

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Tourism Development and Economic Development Paradise Advertising Contract Briefing

DEPARTMENT: Tourism and Economic Development **DIVISION:** Tourism / Economic Dev

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EXT. 2901 / 7132

Agenda Date 03/22/05 **Regular** **Consent** **Work Session** **Briefing**
Public Hearing – 1:30 **Public Hearing – 7:00**

MOTION/RECOMMENDATION:

Brief the Board of County Commissioners on the proposed increase to the current Paradise Advertising and Marketing contract and request approval to implement proposed Tourism and Economic Development marketing projects.

BACKGROUND:

The Paradise Advertising and Marketing contract in the amount of \$125,000 is being requested to be expanded to cover creative and art design, as well as coordination and creation of marketing products for Tourism Development and Economic Development. We feel that consistency in design and the expertise of an ad agency is vital to producing quality products.

Paradise is providing \$10,000 "pro bono" work towards the creation of the "Seminole County Relocation Kit" for Economic Development because of its existing relationship with the Tourism Department (CVB). This \$10,000 is in creative and art design.

• Tourism Development Projects

- \$ 40,540 Development of the Visitors Guide in-house. Previously Miles Media or Special Editions created this guide at a price of \$58,538 (each entity kept a percentage of ad sales and development). Bringing this guide in-house, which includes developing databases, creative design, ad sales, typesetting and printing provides a saving of \$ 17,998 for the Tourism Department. Additionally the re-creation of the guide as a rack brochure Visitors

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DFS: _____
Other: _____
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CM: [Signature]
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Guide eliminates two other redundant brochures, and will add \$2,000 to the savings.

Paradise has also developed a distribution plan, which will push the guide further out from Seminole County to consumers during their vacation planning cycle. Because of the previous guides being kept in Seminole County and not being widely used by tourists, ad sales have dropped off dramatically in the last 2 years. At this point, we only have 2 advertisers for the guide, but expect to pick up at least 2 more with the new distribution plan. Maximum allowable number is 5 due to the size of the book, and the percentage of editorial to advertising space.

- \$16,000 Creation of corporate, accommodation, attraction, shopping, dining and lifestyle photographs for inclusive in new brochures, print advertising and cable commercials in drive markets. None of these professional photographs existed in the Seminole County portfolio due to change in marketing direction - Tourism and Economic Development were purchasing "non-Seminole County" generic photos (canned shots) for each individual use which is extremely costly. We also felt we should have our own signature shots of Seminole County.

- \$ 25,000 Summer and Fall "Create Business" Campaigns - Central Florida, State and National Trends are predicting a huge downsurge in Central Florida meeting business during the Hurricane Season, especially in the Fall which is already traditionally slow for Seminole County. Paradise Advertising is creating an ad, direct mail, media and direct sales campaign to push business into Seminole County during the Summer and Fall. These additional monies will help fund these campaigns.

- **Economic Development Projects**
 - \$35,531 Collateral Items. This portion of the contract calls for the development of a primary promotional brochure. There would be 4 versions of the brochure, each with a section specific to three target industries, while the fourth is an overall or generic industry. The remaining copy pages within the brochure would be common among all versions and would present what Seminole County has to offer from all other aspects (i.e. Lifestyle, schools, workforce). Quantity: 6000
Included are brochure envelopes and brochure shells which can be customized to a specific company or lead. A rack brochure will also be developed for use in mailings and distribution at trade shows. Quantity: 15,000

 - \$6,135 Seminole CD. This element would present Seminole County from a digital standpoint. The CD is a self loading program that allows the user to get information about the County and drives traffic to the Seminole County economic development web site. Quantity: 5,000

- \$6,000 Account Management. This element is for all account service functions, including strategic planning, marketing strategies, account supervision and all administrative needs over a six month period.
- \$32,840 Economic Development Video. Production of a video for use in promoting the County's assets to prospective businesses considering a location in the County. Portions of the video will also be used on the interactive CD.
- \$8,013 Three-day still shoot, economic development portion. A variety of photos will be needed to populate the brochures and create a shared library with Tourism and the Community Information Department.

If acceptable by the Board, staff will provide amendments at the next meeting that total \$160,059 increasing the existing contract to \$337,559. It is proposed that for Tourism funds be transferred from Printing and Binding and for Economic Development funds be transferred from Job Growth Incentive Fund.

Note: Total for the Economic Development portion of expanded contract is \$88, 519. of which Paradise Advertising is contributing \$10,000 "pro bono" bringing the figure to \$78,519.