

Cultural Tourism Marketing Plan





Agenda

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FY22 Marketing Strategies

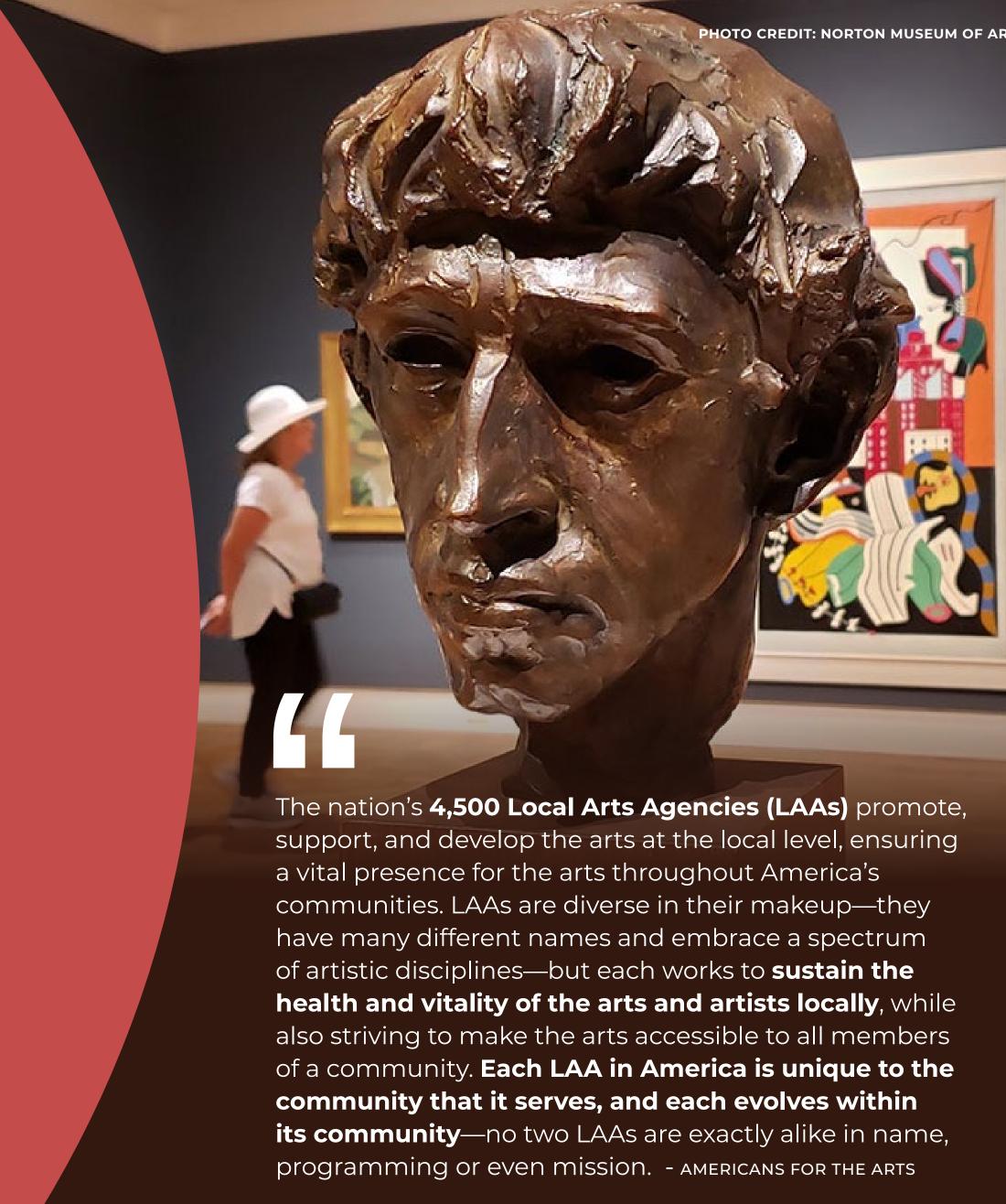
Introduction



What Is a Local Arts Agency?



PHOTO CREDIT: CULTURAL COUNCIL FOR PALM BEACH COUNTY



About the Cultural Council



The Cultural Council for Palm Beach County is the LAA for The Palm Beaches, Florida's Cultural Capital®. **The 501(c)3** nonprofit organization is dedicated to promoting cultural activities, fostering the growth of the sector, encouraging opportunities for professional artists, and enhancing local arts education.

The Council's headquarters in downtown Lake Worth Beach—The Robert M. Montgomery, Jr. Building—is a venue highlighting works by Palm Beach County visual and performing artists in its galleries and store, and a premier resource for tourists and residents seeking information about arts and culture in The Palm Beaches through its VISIT FLORIDA-certified Visitor's Information Center and signature Cultural Concierge program.



Equity Statement

We believe that everyone has cultural traditions that are inherently valuable. We seek to honor and value creative expression of all people through the work of the Cultural Council for Palm Beach County. Creating an art-filled community means seeing, celebrating, and serving all. Cultural equity is essential to a sustainable arts and cultural sector and a vibrant and thriving community.



Council Priorities

Promote cultural tourism

Provide grants to cultural organizations and professional artists

Advocate for cultural issues and funding at the local, state, and federal levels

Offer support services to build capacity for cultural organizations and foster growth of the sector

Create opportunities for creative professionals (artists, musicians, dancers, actors, writers, etc.)

Enhance local arts education by supporting teaching artists and educators

Mission
CHAMPION.
ENGAGE.
GROW.

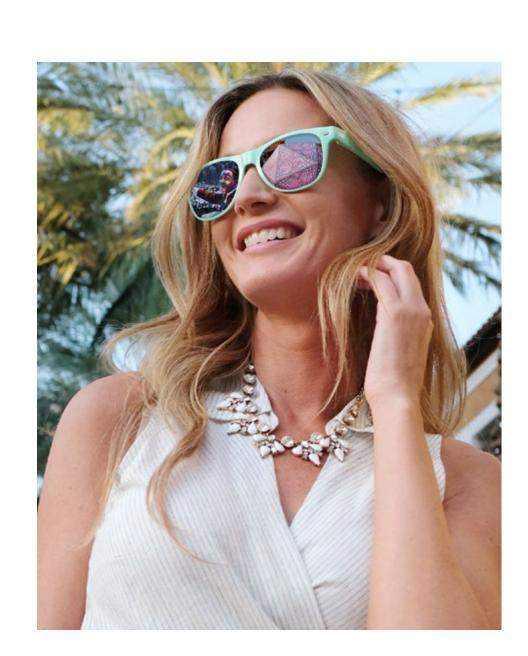
Fulfilling the need for arts and cultural experiences in Palm Beach County.

New Brand

In 2019, the organization went through a rebranding project as part of its strategic plan. The goal was to reinvigorate the Council's brand and tell a story that clarifies its unique and critical role in the arts and cultural sector in Palm Beach County. The new name, Cultural Council for Palm Beach County (slight change from 'of' to 'for' to emphasize service), and mark were unveiled in January 2020. This logo has been incorporated into the tourism marketing campaign materials.



Cultural Tourism is Big Business in Florida



The state attracts more than 100 million* visitors per year, and 65% of those visitors take part in at least one cultural activity. These visitors spend more on their trips and stay longer than other visitors. The Palm Beaches are called "Florida's Cultural Capital®" because art and culture are part of the destination's brand and what help set it apart from other travel locations. The destination is home to outstanding arts and cultural organizations that offer thousands of events annually, generate \$633 million in economic impact, and employ over 14,000 people, due, in part, to the support of the Council and the leadership of the Tourist Development Council and its board of directors.

*This data is pre-pandemic. VISIT FLORIDA has reported that the state handled 86.714 million travelers in 2020, down 34% from the previous year and the lowest number in a decade. Experts have predicted vital leisure and hospitality industries won't return to normal until 2024. Part of the CCPBC's program of work will be to find ways to beat projections and support the return of tourism in The Palm Beaches by leveraging its arts and cultural offerings.





As part of the Tourist Development Council grant program, the Cultural Council conducts a biennial audience survey to collect spending and marketing data.

Here are highlights from the 2018/2019 report:



52.8%

report that this was their first-ever visit to Palm Beach County.



83.2%

made the decision to attend the grantee where they were surveyed before arriving in Palm Beach County.



64.1%

report that cultural opportunities were a significant factor in their decision to visit Palm Beach County.



58.2%

report that they only visited one cultural destination during their entire visit to Palm Beach County (i.e., the event where they were surveyed).



88.4%

anticipate that they will visit Palm Beach County again in the future.

Cultural Tourists

noun

Non-residents visiting Palm Beach County SPECIFICALLY to experience the county's arts and cultural opportunities.



81.3%

anticipate that they will return to the grantee where they were surveyed in the future.



67.7%

only spent one day in Palm Beach County (i.e., daytrippers).



32.8%

spent at least one night in Palm Beach County (i.e., overnighters), and they spent an average of 11.3 nights.



61.1%

of overnighters utilized paid lodging in Palm Beach County (i.e., hotel, motel, resort, vacation rental, Airbnb).

Investing During COVID-19

While COVID-19 has impacted arts and cultural organizations across the globe, The Palm Beaches continues to invest in infrastructure to meet the needs of increased tourism. Many institutions are using this time to focus on planned renovations and expansions.



Examples include the Maltz Jupiter Theatre's new **30,000-square- foot** addition that includes a Broadway-scale stage, an expanded orchestra pit, a state-of-the-art production center, and a **second 199-seat theatre**.



\$20 million expansion that will add another 27,500 square feet to its campus to accommodate about 45 sea turtle patients, or about twice as many as it can now. It also will have six times as much educational space, a large research lab, new auditorium and exhibit space, and an in-house water filtration system to provide sea turtle patients with uncompromised water in the event of a crisis such as red tide.



The Norton Museum of Art opened a \$100 million renovation and expansion by the legendary Sir Norman Foster in 2019, and the Boca Raton Museum of Art will debut the world-premiere exhibit, Machu Picchu and the Golden Empires of Peru in October 2021.

Cultural Concierge Program

The Council's tourism-focused Cultural Concierge program provides an expert resource available to provide tourists with access to cultural experiences by sharing information and collateral, recommending venues and activities for leisure and group travelers, and enhancing the meetings and events industries with customized arts infusions. This unique service is a point of distinction for the destination and has its own branding and suite of materials. The program is also leveraged in some advertising efforts.



Accomplishments in FY20/FY21





Launched

a COVID-19 hub at palmbeachculture. com/covid-19 that was updated several times a week to include event schedule changes, resources for artists & cultural organizations, virtual cultural experiences, and more.

Launched

a Palm Beach County
Artist Relief Fund via
donations through
Facebook and the
Council's website. This
community fundraiser
raised nearly \$10,000
for local creative
professionals of all
disciplines who had lost
critical income during
the COVID-19 crisis.

Provided

promotional support
to local cultural
organizations for a video
project showcasing the
amazing talent from
Ballet Palm Beach, Maltz
Jupiter Theatre, Palm
Beach Opera, and Palm
Beach Symphony, all
performing virtually, in
unison, Barry Manilow's
"One Voice." The video
was shared by
Manilow himself.

Supported

The Palm Beaches Pledge along with additional county-wide mask mandates and health & safety guidelines on social media, in national public relations efforts, and on the Council's website—including a blog post that highlighted open cultural organizations, their safety protocols, and The Palm Beaches Pledge.

Hosted

a virtual State of the Cultural Sector Town Hall (October 2020), which welcomed 158 attendees and garnered nearly 300 views on Facebook; shared results from an initial COVID-19 impact survey.

Announced

the new Cultural
Resiliency Fund (part
of the CARES Act funds
through the Board of
County Commission),
and encouraged
cultural organizations to
"go green" on October
16, 2020 to indicate
"Restart with the Arts";
10 organizations lit their
buildings up in green.

Collaborated

with Discover The Palm
Beaches and ISSA to
encourage cultural
venues to apply for GBAC
STAR accreditation; two
organizations completed
the full accreditation.



Cultural Concierge Program



Engaged artist Gregory Dirr to create a custom live art installation during the PCMACL in the pre-event space.



Debuted a new digital map of cultural sites and public art in downtown West Palm Beach.



Supported the Palm Beach County Sports Commission and Discover The Palm Beaches for the Olympic Qualifier baseball press conference in April 2021.



Sponsored and facilitated local singer, Mercedes Nodarse, to sing the U.S. national anthem at an Olympics baseball qualifying game at The Ballpark of The Palm Beaches.



Arranged a cultural tour for the PBC Delegation in July 2021 with stops at the Lighthouse ArtCenter Gallery, Center for Creative Education, and the Armory Art Center.



Grants



Simplified and streamlined the grant application process for the Tourist Development Fund for Cultural Tourism (Category B) and Tourist Development Fund for Cultural Marketing (Category C-II).



Incorporated Equity, Diversity, and Inclusion in all aspects of the grant application and evaluation process.



Handled approximately 3,000 grant inquiries and delivered training to 227 applicants and grantees in FY21.



Equity, Diversity & Inclusion



Created a staff and board equity committee to guide internal and external work.



Hosted special exhibitions: *How Do We Move Forward?* and *Karibu* the Council's first-ever show featuring all Black visual artists.



Presented professional development opportunities and inspired dialogue about EDI at The Arts & Tourism Summit held at the Palm Beach County Convention Center in August of 2021. The summit featured nationally recognized speakers and break out sessions for 150+ attendees.



Diversified our network of cultural contributors for our tourism blog and *art&culture* magazine.



Marketing & Advertising



Sent curated swag boxes and secured nine virtual desksides with national travel & arts media in December to highlight the destination, COVID-19's impact on the sector, and major upcoming cultural events, engaging journalists from Forbes, Travel + Leisure, Town & Country, Veranda, Southern Living, Galerie, Country Living, and Departures.



Paused the traditional MOSAIC campaign (May 2020) and turned it into a cultural tourism recovery strategy in Fall 2020 by updating creative and messaging and using a phased approach to welcome back visitors as soon as venues reopened and programming resumed; achieved website visitation at pre-pandemic levels.



Strategically located the giant Shades of Culture at ArtiGras in Palm Beach Gardens, Roger Dean Stadium in Jupiter, and Sanborn Square in Boca Raton.



Conducted a RFP process for Creative & Media agency of record for new annual contract.



Awards

RECEIVED A

David Burke Partner of the Year Award for 2021

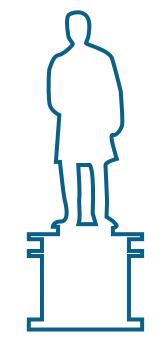
BY DISCOVER THE PALM BEACHES



RECEIVED A

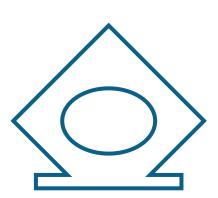
2020 Bronze Flagler Award for the 2019 **MOSAIC Campaign**

BY VISIT FLORIDA



Charlie (Gold) Award for Best Design:

Feature for the "Stranded for Art" piece from Winter 2021

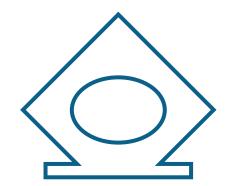


ASSOCIATION FOR ART&CULTURE MAGAZINE:

RECEIVED THREE 2021 CHARLIE AWARDS BY THE FLORIDA MAGAZINE

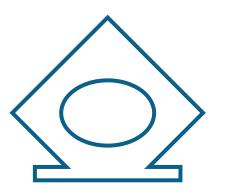
Charlie (Gold) Award for Best Design:

Photography for "Book Face" from Winter 2021



Bronze Award for Best Feature:

Writing for the "Behind the Lens" piece from Winter 2021



FY22 Marketing Strategies



As part of the FY22
Marketing Plan, the
Cultural Council will
focus its grantmaking
and marketing
efforts around these
performance measures,
goals and tactics.



FY22 Marketing Strategies

- Continue to expand the Council's destination marketing efforts through grants to eligible nonprofit cultural organizations.
- Provide both technical and professional development for the cultural industry in order to build capacity and sustainability within the industry.
- Increase awareness of Palm Beach County as a cultural destination through integrated advertising, marketing, and public relations efforts.
- Increase social media followers, specifically targeting users interested in arts, culture, and/or travel.
- **Utilize** the Cultural Concierge program to grow high-impact cultural tourism leads.
- **Expand** co-op opportunities for cultural organization partners and hotels.
- **Promote** the Robert M. Montgomery, Jr. building as a cultural destination and informational hub for the County.



Strategy

Continue to expand the Council's destination marketing efforts through grants to eligible nonprofit cultural organizations.

Goals

1,031,073 213,638

Size of out-of-county audiences

Estimated number of cultural room nights

Direct room nights from cultural activity



Tactics

IMPROVE PROCESSES

Continue to revise and refine grant application and guideline materials to increase access, remove barriers, and strengthen the quality of cultural tourism projects funded through the allocation.

SUPPORT

Create and implement workshops and technical assistance programs to aid organizations in the application and submission process.

SITE VISITS

Create and institute a biannual site visit initiative to monitor grantees and funded activities.

REPORTING

Continue to refine and revise interim and final report instruments to provide information on funded projects and programs, as well as metrics to monitor effectiveness and impact of funded projects.

CO-OP

Add enhancements to co-op strategy to make marketing dollars more effective.



Strategy

Provide both technical and professional development for the cultural industry in order to build capacity and sustainability within the industry.

Goal

3,143,286*

Number of cultural audiences

*This performance measure and goal will be combined with performance measure 1 in FY23 to better represent the work being performed.



Tactics

GRANT WORKSHOPS/TRAININGS

Create and implement workshops and technical assistance programs to aid applicant organizations in the application and submission process.

CAPACITY

Build capacity for the cultural sector with quality professional development opportunities through the Institute for Cultural Advancement (ICA); offer six workshops led by locally or regionally recognized speakers; maximize attendance capacity; and encourage audience diversity so there is a mix of cultural organizations, arts educators, and creative professionals.

CONVENINGS

Organize quarterly meetings (virtual) with Cultural Leaders, Cultural Marketers, and Cultural Educators to provide updates on Council programs and services and hear from the field.

EQUITY, DIVERSITY & INCLUSION (EDI)

Continue to promote EDI both internally and externally: Reconvene after the Arts & Tourism Summit on Equity, Diversity and Inclusion (Aug. 2021) to share case studies and best practices on implementing EDI initiatives in a virtual Town Hall meeting.

Look for ways to continue professional development and create opportunities for the sector around this initiative. Partner with Discover to launch customized 6-month Palm Beaches Diversity Challenge in collaboration with The People Institute for a cohort of 10 cultural and hospitality organizations.

ADVOCACY

Activate the sector around important issues related to arts and tourism funding and other priorities.

Strengthen engagement with local officials at the state and local levels.

Manage and facilitate the Cultural Advocacy Alliance (committee of cultural organization leadership); meet quarterly with the expectation that all attendees will be engaged, attend meetings, and take information back to their boards and staffs.

Attend advocacy days in Tallahassee with Alliance, board members, and TDC partners, as appropriate.

Continue to update and refine the Council's advocacy messages and materials.





Strategy

Increase awareness of Palm Beach County as a cultural destination through integrated advertising, marketing, and public relations efforts.

Goals

600K 34K

Website visits

Tourism email

52K Partner database referrals



Tactics

BRAND CAMPAIGN & SEASONAL CAMPAIGN EXTENSION EXECUTION

Evolve the "Where Culture Always Shines" campaign to include refreshed creative elements to keep the advertising relevant and improve performance. Campaign extensions will be focused on specific messaging in target markets to influence travel decisions and may include:

- Holiday travel (Northeast)
- · Spring Training (St. Louis, Houston and Washington, D.C.)
- Art Basel (NY and Miami)

MEDIA STRATEGY

Continue to optimize a digital focused strategy to find the balance in driving impressions and highly engaged users. Demographic targeting and channels may vary by geographic area to ensure optimum performance metrics. Media insertions will include:

- Print / traditional OOH Ads
- Programmatic Display
- Paid Social Media
- Retargeting Tactics
- · OLV/OTT/CTV
- Digital Radio

Target Audiences

Be nimble with target audiences—especially as travel trends continue to be impacted by the pandemic—and use insights from VISIT FLORIDA, Discover, and other TDC agencies to market to the right audiences at the right time.



National:

Atlanta
Boston
New York
Philadelphia
Washington, D.C.



Drive Markets:

Ft. Myers | Naples
Jacksonville
Miami | Ft. Lauderdale
Orlando
Tampa



Seasonal:

Chicago Boston Houston St. Louis Washington, D.C.



New markets to consider/test:

California | Los Angeles Texas | Houston, Austin



Continue to refine audience profile:

Millennial
Gen X
Cultural Boomer (Age 35+)



Interests in:

Travel
Vacations
Arts (Museum, Ballet, etc.)



MOSAIC

Continue to build on the campaign success in its fifth year.

Engage a local visual artist and update creative with new work.

Refine media strategy based on travel & tourism climate and learnings from past performance.

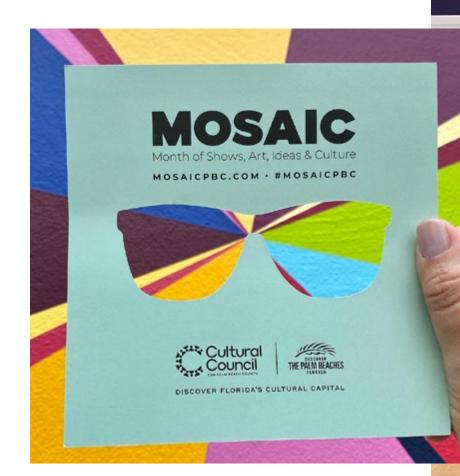
Research technology that all participating organizations can use to track redemptions and provide universal user experience.

Continue to engage mid-tier influencers; include CTA around following @palmbeachculture; provide UTM codes to track traffic to the website.

Create a partnership with one local influencer to act as a "MOSAIC experience curator" and pitch their guide/insights to national outlets for coverage.

Concentrate on Instagram as primary platform due to high engagement in FY21; create a custom filter and/or scavenger hunt contest to promote multiple redemptions.

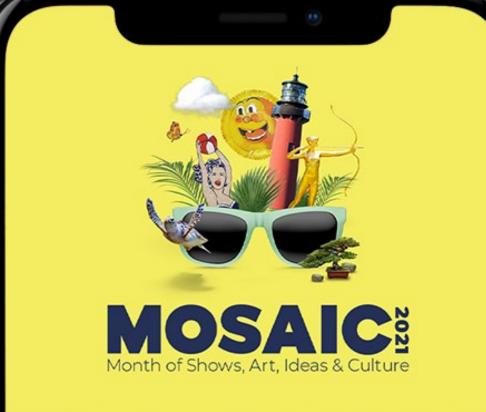
Coordinate a dedicated FAM tour with national writer.





MOSAICE

#MOSAICPBC

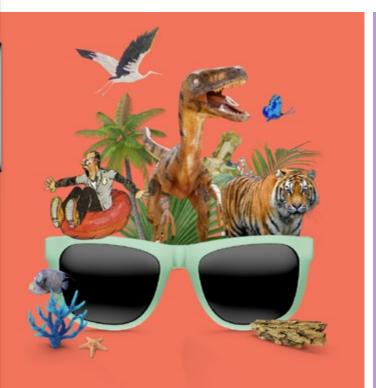




Cultural County for Palm Beach County

SAVE ON INSPIRING EXPERIENCES

Reconnect with the culture you've been missing. And save all May. Sign up for our Insider Access emails and you'll receive upcoming discounts on museum admissions, hotels, performances and more coming soon to The Palm Beaches.







Partnerships

Expand and enhance local partnerships to promote cultural tourism and community engagement through the following:

Utilize the smaller "Shades of Culture" pop-up display at county hotels to build relationships, showcase cultural tourism collateral, and promote area cultural venues, while national tradeshows return to pre-pandemic levels; target three locations.

Complete the remaining episodes of *Art Adventures of The Palm Beaches*, the series for South Florida PBS and The Palm Beaches TV, in partnership with the PBC Film & Television Commission.

Reengage with Brightline, in collaboration with Discover, when service resumes; build on previous MOSAIC partnership; create new opportunities around major cultural events (like Art Basel) and holidays.

Influence traffic at Palm Beach International Airport by exploring opportunities for cross-promotion in marketing campaigns, co-op advertising, and support of the on-site exhibition space and public art installations.

Support the return of SunFest in April/May; create MOSAIC or other extensions during festival.

Support the Boca Raton Museum of Art's world-premiere exhibition, *Machu Picchu & The Golden Empires of Peru* in the fall by hosting a dedicated FAM tour, initiating specific marketing support tactics, and cross-promoting in the Council's gallery.

Engage with area events, festivals, and attractions that align with the Council's goals (i.e, LagoonFest).





Strategically locate the giant "Shades of Culture" around the county, building partnerships with host cities or attractions to maximize attention and visitor engagement. Target three locations; options include:

BOYNTON BEACH TOWN SQUARE OR AMPHITHEATER

MANATEE LAGOON, RIVIERA BEACH

WINTER EQUESTRIAN FESTIVAL, WELLINGTON

LAKE WORTH BEACH (HATCH 1121 OR CULTURAL PLAZA)

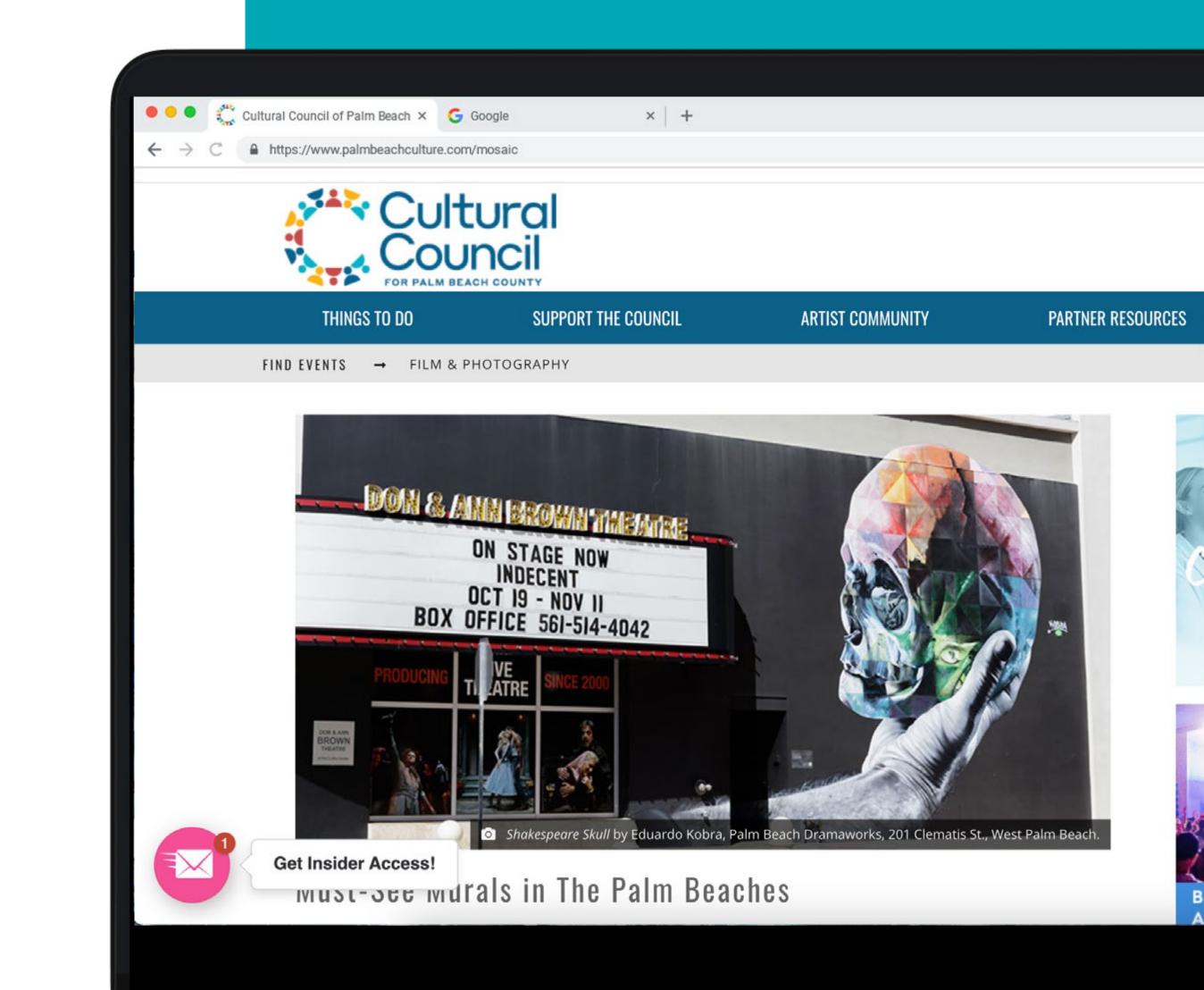
Interactive

Continue to refresh all tourism landing pages and add new content on palmbeachculture.com, including:

Monthly blog stories that promote seasonal travel and support marketing efforts by Discover The Palm Beaches; engage guest bloggers, especially minority writers/influencers; leverage stories through paid advertising and social boosting strategy; sample topics:

- · Historic Culture, Blasts from the Past
- · Insider's Guide to West Palm Beach
- Black History in The Palm Beaches
- Architectural Highlights in The Palm Beaches
- Food & Cultural Pairings

Engaging video content that supports the blog topics or advertising sub-campaigns and tells the cultural destination brand story in a way that is welcoming to everyone.



Public Relations

Utilize earned media to reach a goal of **1.4B impressions to promote cultural tourism**, leveraging the excitement that today's travelers have to visit arts & cultural organizations; **highlight** cultural partners, creative professionals, special events, and initiatives related to arts & culture in The Palm Beaches; **and educate** the media on the extensive cultural offerings available in The Palm Beaches:

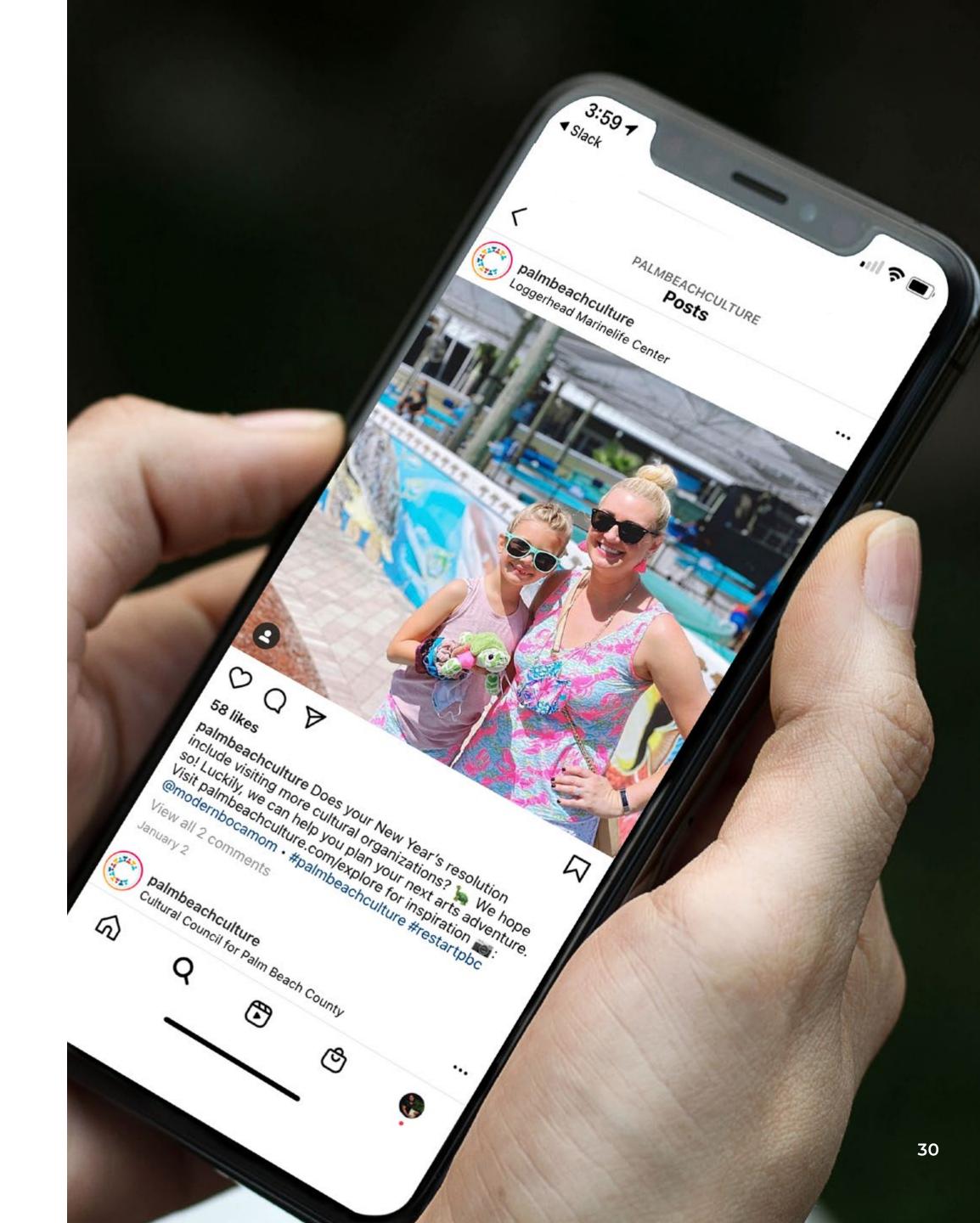
Develop an "always on" news engine

12 press releases; sample topics:

- Museum Hopping in The Palm Beaches
- Arts & Cultural Wedding Destinations
- Celebrating Women Artists
- · Top 10 Most Instagrammable Places in The Palm Beaches
- · LGBTQ+ Pride: Artists, Artwork, and Exhibitions You Should Know About Leverage above as pitch concepts.

Leverage influencers to promote visibility through digital channels:

- Host 2 influencer FAM trips.
- Include CTAs to help reach social media goals.



Engage the media through FAM trips, events, and special initiatives:

- · Host 4 editor FAM trips (3 national, 1 regional).
- Secure 4-6+ pieces of national coverage (4+ driven by national FAM trips, 1-3+ from proactive pitching).
- Secure 1-2+ pieces of regional coverage / fly markets (1+ of which driven by regional FAM trip, 1+ driven by proactive outreach).

Reach the consumer through unique activation(s):*

- Host at least one media event in a national target market (NYC) to engage with top travel, lifestyle, and arts writers.
- Host at least one national or regional consumer activation (i.e, live performance or interactive art).

Support Meetings & Events tourism by generating editorial coverage in corporate event planning trade media (B2B).

- Partner with 1+ select hotels and develop a new "Arts & Culture" package targeted to groups and meetings:
 - Sample package: Book a certain number of rooms for a conference or event and get access to unique arts & cultural experiences curated by the Cultural Concierge program (examples: an "after-hours" event at the Norton, "adopt a turtle for a day" at Loggerhead, etc.)



^{*}EXPLORE WAYS TO CO-HOST OR PARTNER WITH DISCOVER THE PALM BEACHES, IF POSSIBLE

Magazine

Continue to publish the award-winning art&culture magazine three times a year (Fall, Winter, Spring/Summer), featuring behind-the-scenes stories about cultural organizations, performances, and collectors that help build awareness for The Palm Beaches as a world-class destination for arts and culture.

Rebuild advertising revenue impacted by the pandemic to increase distribution throughout The Palm Beaches and at area hotel properties and vacation rentals.

Develop creative co-op packages that include other publications owned by Palm Beach Media Group (Palm Beach Illustrated, Jupiter Magazine, Naples Illustrated, Ft. Lauderdale Illustrated, and others).





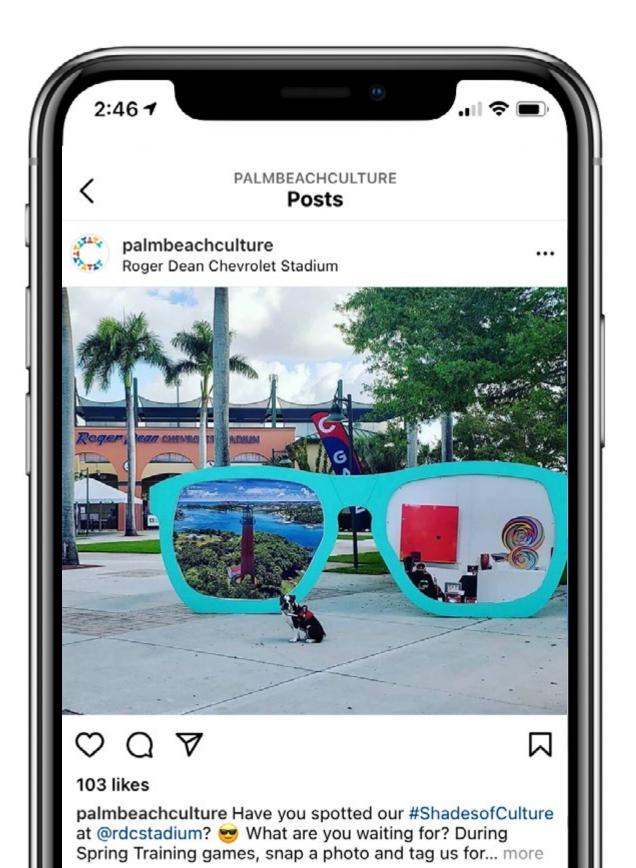
Strategy

Increase social media followers, specifically targeting users interested in arts, culture, and/or travel.

Goal

38,000

Social media followers



Tactics

Build the strategy and content calendar to revolve around engagement and follower growth; share the cultural destination brand story in a way that is welcoming to everyone.

INSPIRATION CHANNELS

Continue to focus on Instagram and Facebook as inspiration channels.

VIDEO STORYTELLING

Expand the use of video to support advertising campaign.

INFLUENCER

Include 'follow us' CTA in paid influencer agreements.

LIVE COVERAGE

Reintroduce live coverage of cultural events post-pandemic (serve as cultural influencer of The Palm Beaches).

PAID STRATEGIES

Diversify the boosting strategy for blogs, special events, and Council exhibitions; incorporate in-feed social media advertising with 'follow us' CTA based on strong testing metrics in FY21.

MEASUREMENT

Track engagement against other domestic cultural destinations and major institutions in The Palm Beaches to benchmark success.





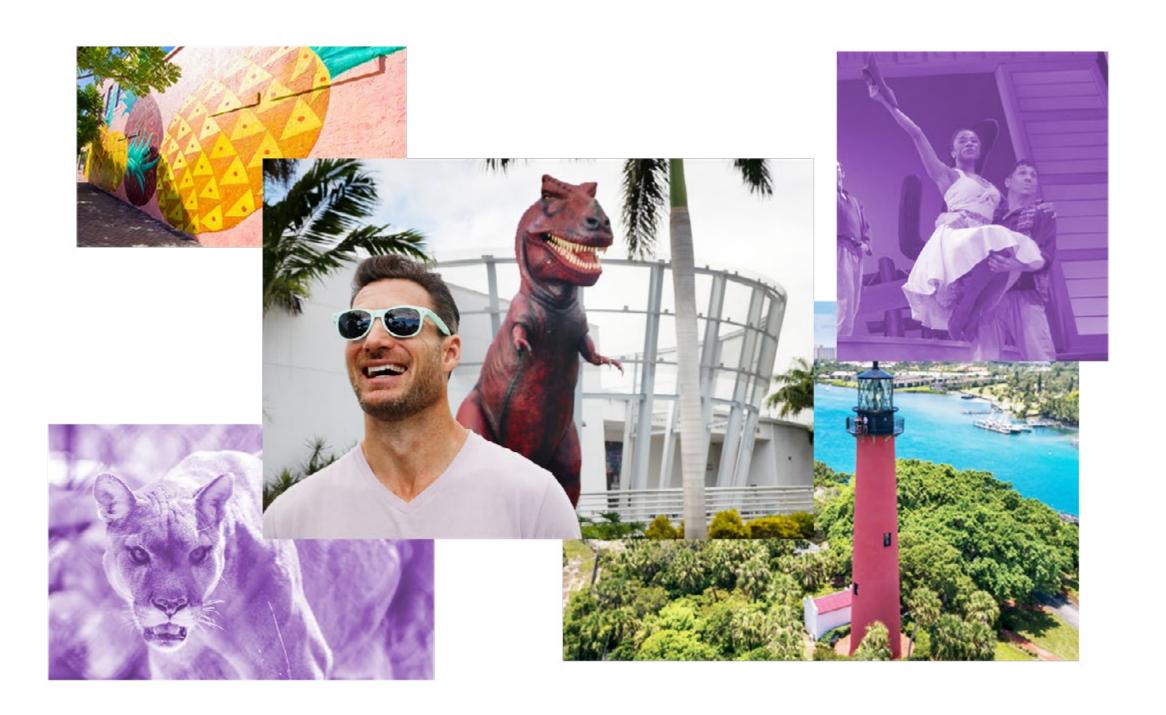
Strategy

Utilize the **Cultural Concierge program** to grow high-impact cultural tourism leads.

Goal

850

Cultural Concierge program leads



Tactics

ADVERTISING

Refresh creative and use a portion of the media budget to support the program for B2C and B2B audiences through print and digital advertising in industry publications.

HOT TICKETS

Increase biweekly e-mail subscriber list by 25%.

BUSINESS ENGAGEMENT

Engage with eight local/regional businesses, including realtors, to provide Hot Tickets emails and other services to their out-of-destination friends/family/clients, by leveraging the Cultural Concierge landing page, Hot Tickets emails, MOSAIC promotions, *art&culture* magazine, and print/digital collateral.

MEMBERSHIPS

Maintain membership and participation with Professional Convention Management Association (PCMA), Concierge Association of the Palm Beaches (CAPB) and the Florida Restaurant and Lodging Association (FRLA).



DESTINATION SALES SUPPORT

Work in tandem with Discover The Palm Beaches, PBC Convention Center, and other partners to help bring meetings business to the destination.

- Furnish smaller "Shades of Culture" pop-up display to drive social media and distribute cultural tourism collateral.
- · Produce or facilitate cultural enhancements.
- Conduct tours, participate in webinars, organize excursions, or make local venue recommendations.
- Serve as a resource (providing theatre specs/capacity upon request, for example).

VISITOR INFORMATION CENTER (VIC)

- · Maintain the Cultural Council's VISIT FLORIDA-certified VIC by serving walk-in visitors, answering phones, and assisting visitors.
- Facilitate distribution of destination brochures to local hotel partners and VICs quarterly, maintaining a list of engaged partners.
- · Participate in Discover's VIC Advisory Council, as needed.

CULTURAL ENHANCEMENTS

Create and deliver cultural enhancements for hybrid, virtual, or face-to-face events, reaching a minimum of 500 out-of-market registered event attendees.

- Maintain a discretionary cultural enhancement budget to strategically support key events at the Convention Center or hotels; funds will be leveraged to drive tourism by providing cultural entertainment, art experiences, speakers, swag, gifts, or other related cultural support.
- Provide complimentary assistance to engage the best available talent, venues, and cultural resources in The Palm Beaches, including negotiating fees, setting expectations, procuring documents (W9's, COIs, Workplace Agreement Forms, etc.), and streamlining communications among stakeholders.



Strategy

Expand co-op opportunities for cultural organization partners and hotels.

Goal

50

Co-op program packages sold



Tactics

STRATEGY

Create a post-pandemic strategy for the co-op program in FY22 to provide a wider range of price points for national, regional, and local packages to accommodate more participation from cultural organizations of all sizes; this may include a 1:1 match on some media buys.

MEDIA MIX

Develop packages that include print and digital opportunities; survey the Category B and C-II grantees to understand their areas of interest and support needs.

PBIA

Renew the annual contract with Clear Channel to provide on-site advertising opportunities at key locations within the arrival terminals.

MOSAIC

Grow the co-op opportunities among partner organizations and introduce new tactics.

ENHANCED SERVICE

Provide additional services to the cultural organizations to help produce and/or collect advertising assets, rollout new packages throughout the year, and improve reporting and tracking.



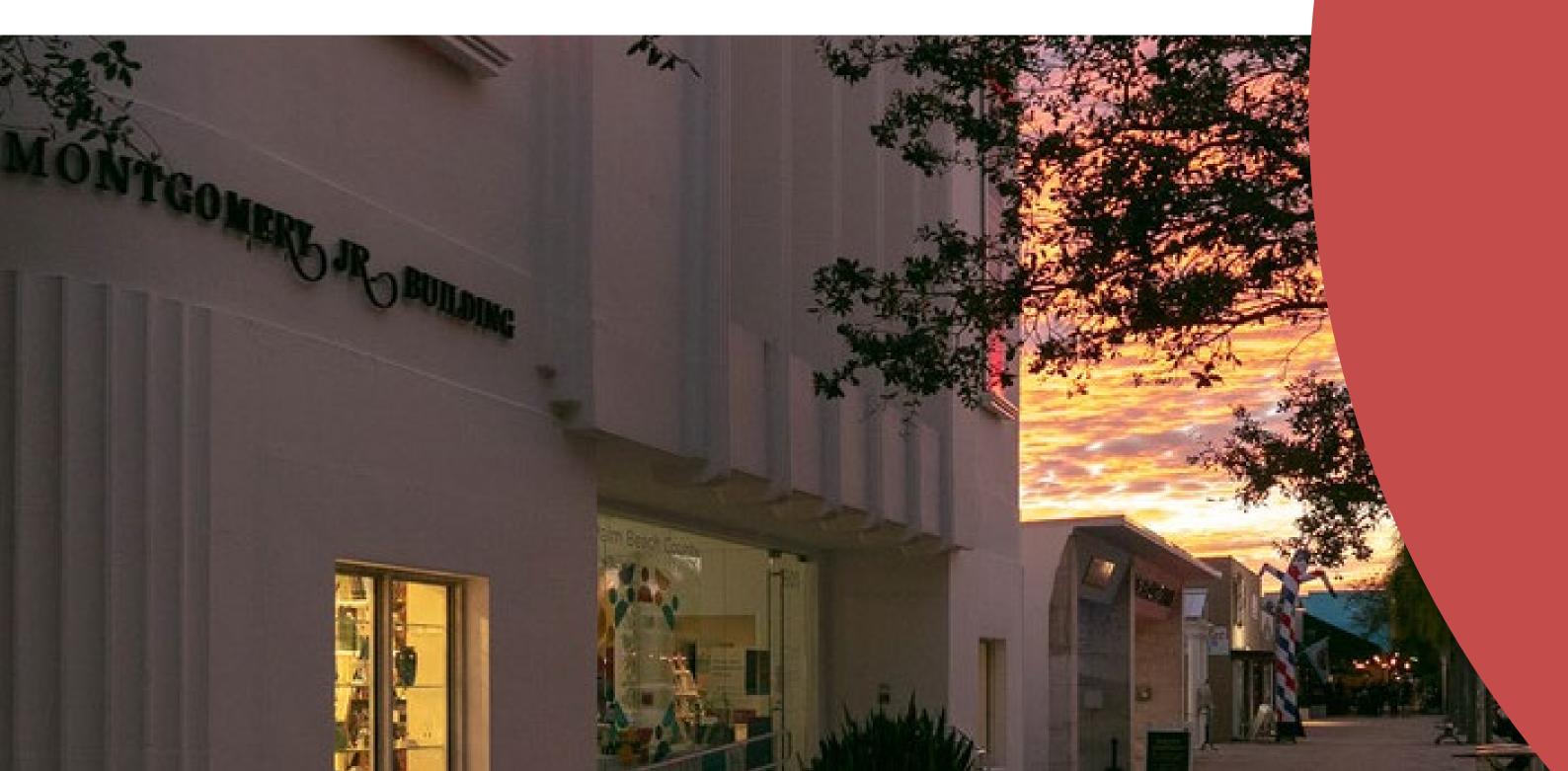
Strategy

Promote the Robert M. Montgomery, Jr. Building as a cultural destination and informational hub for the County.

Goal

8K

Visitors to the Cultural Council



Tactics

EXHIBITIONS

Continue to attract visitors to the building and support local visual artists with quality exhibitions.

- Produce three Main Gallery shows; six soloartist shows; and ongoing community-based programming in the Ephraim Gallery; create Calls to Artists, engage guest curators/collaborators, and look for other ways to ensure that exhibitions are accessible and diverse.
- Host a Member Preview reception for every Main Gallery show to include a press tour and local influencer outreach.
- Utilize paid and in-kind media tactics to advertise Main Gallery shows to attract residents and visitors when they are in-county.
- Introduce "Collector Tours" on the first Saturday of the month to encourage support of local creative professionals.

PERFORMANCES

Continue to attract visitors to the building and support local musicians, dancers, and spoken-word artists.

- Reintroduce the Evenings at the Council series on the third Thursday of the month in the outdoor Project Space.
- Engage galleries and other art-friendly businesses in downtown Lake Worth Beach to create an Art Walk on the third Thursday of the month to build traffic and engagement.
- Build on the success of the Summer Performing Arts Series and find ways to engage with the artists post-performance.

EDUCATION

Continue to attract families and lifelong learners to the building and support local cultural organizations and teaching artists.

- Build attendance for Family Saturdays on the first Saturday of the month.
- · Program a series of Art Talks with local creative professionals in conjunction with Main Gallery shows.
- · Produce an online Cultural Summer Camp Guide.
- Produce an annual Teacher's Guide to Arts & Cultural Education with field trip information and resources for artsbased curricula.





CULTURAL COUNCIL FOR PALM BEACH COUNTY

601 LAKE AVE, LAKE WORTH BEACH, FL 33460 561-471-2901

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