

ACTION: Ridenour moved to approve the TDC Financial Reports and FY 2016-17 Proposed Budget as presented. Thompson seconded the motion and the motion was unanimously approved.

STR REPORT: Garvey reviewed the February 2016 STR report. The detailed report was included in the packet.

OTHER BUSINESS AND TDC MEMBER REPORT:

Meeting adjourned at 5:30 p.m.