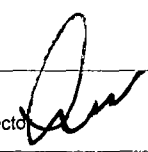



**MANATEE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT	"CULTURALLY FLORIDA" PUBLICATION	TYPE AGENDA ITEM	Consent
DATE REQUESTED	March 27, 2001	DATE SUBMITTED/REVISED	March 16, 2001
BRIEFINGS?/WHO?		CONSEQUENCES IF DEFERRED	
DEPARTMENT/DIVISION	Convention & Visitors Bureau Administration	AUTHORIZED BY TITLE	Larry White Executive Director 
CONTACT PERSON TELEPHONE/EXTENSION	Monica Luff 729-9177 x231	PRESENTER/TITLE TELEPHONE/EXTENSION	
ADMINISTRATIVE APPROVAL			

ACTION DESIRED

INDICATE WHETHER ¹REPORT or ²DISCUSSION, ³FORM OF MOTION, or ⁴OTHER ACTION REQUIRED:

Approval of expenditure in the amount of \$5,000 to participate with Sarasota Convention & Visitors Bureau (CVB) and Sarasota Arts Council in a Visit Florida/American Express publication "Culturally Florida".

ENABLING/REGULATING AUTHORITY

Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.)

Comp. Plan 7.3.3 Promotion of cultural resources
F.S. 125.0104 Authorized uses of Resort Tax Funds

BACKGROUND/DISCUSSION

- Visit Florida is producing, in cooperation with American Express, a quality "coffee-table" publication titled "Culturally Florida".
- Guide book, hardbound, 100,000 copies will include text on historic places, heritage and history, contemporary scenes from throughout Florida, including some Manatee County.
- Travel planner will feature full page ads from coalition members who have contributed sums of \$50,000 or more. Sarasota Arts Council will sponsor the full page, with both logos of Sarasota CVB and Bradenton Area CVB. One million copies will be distributed.
- BACVB participation of \$5,000 is required.

HAS COUNTY ATTORNEY REVIEW BEEN REQUESTED? Indicate "NO" or "YES" @ right. (If "NO," proceed to 1) below; and if "YES," proceed to 2) below)

APPROVED IN OPEN SESSION

1) IF "NO" TO ABOVE,

A) PLEASE EXPLAIN BELOW: (see also following section 1B) re: contract, agreement, lease, etc.:

This is not a legal matter.

MAR 27 2001

BOARD OF COUNTY COMMISSIONERS

B) IF A CONTRACT, AGREEMENT, LEASE OR OTHER DOCUMENT WAS PREVIOUSLY APPROVED, STATE YEAR OR DATE OF APPROVAL

2) IF "YES" TO FIRST QUESTION IN THIS SECTION,

A) HAS ENTIRE MATTER, OR ONLY A PORTION, BEEN REVIEWED? IF ONLY A PORTION, WHICH PORTION?

B) HAVE ALL COMMENTS/SUGGESTIONS RAISED BY COUNTY ATTORNEY BEEN ADDRESSED/INCORPORATED; IF NOT, PLEASE EXPLAIN. A COPY OF FINAL COUNTY ATTORNEY MEMO RE THIS MATTER **MUST BE ATTACHED** (if comments were verbal, so indicate.)

ATTACHMENTS: (List in order as attached) 1. "Culturally Florida" attachments.	INSTRUCTIONS TO BOARD RECORDS: cc minutes to CVB
COST \$5,000.00	SOURCE (ACCT# & NAME) 1030002200549004 Advertising/Advertising
COMMENTS	AMT./FREQ. OF RECURRING COSTS (ATTACH FISCAL IMPACT STATEMENT)

CULTURALLY FLORIDA

Cultural Tourism Marketing Initiative
 Executive Summary

OVERVIEW

Visit Florida and the Department of State are coordinating Culturally Florida, a \$2.4 million cultural tourism marketing program designed to increase tourism spending in rural and urban areas of Florida by promoting the rich heritage, arts and cultural diversity of the state.

CULTURAL THEMES (These are only examples; no final decisions have been made re. any themes.)

- African American Heritage
- Arts and Architecture
- Contemporary Scene
- Ethnic Cultures
- Hispanic Heritage
- Historic Places
- Jewish Heritage
- First Floridians
- Music and Dance
- Rural Florida
- Science and Natural History
- Theater and Film

PROGRAM COMPONENTS

On behalf of the Florida Cultural Tourism Marketing Coalition VISIT FLORIDA with the assistance of a private publishing company, such as Custom Marketing Group, will implement a comprehensive publication, distribution and marketing program, supported by \$1.5 million in advertising.

- **PUBLICATIONS**
 - **Travel Planner** (teaser for Guide Book): 32 pages, 8 ½ x 11, 4-color, 950,000 copies
 - **Guide Book** (main fulfillment piece): 120 pages, 8 ½ x 11, 4-color, 50,000 copies
 - **Web Site** designed and administered by Miles Communications www.flausa.com
- **DISTRIBUTION**
 - **Travel Planner**
 - ❖ Travel Trade: 50,000 to domestic travel service locations (such as Amex) nationwide; 50,000 for supplementary travel trade fulfillment.
 - ❖ Consumer: 750,000 to consumers via inserts in target markets in two or three publications; 100,000 direct mailed to predictive model of credit card members (such as Amex) in target markets.
 - **Guide Book**
 - ❖ Consumer only: 50,000 to fulfill consumer orders generated from (1) Amex or other travel offices and (2) order form included in Travel Planner; 50,000 distributed at official Florida Welcome Centers and by the Department of State.
- **MARKETING**
 - **Travel Trade Seminars:** Five domestic seminars aimed at travel agents to educate them about cultural Florida.
 - **Telemarketing:** Call 200 Amex or other travel agents as a follow-up to Travel Planner direct mail campaign.
 - **Public Relations:** Major media events in selected markets to be arranged by the private publishing company (Custom Marketing Group or other); press releases sent to travel trade and consumer publications; sales kit available from VISIT FLORIDA at travel trade shows.
 - **Advertisement:** Announcement in Florida Vacation Guide and at different locations on the Visit Florida and Department of State Web Sites; advertisement on Florida's Official State Transportation Map; mini-ads in domestic special-interest ("niche") magazines relating to themes in the Planner and Guide.
 - **Welcome Centers:** Displays at four centers with distribution of Guides and special discounts and cultural packages provided by cultural vendors.
 - **Radio Promotions:** Cultural tourism promotional packages offered on targeted domestic stations in exchange for airtime promoting the cultural tourism program.

LAUNCH

CULTURALLY FLORIDA

Cultural Tourism Marketing Initiative Executive Summary

Second and third quarters of 2001 for major media events, press releases, mail out of Planner and Guide, and niche magazine campaign. Telemarketing will be conducted before the end of calendar 2001. Distribution of sales kits at trade shows and radio broadcasts will take place throughout the remainder of 2001 and all of 2002.

RESULTS MEASUREMENT

The credit card company cooperating with this campaign will conduct an analysis of consumer spending, in destinations they select, resulting from direct mail campaign to card members. Visit Florida in conjunction with the Department of State and the cultural and tourism communities will measure impact on cultural visitation in Florida and impact on targeted special interest groups.

COST

\$2.4 million overall program cost offset by \$1.5 million in advertising sales in the Planner, in-kind services provided by the Florida Department of State and VISIT FLORIDA, and \$600,000 in sponsorships from Florida cultural and tourism industry leaders. Sponsorships will be paid to VISIT FLORIDA.

CULTURALLY FLORIDA

The goal of the cultural tourism marketing initiative is to increase tourism spending in rural and urban areas of Florida by promoting the rich heritage and cultural diversity of the state.

One important trend in the explosive growth in leisure travel is the growing importance of cultural tourism as a visitor draw in marketing destinations. An increasing number of special interest travelers rank historic and cultural activities as one of the top five reasons for traveling.

Cultural tourism is a term that includes history-based and culturally oriented activities. The former, which are also often referred to as heritage tourism, typically include visiting historical museums and historic sites, such as prehistoric and historic archaeological sites, military sites, historic villages, old homes, famous architectural and engineering works, monuments and memorials, and other places important in recent or long-ago history. Culturally oriented activities include visiting art, children's and science museums; attending performing arts events, such as theater, dance, opera and musical performances; experiencing different cultural lifeways through ethnic or regional crafts, cooking, folk festivals and other authentic cultural events. Shopping for arts and crafts is another very important leisure travel activity within the meaning of cultural tourism.

The distinction between historic and cultural activities and the boundaries between cultural tourism and other more traditional leisure travel categories are not always completely clear. Certainly, many tourists have been visiting historic sites and art and history museums for many years. Several important trends, however, are clear:

- A growing number of special interest travelers rank heritage and cultural activities as one of the top five reasons for traveling.
- Mass marketing is giving way to one-to-one marketing with travel being tailored to the interests of the individual consumer.
- Today's leisure travelers are looking for a positive and enriching experience, and they want an authentic experience of the local culture.

Recent Florida research has shown that more than 60 percent of Florida vacationers (U.S. adults who have recently vacationed in Florida and have come from outside the state) included history-based or cultural activities in their trip. These same travelers had a similar or greater level of interest in including such activities in a future trip.

BACKGROUND TO THE PRESENT EFFORT

In 1999, VISIT FLORIDA and the Department of State asked representatives of some of the state's larger cultural organizations and convention and visitor bureaus to come together informally and discuss the need for and feasibility of a state level cultural tourism marketing initiative. The idea of involving both groups was stimulated by the example of California's Culture's Edge program, which developed under the leadership of the Los Angeles Convention and Visitors Bureau.

The group (which hereafter is referred to as the Florida Cultural Tourism Marketing Coalition, or the Coalition) met on three different occasions (on June 10, July 8, and August 31). A list of those attending is attached. Others were invited, but for one reason or another were unable to attend on the specific dates.

At the first meeting on June 10 in Orlando, the Coalition heard a lengthy presentation from Robert Barrett, Associate Vice President for Cultural Tourism with the LACVB and the person who spearheaded the California effort. At subsequent meetings (July 8 in Tampa and August 31 in Orlando) the Coalition discussed what would be involved in putting together a state effort similar in scope and intent to the Culture's Edge program, which showcased the cities of Los Angeles, San Diego and San Francisco.

The Coalition reached several conclusions:

- A program similar to California's Culture's Edge was needed in Florida to improve the marketing of the state's cultural resources.
- The California experience was a useful model, but Florida should do some things differently. Most importantly, Florida should develop a program showcasing the entire state.
- VISIT FLORIDA should lead the initiative, and the end products should be integrated with their efforts to promote Florida as the premier vacation destination in the U.S.
- While the amount of funding needed to accomplish the program remained to be determined, funding should come from a combination of public and private sources. California's program required about \$2 million. Assuming a Florida program cost a similar amount, at least \$500,000-\$600,000 should come from the cultural community to demonstrate its seriousness of interest in the program.
- To this end, it was agreed that a number of leaders should be found in the cultural community and local tourism community to commit \$50,000 each in return for certain specific benefits and to get the effort underway.
- VISIT FLORIDA and or the Department of State should hire a statewide coordinator. This person would be responsible for organizing the overall program.
- Strong marketing and distribution components should be part of the program from the outset. To this end, VISIT FLORIDA offered to involve American Express Travel Related Services with whom they had recently signed a strategic alliance agreement.

- The statewide program should not supplant or undercut existing local or statewide programs, but should extend their reach and provide links to their information resources.
- Program products should be available in both hardcopy and electronic formats. While increasing numbers of travelers are getting information about potential destinations from the Web, many still depend upon hardcopy sources and – very importantly – potential corporate sponsors (a credit card company, a hotel chain, car rental company, etc.) want to see hardcopy.
- A written description of the project, including a work plan, schedule, budget, and sources of funding, should be prepared to answer questions of potential sponsors and participants.

PROGRAM DESCRIPTION

PROGRAM COMPONENTS

On behalf of the Florida Cultural Tourism Coalition, VISIT FLORIDA in cooperation with the Department of State and with assistance from a private publishing company, such as Custom Marketing Group, and Miles Communications will implement a comprehensive cultural tourism marketing program that will include the following elements:

- **PUBLICATIONS**
 - ❑ TRAVEL PLANNER. A teaser for the GuideBook and vehicle for advertising sales supporting the program: 32 pages, 8 ½ x 11, 4-color, 950,000 copies.
 - ❑ GUIDE BOOK. The main fulfillment piece with very limited advertising: approximately 120 pages, 8 ½ x 11, 4-color, 100,000 copies.
 - ❑ WEB SITE. Designed and administered by Miles Communications on behalf of VISIT FLORIDA. It will be hosted at www.flausa.com, the official VISIT FLORIDA Web site, and contain numerous links to local and regional tourism web sites.
- **DISTRIBUTION**
 - ❑ TRAVEL PLANNER. 750,000 distributed to consumers via inserts in target markets in two or three publications; 100,000 direct mailed to a predictive model of credit card company members (American Express or other) in target markets; 50,000 to credit card company domestic travel service locations nationwide; 50,000 to targeted travel agents.
 - ❑ GUIDE BOOK. 50,000 distributed to consumers to fulfill orders generated from order form included in Travel Planner and travel service offices; 50,000 distributed at Florida Welcome Centers and by the Department of State.
- **MARKETING**
 - ❑ PUBLIC RELATIONS. Major media events in selected markets to be arranged by a private publishing company, such as Custom Marketing Group; press releases sent to travel trade and consumer publications; sales kit available at more than 200 trade shows.

- ❑ TRAVEL TRADE SEMINARS. Five domestic seminars aimed at travel agents to educate them about cultural Florida.
- ❑ TELEMARKETING. Call 200 travel agents as a follow-up to Travel Planner direct mail campaign.
- ❑ ADVERTISEMENT. Announcement in the Florida Vacation Guide and at different locations on the VISIT FLORIDA and Department of State Web Sites; advertisement on Florida's Official State Transportation Map.
- ❑ WELCOME CENTERS. Cultural tourism displays at four official Florida Welcome Centers coordinated with distribution of Guide Books and opportunities for cultural industry vendors to distribute discount coupons or other products.
- ❑ NICHE MAGAZINES. VISIT FLORIDA will publicize the Web Site with a series of mini-ads in domestic special-interest consumer magazines related to themes.
- ❑ RADIO PROMOTIONS. VISIT FLORIDA staff will call targeted domestic radio stations to offer promotional packages of cultural tourism activities in exchange for airtime promoting the cultural tourism program.

PUBLICATIONS

The Guide Book will be the most detailed publication, giving an overview of the most important cultural and historical places and events in the state. The Travel Planner and Web Site will be more digested versions of the information in the Guide Book.

In each, Florida will be divided into eight regions, the same regions that VISIT FLORIDA uses in all of its promotional materials. It is important to be consistent with the existing structure of statewide promotional programs. A map showing the location of these regions is attached.

The rich diversity of cultural and historical places, attractions, and events will also be organized according to themes. Each theme will be explored in each region. Themes and regions will be treated as evenly as possible, so that no one region or theme is given disproportionate attention. The goal is to create a picture of the entire state as a rich cultural destination with tremendous diversity.

The Coalition extensively discussed potential themes at its second meeting (July 8, 1999, in Tampa). Everyone recognized that no final decisions could be made until the program was further along. Examples of the kinds of themes that seemed most important were: Florida Center Stage (theater, music, opera, dance, and film); Florida Collects (museums of all types); Historic Florida (important historic places); First Floridians (Florida's Native American cultures); Lift Every Voice (African-American Heritage); Hi y'all (Rural Florida – back roads, small towns, traditional cultures); Colorful Cultures (ethnic neighborhoods and traditions – Cuban, Hispanic, Jewish, Greek, Asian, et al.); Off the Beaten Path (botanical gardens, underwater archaeological parks, funky historic buildings, etc.). The final product should include a maximum of 10-12 themes. Too many themes would be unwieldy.

In California Culture's Edge, themes and regions are explored using "itineraries." Each theme in each region is divided into half-day itineraries, which include one or more cultural places or events, plus a shopping and dining experience. Our group felt that the itinerary model might not be appropriate on a statewide level with so much more territory to cover than three cities.