

MANATEE COUNTY GOVERNMENT AGENDA MEMORANDUM

SUBJECT	CVB Annual Report / Presentation	TYPE AGENDA ITEM	Presentation
DATE REQUESTED	February 8, 2011	DATE SUBMITTED/REVISED	January 28, 2011
BRIEFINGS? Who?		CONSEQUENCES IF DEFERRED	
DEPARTMENT/DIVISION	Convention & Visitors Bureau Administration	AUTHORIZED BY TITLE	Elliott Falcione Executive Director <i>Elliott Falcione</i> 1-5-11
CONTACT PERSON TELEPHONE/EXTENSION	Monica Luff 729-9177 x231	PRESENTER/TITLE TELEPHONE/EXTENSION	Elliott Falcione 729-9177 x222
ADMINISTRATIVE APPROVAL		<i>[Signature]</i>	

ACTION DESIRED

INDICATE WHETHER 1) REPORT; 2) DISCUSSION; 3) FORM OF MOTION; OR 4) OTHER ACTION REQUIRED

Convention & Visitors Bureau staff to present 2010 Annual Report.

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.S. 125.0104 Authorized uses of Resort Tax Funds

BACKGROUND/DISCUSSION

- Organizational structure
- Current state of Tourism
- Convention & Visitors Bureau Marketing & Sales Report
- Manatee Convention Center Report
- Powel Crosley Estate Report

COUNTY ATTORNEY REVIEW

Check appropriate box	
<input type="checkbox"/>	REVIEWED Written Comments: <input type="checkbox"/> Attached <input type="checkbox"/> Available from Attorney (Attorney's initials: _____)
<input checked="" type="checkbox"/>	NOT REVIEWED (No apparent legal issues.)
<input type="checkbox"/>	NOT REVIEWED (Utilizes exact form or procedure previously approved by CAO.)
<input type="checkbox"/>	OTHER

ATTACHMENTS: (List in order as attached)		INSTRUCTIONS TO BOARD RECORDS:	
n/a		n/a	
COST:	n/a	SOURCE (ACCT # & NAME):	n/a
COMMENTS:		AMT./FREQ. OF RECURRING COSTS: (ATTACH FISCAL IMPACT STATEMENT)	



Anna Maria Island
- Longboat Key.com
florida's gulf islands
Bradenton & Lakewood Ranch

Department Overview

February 8, 2011

Convention & Visitors Bureau

- County Administrator is responsible for overseeing and recommending policy to the Board of County Commissioners
- The Tourist Development Council recommends the use of the Tourism Tax to the Board of County Commissioners
- The Board of County Commissioners set policy

Manatee County Tourist Development Council

Elected Officials

Carol Whitmore, **Chairman**
Tourist Development Council
P.O. Box 1000
748-4501
carol.whitmore@mymanatee.org
*January, 2012

Harold Byrd
City of Bradenton
Caller Service 25015
Bradenton, FL 34206
932-9455
Harold.byrd@cityofbradenton.com
*6/2012

Sandy Haas Martens
City of Holmes Beach
464 63rd Street
Holmes Beach, FL 34217
778-1383 (Home)
chairman@holmesbeachfl.org
*6/2012

Interested Citizens

Jack Rynerson
70 Tidy Island Blvd.
Bradenton, FL 34210
794-1289
jrynerson@aol.com
*June, 2014

Vernon DeSear
1209 3rd St. Dr. E.
Palmetto, FL 34221
729-8261 (home),
745-7306(work)
Vernon.desear@mmhhs.com
*6/2014

Owners/Operators of Accommodations

Barbara Rodocker, Bridgewalk
100 Bridge Street
Bradenton Beach, FL 34217
779-2545 x1108
info@silverresorts.com
*6/2013

Ed Chiles, Mainsail Beach Inn
P.O. Box 1478
Anna Maria, FL 34216
778-1696
echiles@chilesgroup.com
*6/2013

David Teitelbaum, Tortuga Inn / Tradewinds
115 3rd St. South
Bradenton Beach, FL 34217
778-6611
david@teitelbaumdevelopers.com
*6/2013

Tom Jung, Courtyard Marriott
100 Riverfront Dr. W.
Bradenton, FL 34205
782-1801
tom.jung@marriott.com
*6/2013

*= Term expiration
Updated: 12/20/2010

Current Allocation of 5 Cent Tourism Tax collected per dollar

- Each 1 cent generates approximately \$1,273,000 in tax revenues
- 1st Two Cents (2% Tax)
 - Convention & Visitors Bureau
 - Advertising and Promoting Tourism
 - Manatee Convention Center
 - Tourist Information Center
 - City of Bradenton (10.5% of 2 Cents)/Pirates Facilities
- 1 Cent (“the 3rd Cent Beach Penny”) (1%)
 - Beach Renourishment to Finance Beach Restoration and Erosion Control
 - Beach Maintenance and Other Beach Improvements
- 1 Cent (“the 4th Cent”) (1%)
 - Advertising and Promoting Tourism
- 1 Cent (“the 5th Cent”) (1%)
 - Advertising and Promoting Tourism
 - Capitol Allocation for Renovation the Manatee Convention Center

Marketing Plan Components

53.9% of Budget Expenditures = \$2,057,778

1. Branding/Advertising – Traditional, print, online
2. Sales – Leisure, meetings, conventions, trade, sports
3. Social Networking

Bradenton/Anna Maria 2010

Domestic Feeder Markets

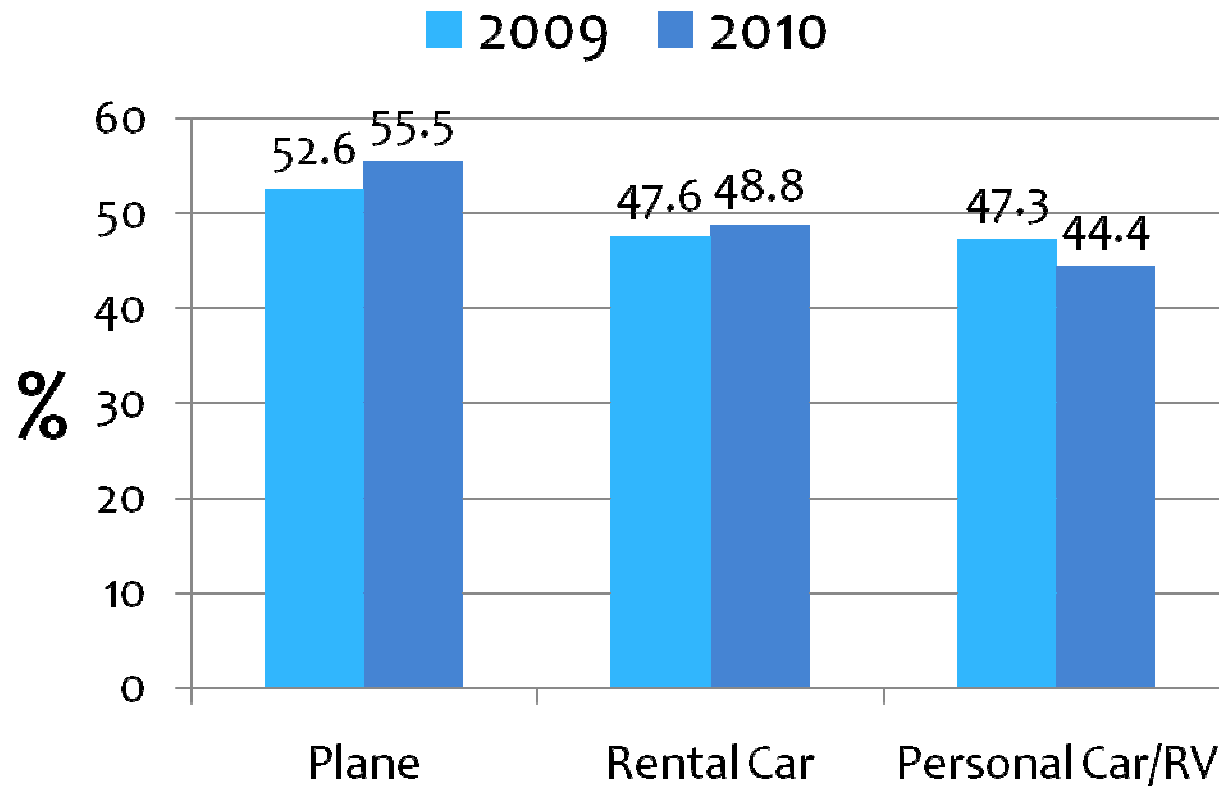
(percentage)

1.	Tampa-St. Petersburg	20.5
2.	Greater Orlando Area	16.2
3.	New York	13.8
4.	Chicago	10.1
5.	Atlanta	8.3
6.	Detroit	8.0
7.	Boston	7.4
8.	Washington, D.C.	6.7
9.	Miami - Ft. Lauderdale	4.9
10.	Philadelphia	4.1

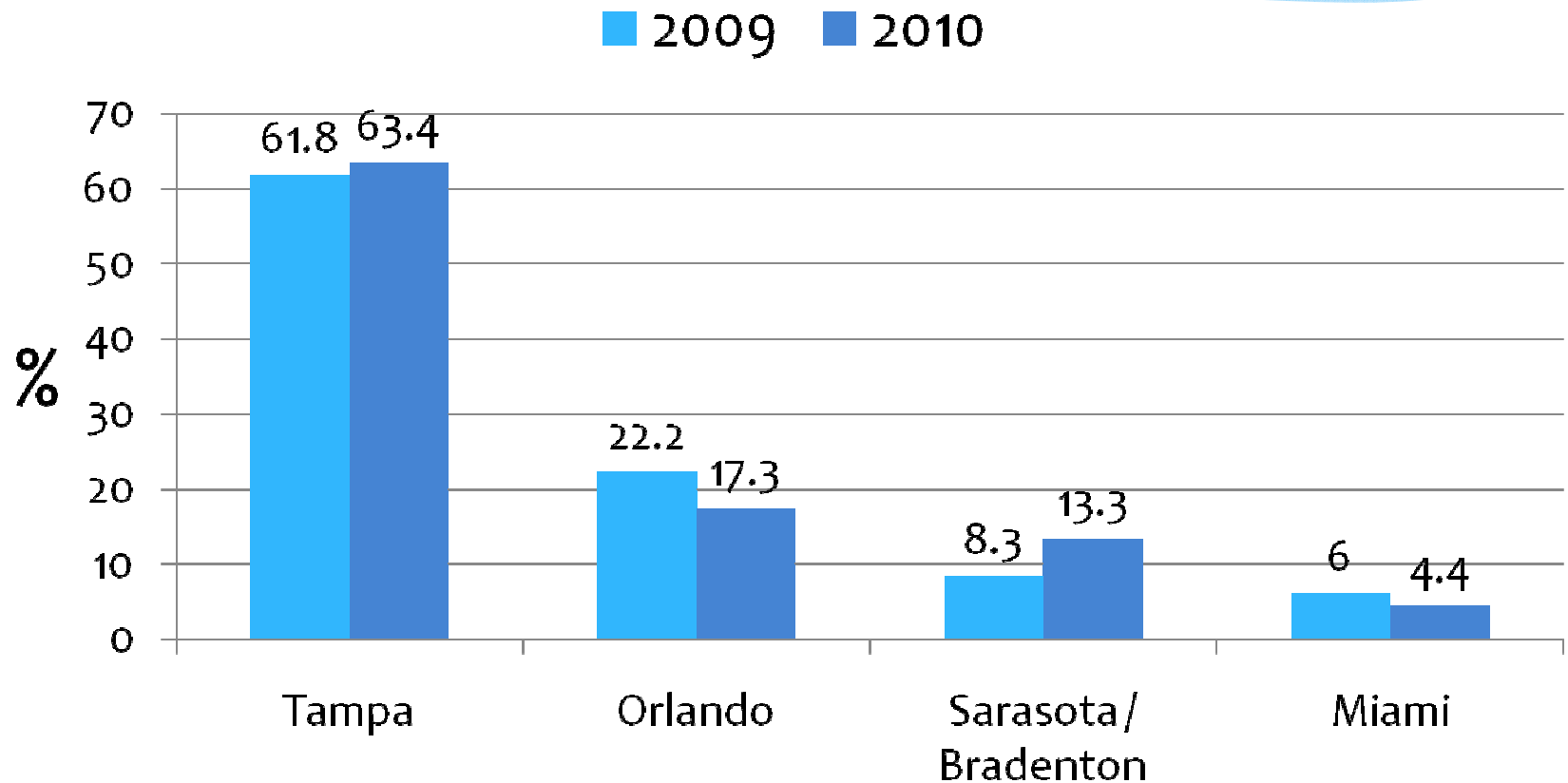
Visitor Origins

Visitor Origins	2010	Δ %
Florida	130,655	+2.5%
Southeast	47,235	+7.9%
Northeast	88,569	+3.2%
Midwest	98,812	+3.6%
Canada	22,738	+3.1%
Europe	50,435	-3.2%
Markets of Opportunity	23,156	+0.6%
Total	461,600	+2.6%

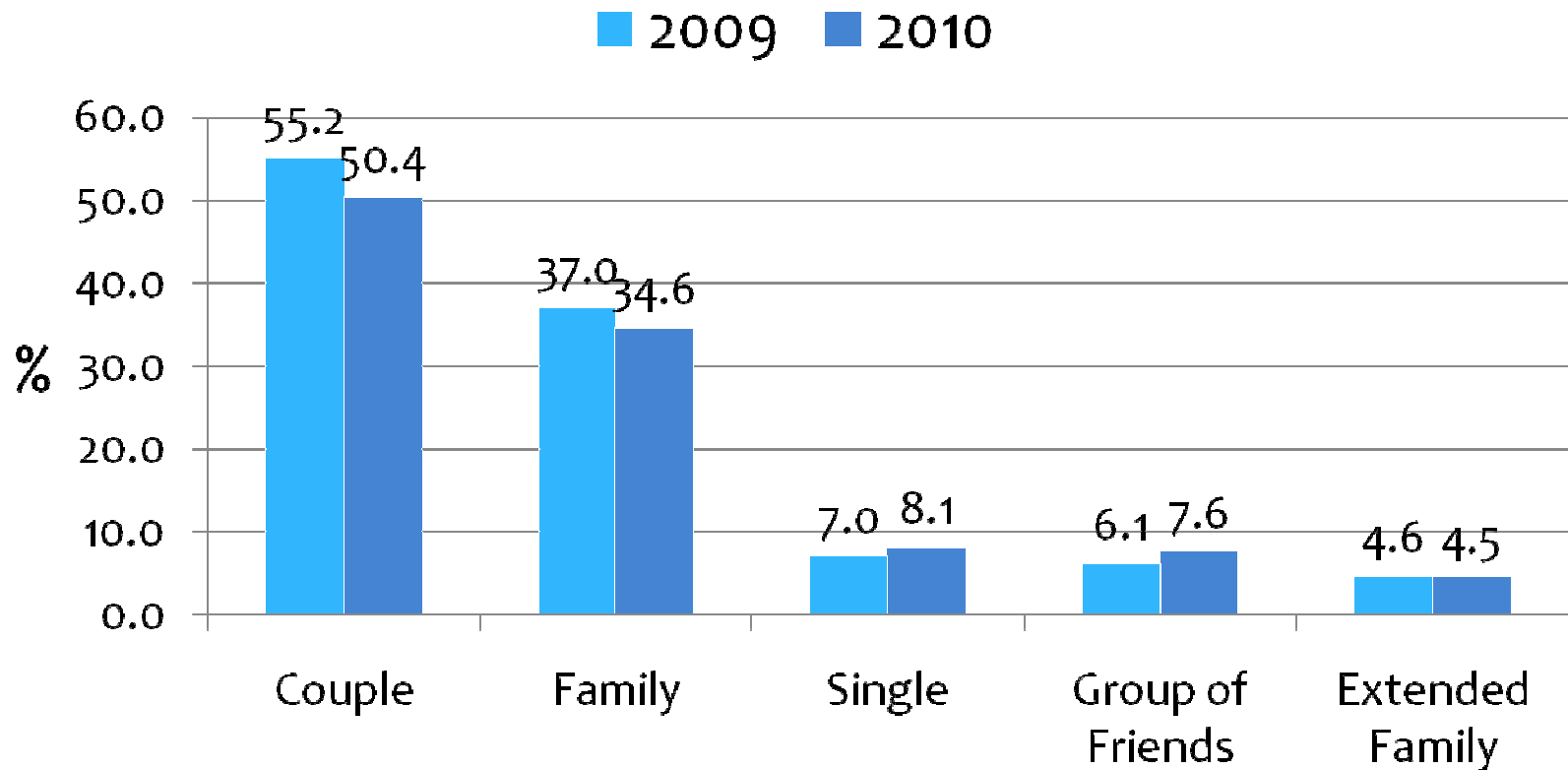
Transportation Mode October - December



Airports of Deplanement October - December



Travel Party Composition October - December



Median Age / Income October - December

	Oct. – Dec. '09	Oct. – Dec. '10
Average Age (years)	51.5	52.0
Median HH Income	\$91,393	\$95,714

BACVB Marketing Summary

- Tourism Industry Hierarchy
- Overview of Florida Marketing Budgets
- 2011 Strategic Plan & Goals
- 6 Month Review of Accomplishments
- Partnerships

Hierarchy of Tourism

- Travel Industry of America – US Travel Assn.
 - Funded through airline tickets
- Destination Marketing Assn. International
 - Almost 650 CVB's throughout 30 countries
- Visit Florida
 - Funded through car rental
 - Co-op opportunities
 - Membership of more than 55 Florida CVB's
- Florida Association of CVB's
- Convention & Visitor Bureaus

2011 Strategic Plan

1. Restructure Vendor Contracts and renegotiate.
2. Re-evaluate Media Plan & Negotiate Value Add.
3. Re-build and Upgrade Web Site Platform.
4. Build and Launch Mobile Website.
5. Create and Launch Destination Mobile App.

2011 Strategic Plan Cont'd

6. Deliver An Enhanced Visitors Guide.
7. Develop & Implement In-House Public Relations.
8. Develop & Execute In-House Film Commission.
9. Focus on Meetings, Weddings & Sports.
10. Develop Cooperative Partnerships.
 - SRQ
 - SACVB



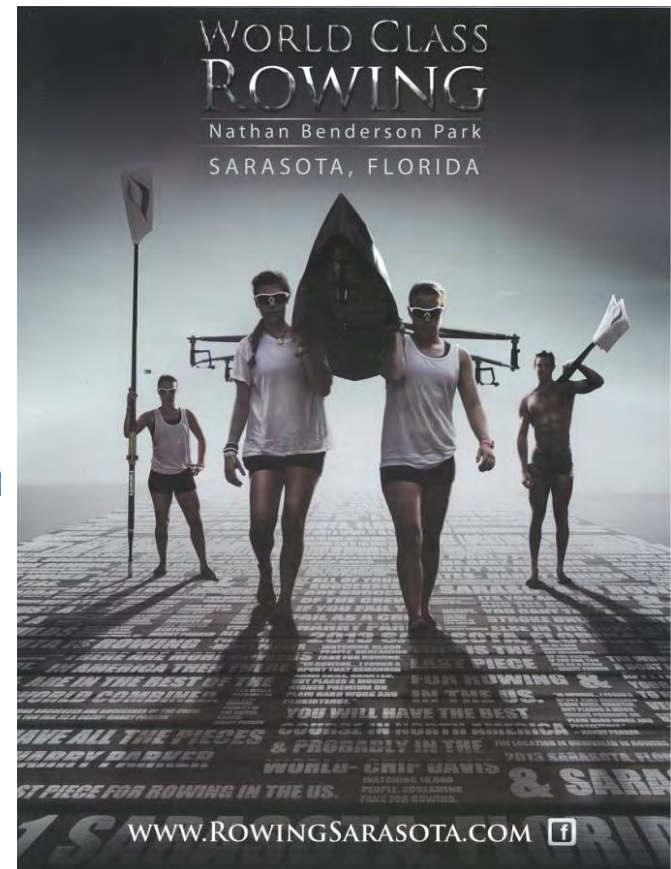
WIN A TRIP TO ANNA MARIA ISLAND & LONGBOAT KEY!
Tell us why you want to visit our beautiful area, and you'll be entered in our contest to win a 4-day, 3-night stay at one of our fabulous island properties. The winner will receive free airfare for two courtesy of JetBlue and passes to fun-filled area attractions.

JUST LOG ON TO
AnnaMariaIsland-LongboatKey.com/IslandCultureGetaway
(or snap the tag on the right with your smartphone)
to tell us why you would love to "Get into Our Island Culture." Have you visited here before? Send us one of your favorite vacation pictures and tell us why you'd love to come back! Make your story compelling and we'll post it on our Facebook and Twitter pages.



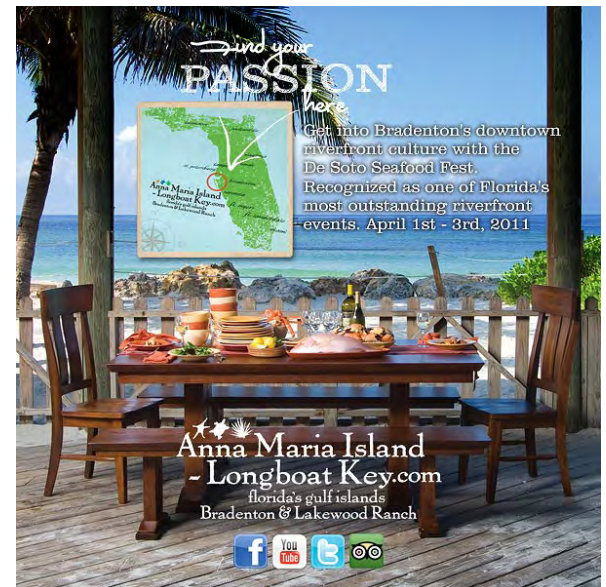
Sports Marketing

- Joe Picket, Sports Commission
 - Outsource vendor for our department
- 37 of Sports event in 2010
- World Class Rowing Opportunities
 - Nathan Benderson Park
 - Fort Hamer Training complex
- Established partnership with Benderson and SACVB
 - Marketing
 - Promotions
 - Public Relations



6 Month Review – How are we doing?

1. Renegotiate Vendor Agreements –Cost Savings \$250,000
2. Media plan now includes \$150,000 in value added benefits to destination.
 - a. First time we are running TV in Orlando
 - b. B-Roll development
 - c. Online Rich Media
 - d. Bonus space for optimal coverage



WFTV Downtown Bradenton Travel Minute



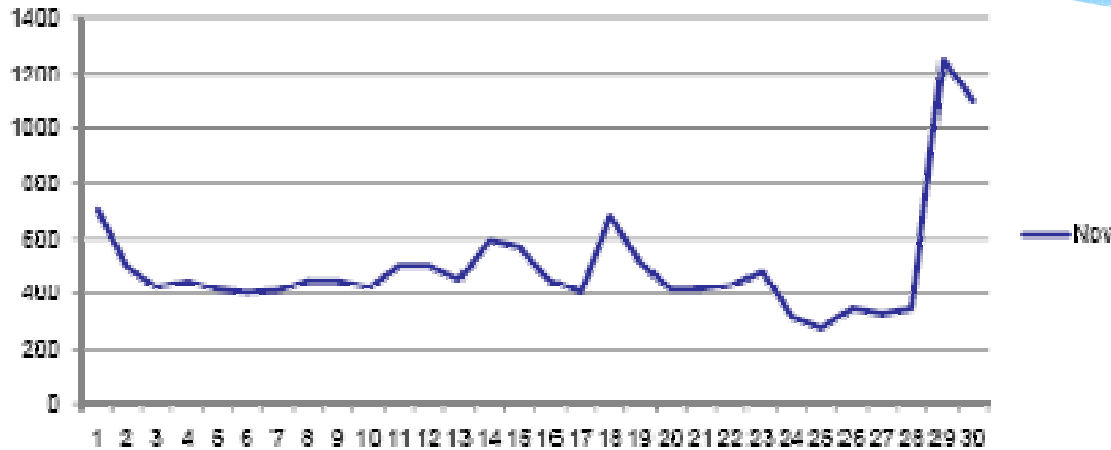
www.AnnaMarialand-LongboatKey.com

WFTV Anna Maria Island Travel Minute

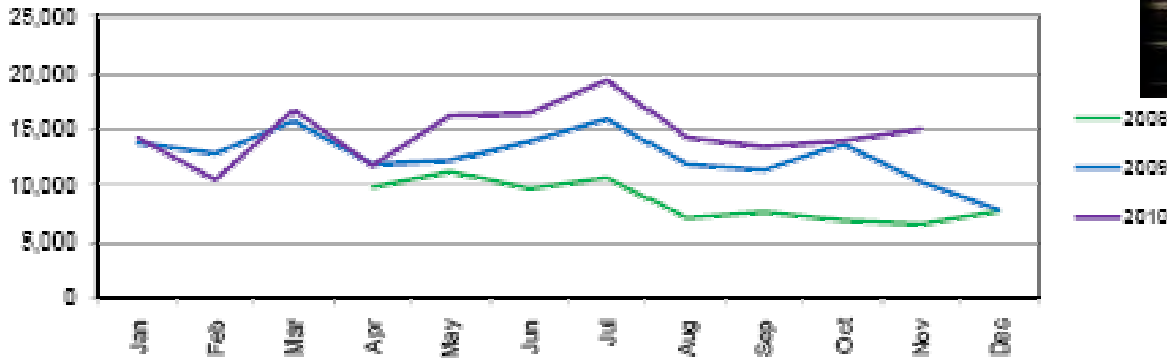
WFTV Longboat Key Travel Minute

Online Advertising

Visits by Day for November 2010:



Visits Year Over Year:



Find your SWEEPSTAKES *click here*

CALLING ALL SUN WORSHIPPERS, FOODIES, SHOPAHOLICS AND NATURE LOVERS...GET INTO OUR **ENDLESS SUMMER CULTURE** AT AnnaMariaIsland-LongboatKey.com AND ENTER TO WIN AN "ENDLESS SUMMER GETAWAY"

Prize includes two round-trip tickets on JetBlue's new service from Boston to Sarasota-Bradenton International Airport, a 4 day, 3 night stay at Tortuga Inn Beach Resort on Anna Maria Island (Check-in Sun-Tue) and a \$75 gift certificate for lunch or dinner at the Sandbar, Beach House or Mar Vista Restaurants.

*BLACKOUT DATES MAY APPLY. PRIZE EXPIRES IN ONE YEAR.

Book your next trip at JetBlue.com

Anna Maria Island - Longboat Key.com
florida's gulf islands
find yourself in our island culture.

Additional Partnerships SACVB & SRQ

To ensure you receive your Boston.com e-mails, please add newsletters@boston.com to your address book.

If you have trouble reading this e-mail, you can view it here:
www.boston.com/email/bostontraveler/2011/11_bradenton.html

boston.com
BOSTON TRAVELER

Find your PEACE here

Find your peace in the nostalgic Old Florida culture of Anna Maria Island or the tranquil beaches of Longboat Key, named No. 2 Island by Conde Nast Readers.

Direct flights from Boston to Sarasota, Bradenton Airport on JetBlue & AirTran Airways.

Anna Maria Island - Longboat Key.com
florida's gulf islands
Bradenton & Lakewood Ranch

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Find your LOVE here

Anna Maria Island - Longboat Key.com
florida's gulf islands
Bradenton & Lakewood Ranch

Direct flights from Boston to Sarasota Bradenton International Airport on JetBlue & AirTran Airways.

BUNGALOW BEACH RESORT
Directly on the beach and reminiscent of a bygone era, the Bungalow Beach Resort has much to offer those seeking Anna Maria Island's Premier Gulf Front Resort accommodations. Enjoy the aqua blue surf and refreshing tropical breezes.
800-779-3661
www.BungalowBeach.com

SILVER RESORTS
Live on Island Time! Two resorts that offer something for everyone. BridgeWalk - large, beautiful Key West style accommodations. Silver Surf Gulf Beach Resort - quaint accommodations with private beach.
866-779-2545 myWeek
800-441-7873 Silver Surf
www.SilverResorts.com

Meetings & Conventions

- Advertising in the market place
 - Florida Trend
 - The Knot
 - Bridal Guide
- Helms Briscoe
 - Site Visit Planned for May 2011
 - 3rd Largest Meeting Planner Organization in U.S.

Advertising

Find your **MEETING** here.

Anna Maria Island
- Longboat Key.com
florida's gulf islands
Bradenton & Lakewood Ranch

BRADENTON AREA COVENANT
& VISITOR BUREAU
941-750-0177
Kerri Anderson, Ext. 284
Kerri.Anderson@myMantee.org

Find your **MOMENT** here.

Anna Maria Island
- Longboat Key.com
florida's gulf islands
Bradenton & Lakewood Ranch

Find yourself in
our romantic culture.

27 miles of sugar white beach weddings
Located on the crystal clear waters of the Gulf of Mexico, lie two unforgettable islands, a picture perfect setting to share your vows. Anna Maria Island has earned the title of "Wedding Capital of Florida" and Longboat Key is ranked Condé Nast Traveler's #2 U.S. "Best Island." To start planning the destination wedding of a lifetime, contact our wedding specialist at weddings@annamariainland-longboatkey.com.

The Grand Powel Crosley Estate
The grandeur of this historic 1920's Mediterranean mansion on Sarasota Bay is larger than life and a stunningly romantic place to host a spectacular wedding. Make this palatial estate yours for the day.

Unique Lakewood Ranch
A sophisticated locale where you can marry atop a Lipizan stallion, overlooking polo fields or in one of several stunning hotel ballrooms, all located just minutes from the Sarasota Bradenton International Airport.

Parks, Villages and Nature
From an 1887 chapel in a charming historical village to a garden gazebo in a 1939 citrus grove to a plethora of nature preserves and parks, say I do in a very special and natural setting.

Palma Sola Botanical Park
The Botanical Park is a 10-acre oasis nestled among tropical and subtropical plants, palms and exotic trees. Marry in an intimate gazebo and celebrate among tranquil gardens and lakes.

Photos by Dana Casillo and El Serbis

The grandest moment of your life.

The Knot

THE Powel Crosley ESTATE
www.CrosleyEstate.com

The grandeur of a fantastic 1920's era estate and the breathtaking backdrop of Sarasota Bay. A favorite wedding location among brides.

One of the Top Ten Most Talked About Wedding Venues in Florida
- *The Knot 2010 Fall Issue*

One Seagate Drive | Sarasota, FL
941-722-3244

Photos by Al Gordon


Social Media

AnnaMariaLongboatKey (VisitBradenton) on Twitter - Microsoft Internet Explorer provided by

http://twitter.com/VisitBradenton

File Edit View Favorites Tools Help

AnnaMariaLongboatKey (VisitBradenton) on ...



Have an account?

Get short, timely messages from AnnaMariaLongboatKey

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and follow [@VisitBradenton](#).

Sign Up >

Get updates via SMS by texting [follow VisitBradenton](#) to 40404 in the US. Text codes for other countries are available.

VisitBradenton

florida's gulf islands, Bradenton & Lakewood Ranch

Have u tried Eat Here on Anna Maria Island yet? I hear the lobster tacos & seafood stew r 2 die for!
www.eathere-ami.com

14 minutes ago via web

[@HarrysKitchen](#) like the logo!
about 21 hours ago via web

Anna Maria Island & Longboat Key - Microsoft Internet Explorer provided by Manatee County Government

http://www.facebook.com/AnnaMariaIslandLongboatKey

File Edit View Favorites Tools Help

Anna Maria Island & Longboat Key

facebook

Search

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Wall Info Photos Discussions Events Video >>

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Just Others

Anna Maria Island & Longboat Key Tune in to Discovery Channel on February 12 @ 7:30 a.m. for our travel segment with Florida Travel & Life magazine. Our videos will soon be listed here - <http://www.floridatravellife.com/affordable-luxury>

Florida Travel & Life Affordable Luxury
www.floridatravellife.com
/input, select, option { font-size: 10px; padding: 0; margin: 0; } table { margin: 0; }
#amex

Yesterday at 11:42am · Share

Ced Well likes this.

Anna Maria Island & Longboat Key No shadow and spring is near! Head on down to Anna Maria Island & Longboat Key to escape that cold! Spring will be here soon!
Wednesday at 1:49pm

Anna Maria Island & Longboat Key Join us for tea each Tuesday in February at The Powel Crosley Estate at 2pm featuring sweets such as French Apple Tartlets with Ginger Cream, Marinated Strawberry Parfait, Miniature White Chocolate Mousse Fruit Tartlets, Vegetable or Kalamata Pinwheels and much more. Call 941-929-0066 for reservations.
<http://www.crosleymuseum.com/>

The Powel Crosley Estate
www.crosleymuseum.com

Download picture <http://profile.ak.fbcdn.net/hprofile-ak-snc4...>

Name Anna Maria Island
Location Florida
Web <http://www.annamariainland.com>
Bio The official Twitter for Anna Maria Island & Longboat Key, Florida's Gulf Islands, the mainland, Bradenton and Lakewood Ranch.

2,253 following 2,602 followers 130 listed

Tweets 904

Favorites

Following



6 Month Review – How are we doing?

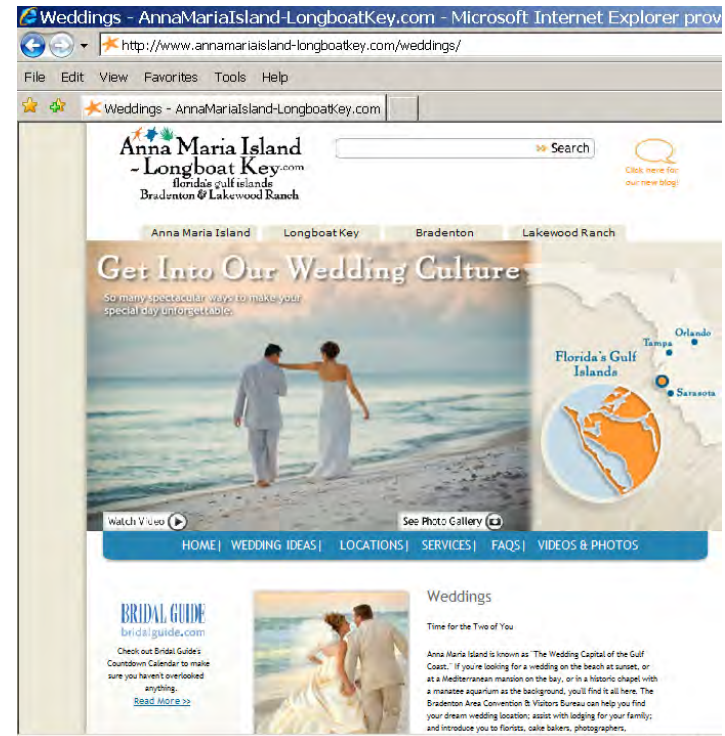
3. Web Site Upgrades include
 - a) Platform update to PHP5
 - b) Content Mgmt System, allows partners more content and auto updates to Visit Florida website content.
 - c) New micro-sites; Weddings, Sports, Meetings, Airport, Agricultural, German and UK pages.
 - d) Social Media feed to home page – Facebook

6 Month Review – How are we doing?

4. Mobile Web Site was launched on January 27th.
5. Mobile App will be started in March.
6. VG will be in Market on March 20th!
 - a. More lifestyle stories
 - b. More destination images
 - c. Increased pages from 64 to 84 – 31% increase!
 - d. Increased destination advertisers from \$43k to 95K – 45% increase!

6 Month Review – How are we doing?

7. Public Relations – Cision Software, Clean Pix and Position, FB, Twitter, and Youtube pages.
8. Film Commission – Working with SRQ Film, State Film Office and attending quarterly meetings.
9. Bridal Guide Co-Branding on website, Meetings sponsor at MPI's WEC in Orlando – July 2011, Rowing and team focus w/ Joe.
10. Work with SRQ, SACVB, Gulf Coast CVB's, potentially West Palm Beach and Lakeland.
11. Industry Meeting





Manatee Convention Center & Powel Crosley Estate Update

Manatee Convention Center and The Powel Crosley Estate

- County Administrator is responsible for overseeing and recommending policy to the Board of County Commissioners
- Neither facility has an advisory board
- Board of County Commissioners set policy and act as the Civic Center and Crosley Estate Authority

Official Name Change April 1st

- From Civic Center to Convention Center



Number of Events

2009-2010 Fiscal Year

➤ **Manatee Convention Center**

➤ Hosted **148** events and meetings in the past year.

➤ **Powel Crosley Estate**

➤ Hosted **116** weddings and private events this past year.

Types of Events



- * Conventions and Tournaments
- * Concerts
- * Dances and Parties
- * Training and Testing
- * Trade and Exhibit Shows



- * Weddings
- * Parties & Celebrations
- * Meetings
- * Concerts and Theater
- * Historic Tours
- * Fundraisers

Revenues and Expenditures

Past Fiscal Year

FY 2009-2010

Revenues

\$2,301,540

Expenditures

\$1,912,832

Revenues include:

Funding from General Fund

\$300,000

Funding from Tourist

\$637,847

Development Fund

Efforts Made to Reduce Annual Funding

Over the past five years

- Increased rental rates by comparing similar markets in our region
- Manatee Convention Center rates increased 25%
- Crosley Estate rental rates increased 133%
 - Changed rental rates to encourage weekday rentals and business meetings

Reducing Costs

- * In-house repairs and general maintenance of equipment and machinery
- * Reducing waste
- * Creating/Manufacturing solutions with materials on hand
- * Green practices
- * Identifying unnecessary expenditures

Staff Sales Focus



Weekly Sales Dash Report

Date	Name of Company	Contact	Market Segment	Purpose	Follow Up
1/3/2011	Jacqueline Girado Quince	Diana Girado	SMERF	Date 4/21, 2012, will do self catering, 100 people, send information	sent sales kit and blocker
1/3/2011	Michelle Bland Quince	Bland Quince	SMERF	wanted June 18, 2011. Not available due to renovations block 1/3/11	
1/3/2011	Pamela Palacio Quince	Pamela Palacio	SMERF	Pamela Mom - Jennifer - daughter Quince on 2/24/12	sent sales kit
1/3/2011	Anna Schneider	Anna Schneider	SMERF	wanted to see Crosley today, told her it was not available to day. She will call back to set up showing	waiting on call back to see showing
1/3/2011	Gail Luna	Gail Luna	SMERF	She is interested in LBK room for 100 to 150 people for July 29, 2011	sent sales kit
1/3/2011	Michael Levitt	Michael Levitt	SMERF	May 29, 2011, June 4, 2011 was not available. He is going to make his decision this week. I said we would put a 2nd hold on 5/29/11	sent sales kit

2011 Renovation Schedule Manatee Convention Center

- **11 Projects-** including:
 - HVAC for Arena
 - May 2011
 - HVAC for Conference and Lobby Spaces
 - August 2011
 - Complete Renovation of Conference Center
 - July-August 2011
 - Renovation of Lobby and Arena Lighting and Ceilings, Concession Stand Updates
 - September 2011
 - Exterior Landscaping
 - September 2011

Self Promoted Events at the Powel Crosley Estate

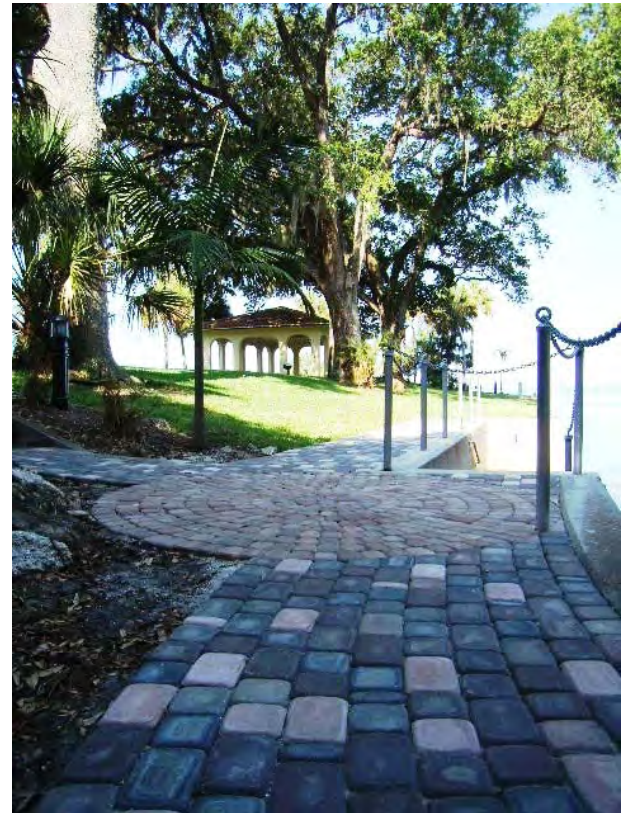
- Powel Crosley Theatre
- Holidays at the Crosley
 - The Crosley Estate Foundation



Accomplishments



Accomplishments



Accomplishments



THE NEW CROSLY
ENTRANCE SIGN

ADDITIONS TO USF
SIGNAGE ON CAMPUS



Why Tourism is Important?

- #1 Industry in the state of Florida
- State-wide impact - \$60.9 billion
- 80 million visitors travel to Florida annually
- 968,000 Floridians directly employed in tourism
- Each domestic visitor spends \$134.60 each day
- Local economic impact –\$800,000,000
- 17,400 of jobs sustained from tourism