

# FY23

## Cultural Tourism Marketing Plan



DISCOVER FLORIDA'S CULTURAL CAPITAL®

# What Is a Local Arts Agency?

“ The nation’s **4,500 Local Arts Agencies (LAAs)** promote, support, and develop the arts at the local level, ensuring a vital presence for the arts throughout America’s communities. LAAs are diverse in their makeup—they have many different names and embrace a spectrum of artistic disciplines—but each works to **sustain the health and vitality of the arts and artists locally**, while also striving to make the arts accessible to all members of a community. **Each LAA in America is unique to the community that it serves, and each evolves within its community**—no two LAAs are exactly alike in name, programming, or even mission. ”

- AMERICANS FOR THE ARTS



# 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 advocating for local arts education.** In this leadership role, the Council administers a portion of the local Tourist Development Fund (“bed tax”) under contract with Palm Beach County to promote the destination’s cultural offerings through grants, advertising, and public relations programs.

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.



# Statement of Cultural Equity

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.



AFRIQUE NGOZI DANCE & DRUM

## Council Priorities



Promote cultural tourism



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



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



Provide grants to cultural organizations and professional artists



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



Partner with local arts organizations and teaching artists to ensure access to quality arts education for all children and our community

### Mission

# CHAMPION. ENGAGE. GROW.

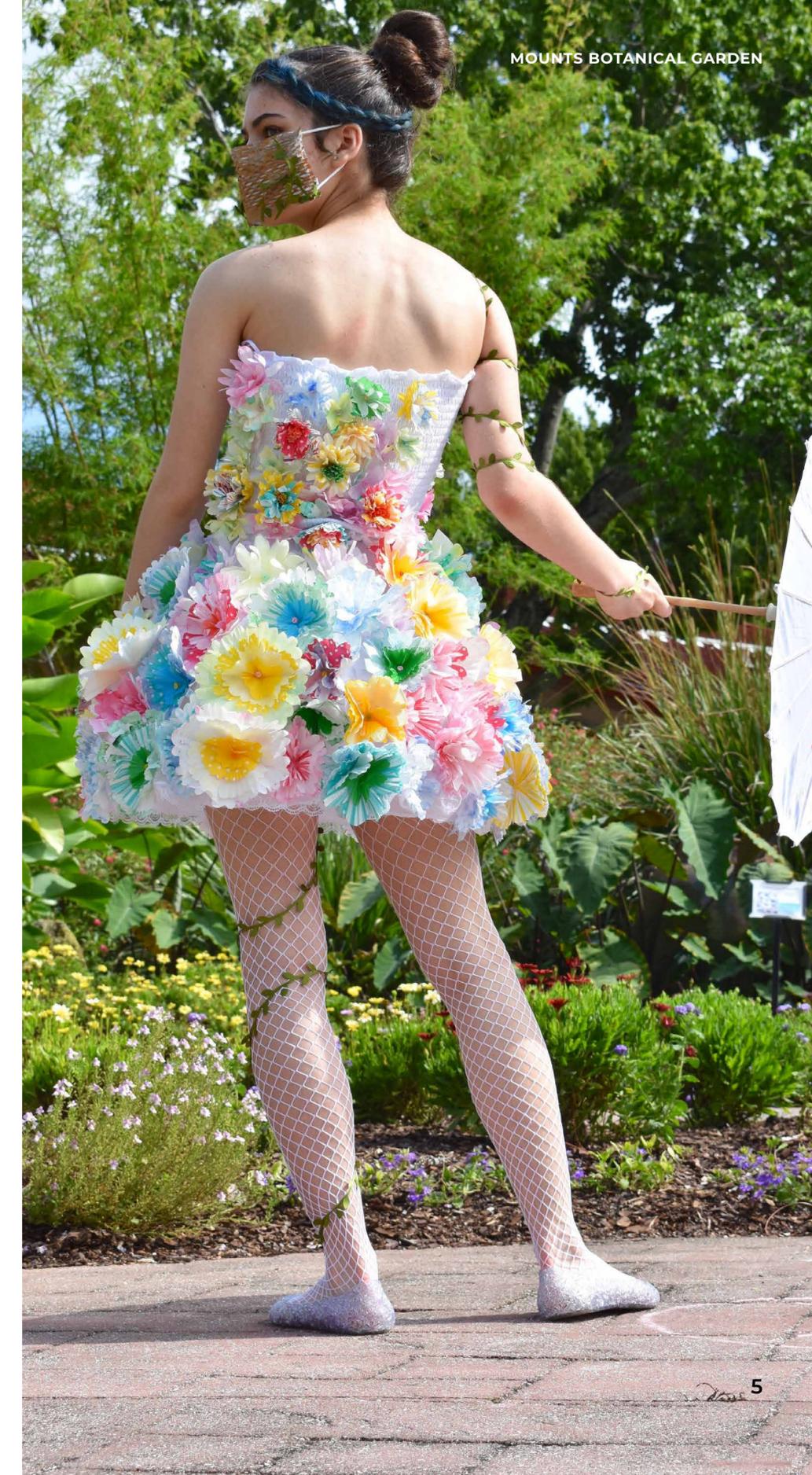
Fulfilling the need for arts and cultural experiences in Palm Beach County.

# Tourism is Big Business in Florida



As a vital part of Florida's economy, the tourism industry was responsible for welcoming **122 million visitors in 2021**—a remarkable achievement in a pandemic year and a rallying point for state tourism businesses.<sup>1</sup>

Florida tourism's rebound beat many economists' forecasts by two years. That said, the most recent economic impact data available from VISIT FLORIDA comes from 2020, arguably the most difficult year in tourism history. In 2020, Florida visitors contributed **\$61.7 billion to Florida's economy (it was \$91 billion in 2019) and supported 1.1 million Florida jobs.** Economic impact data for 2021 will be published later this year, but the outlook is promising given Florida experienced a **35% year-over-year increase in visitor volume.**<sup>1</sup>



# Cultural Tourism Bounces Back

Florida's tourism recovery is well underway. The COVID variants of 2021 presented tremendous uncertainties, but **Florida proved a safe choice for a record number of visitors starting in July**. Travelers adjusted their behaviors and their choices to be safer and showed a clear preference for destinations with beaches and outdoor vacation opportunities. This proved to be an opportunity for The Palm Beaches, especially for cultural tourism. Venues with outdoor features such as the **Ann Norton Sculpture Gardens, Mounts Botanical Garden, Morikami Museum and Japanese Gardens, Gumbo Limbo Nature Center**, and others provided a much-needed respite and attractive alternative to international travel.

These amenities helped The Palm Beaches forecast record-breaking tourism in 2022: **Predicting 8.8 million visitors, 2.1 million room nights sold and \$639 million in bed tax collections by the end of the year**, compared to 8.2 million in visitation, 2 million room nights, and \$464 million in bed taxes in 2019.<sup>2</sup>



Our collaboration across TDC agencies, stimulus budget strategies, and nimble response time is paying dividends for the destination.

Cultural tourism will play an integral role to staying competitive. These visitors spend more on their trips and stay longer than other visitors. The Palm Beaches are called "Florida's Cultural Capital<sup>®</sup>" because art and culture are part of the destination's brand and what helps 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.<sup>3</sup>

# Important Tourism Trends to Watch

## 1. INFLATION

Travel costs more today:

- According to the April 2022 Consumer Price Index, year-over-year **food costs were up more than 9% and gas prices are 44% higher.**
- Kayak predicts an average daily rental car rate this summer of **\$101, \$60 or more higher than 2019.**
- Through March 2022, hotel ADR in Florida was up 22.2%, far more than the 1.2% increase in rooms sold. **The ADR in The Palm Beaches was \$302 on average** in January through May 2022, compared to \$229 for the same period in 2019.<sup>2</sup>

Higher costs can also impact how travelers perceive value. For The Palm Beaches to maintain demand, travelers must believe that the costs of a vacation in the destination are worth it. **Cultural experiences can add to the overall perception of value.**



## 2. JOBS

There were **11.3 million job openings in the United States in February 2022—1.7 million in leisure and hospitality alone**, according to the Bureau of Labor Statistics. Nationally, the sector remains 9% below its pre-pandemic levels. **In Florida, hospitality jobs are 5% off 2019.** Florida's tourism industry will be challenged to meet the expectations of visitors without recruiting a new hospitality workforce.<sup>1</sup>

## 3. WELLNESS

According to Booking.com's 2022 travel predictions, **79% of travelers agree that "travel helps their mental and emotional well-being more than other forms of self-care."** Two-thirds of Booking's 24,000 respondents said "they didn't realize how important travel was to their well-being until it was no longer an option." After the pandemic, expectations are that more consumers will be health-conscious and combine wellness priorities with their travel plans. A 2021 American Express survey found that more than two-thirds of respondents are choosing their vacations specifically with wellness in mind. **This bodes well for arts and cultural venues and their programs.**

# Leisure Travel is King

According to the Tourism Economics and U.S. Travel Association, leisure travel (domestic and international combined) is on track to exceed 2019 spending levels by **1% in 2023** and by **12% in 2026**. Alternatively, business travel spending (transient and groups) in 2023 will only reach **88% of 2019 levels** and **93% in 2026**.

Vacations will likely be shorter than they used to be, and closer to home (staycations and road trips). For 2023, **41% of Americans said that they plan to spend a lot more on leisure travel.**<sup>4</sup>



YESTERYEAR VILLAGE. PHOTO CREDIT: NICK MELE

Who are these travelers? Younger demographics—Millennials and Gen Z—are becoming critical audiences.

**69% of Millennials will take weekend trips, as opposed to only 13% of Boomers.**<sup>5</sup>

Millennials spend as much on travel as past generations.<sup>5</sup>

The younger generations are leading the growth in niche travel—**80% said that a vacation would do wonders for their mental health.**<sup>6</sup>

# Investing in Cultural Tourism

*Travel Weekly* recently reported that as the world emerges from the shadow of the COVID-19 pandemic and many travelers seek **a different and deeper way to experience destinations**, cultural tourism is quietly gaining momentum in the travel industry.

While there is no standardized definition of cultural tourism, travel advisors, destinations, and tour operators actively involved in this growing market segment describe it as beyond-the-bucket-list travel that is simultaneously **immersive, experiential, community-based, sustainable, and focused on connection, discovery, and learning.**<sup>7</sup>

“ Cultural travelers tend to be **more affluent and travel individually, as couples or as a family**, plugging into local experiences in a destination. Most want **a curated versus a pre-packaged experience**. Age range runs the gamut...and is fairly evenly split across generations from Gen X through active Boomers. ”

- RICHARD PETERSON

PRESIDENT & CEO OF THE U.S. CULTURAL  
& HERITAGE MARKETING COUNCIL



# Markets/Target Audiences



Palm Beach International Airport reports that the Northeast—**New York City area, Boston, Washington, D.C.—and Atlanta continue to be top markets** based on frequency of flights and capacity; LAX and Chicago are markets that could use support.



VISIT FLORIDA reports the top origin markets vital to the state’s success are **New York, Atlanta, Birmingham, Chicago, and Dallas-Fort Worth.**



**In-state travel remains important**, especially while the airline industry suffers from staffing shortages causing delays, cancelled flights, and high ticket prices.



Canada remains a very important international market for Florida. Historically, it has been one of the state’s top international markets, with more than **1.6 million Canadians visiting the state in 2020**, according to VISIT FLORIDA.



## Millennials<sup>5</sup> 26-41

- Millennials recently overtook Baby Boomers as the largest generation, making up **31.5% of the population with \$200 billion in spending power.**
- Unlike other generations, Millennials prefer to **focus on experiences that feel authentic** and true to the culture of the place they’re visiting.
- They tend to **use social media and trust the word of influencers** to accumulate information much more than traditional advertising.
- **79% of all U.S. Millennial travel is domestic** and they prefer planning their own trips.
- Millennial and Gen Z travelers (those born in 1981 or after) **accounted for a larger share of Florida visitors** than ever before, rising from 24% before the pandemic in 2019 to 28% of the total in 2021.<sup>1</sup>



## Boomers<sup>8</sup> 58-67

- Boomers spend **\$157 billion on travel annually.**
- They planned between **4-5 leisure trips** and **spent an average of \$6,600** on travel in 2019.
- Most Boomers **travel during the summer months**, which means that summer vacation trips top the list of travel reasons.
- Boomers also **love leisure travel**, making it the second most popular reason for a vacation. Boomers **seek relaxing getaways to de-stress and enjoy sightseeing.**

# COVID-19 Impact

COVID-19 had a devastating impact on the cultural sector across the globe. To understand how severe the economic and fiscal implications were in Palm Beach County, the Cultural Council commissioned a study that used data collected from grantee reports and audience surveys from 37 organizations from FY19-FY21. Here are the results<sup>9</sup>:

**\$360 million**  
loss in economic activity

**11,379 jobs**  
lost and an 80% decrease  
in compensation

**\$13 million**  
loss in local  
government revenue

**\$29 million**  
loss in state  
government revenue

*In just one year, FY20-FY21, the cultural sector in Palm Beach County lost over 50% of its audiences and more than \$104 million in audience spending.*

While the Cultural Council is pleased to see cultural venues now open, audiences back in theaters, and artists creating new work, we also understand that there is still work to be done behind the scenes, and estimate recovery may take several years.



# COVID-19 Relief and Recovery



**Partnered**  
with Palm Beach County to establish the PBC Cultural Resiliency Fund using federal CARES Act funds to provide grants to 15 organizations totaling more than \$186,000



**Launched**  
a dedicated web page with national and local resources, funding sources, and services available to organizations and artists



**Raised**  
\$45,000 in private funds to create a PBC Artist Relief Fund to provide micro grants to more than 130 professional artists who lost critical income due to COVID-19



**Conducted**  
virtual professional development sessions designed to educate the sector



**Leveraged**  
our cultural tourism marketing funds through the Tourist Development Council to create advertising campaigns and grassroots efforts to help Palm Beach County *restart with the arts.*

# Cultural Tourism in The Palm Beaches





One of the major ways the Council is helping the sector recover from the pandemic and bring in new audiences is through a **multifaceted marketing plan designed to attract cultural travelers to the destination** in concert with the efforts of the other TDC agencies (Discover The Palm Beaches, PBC Sports Commission and the PBC Film & Television Commission). The robust plan includes:



Digital and print media advertising in local, drive, and target national/international markets



Co-op advertising (discount packages for grantees)



Paid and organic social media



Influencer marketing



Blogs and native content



Email marketing



Video



Activations & arts infusions



Public relations



Consumer magazine (published 3x year)

# Where Culture Always Shines

# Cultural Concierge Program

The Council's tourism-focused Cultural Concierge program provides B2C and B2B visitors with expert access to local cultural experiences, 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.



# FY23 Goals & Strategy



# 1

## Objective

Lead Palm Beach County's tourism marketing program by serving as expert to the cultural sector, stewarding funds and strategies that attract key audiences

## Goals\*

**748,536**

Number of non-resident audiences (out-of-county)

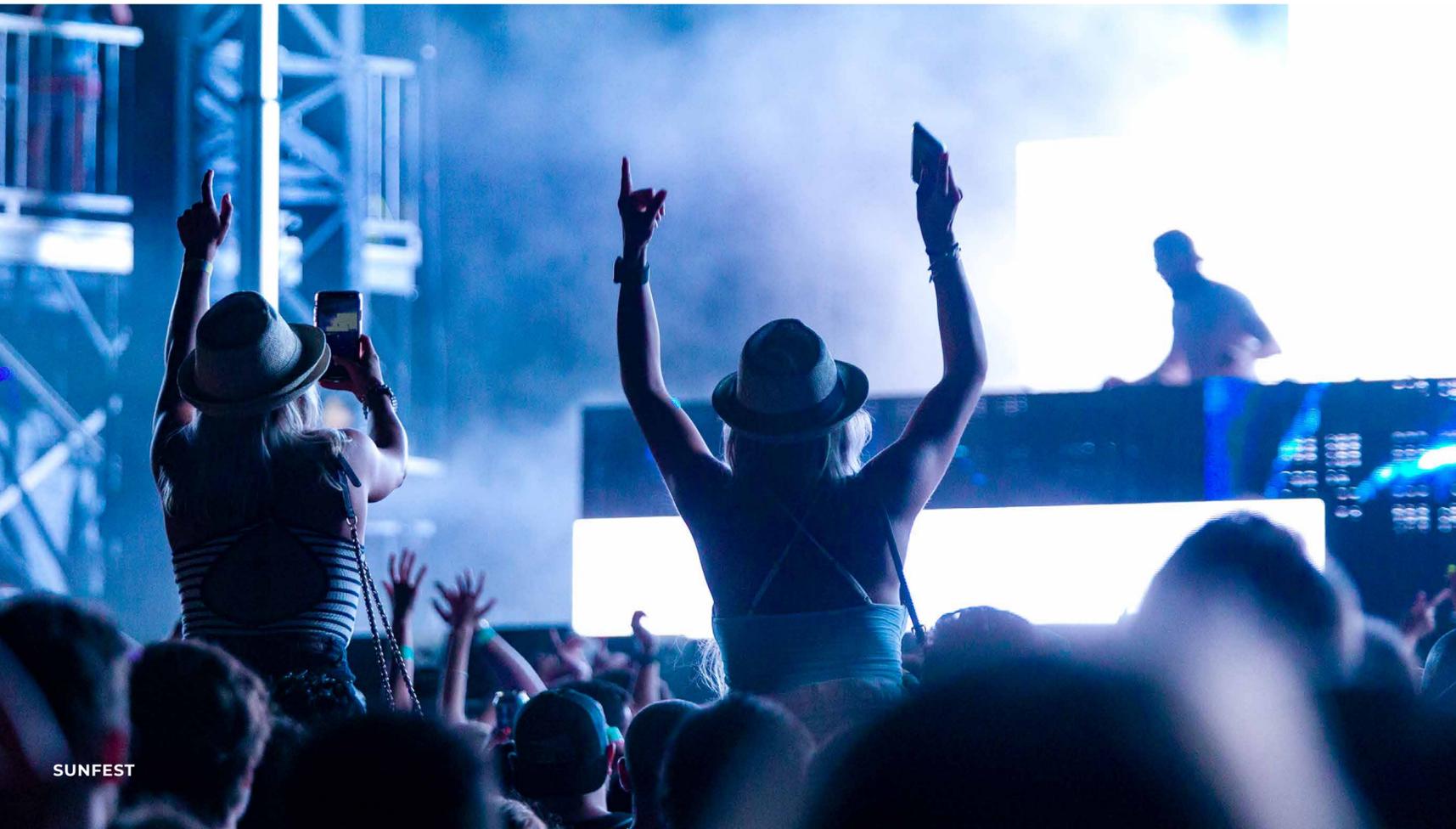
**1,317,415**

Number of resident audiences (in-county)

**2,065,961**

Total number of cultural audiences

*\*This data is pulled directly from mid-year and final reports required from Category B and CII grantees.*



## 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

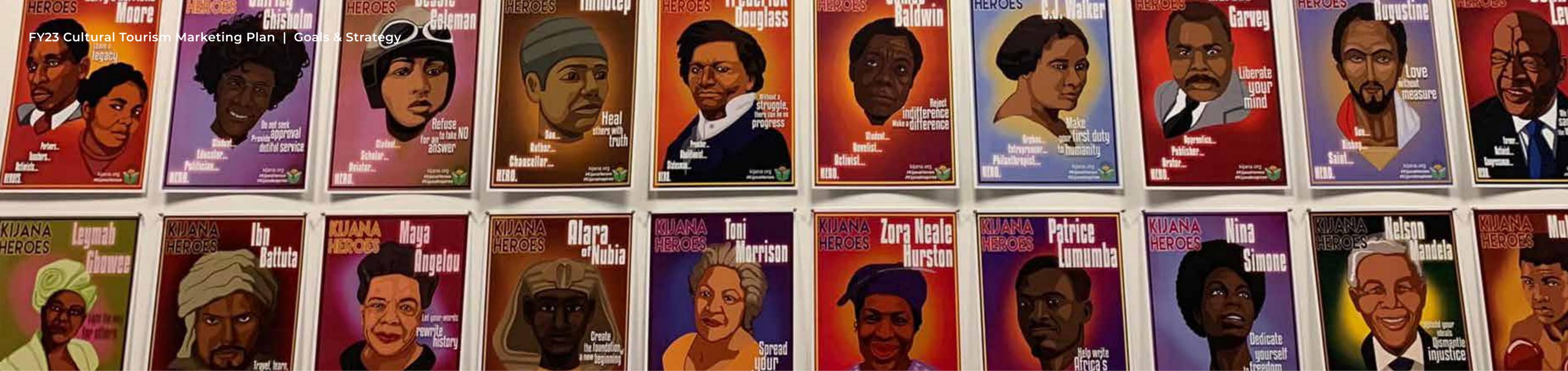
**Create and implement** workshops and technical assistance programs to aid organizations in the grant application and submission process. Additional efforts will be made to invite staff across departments to attend these workshops (grants, marketing, accounting) so that there is cohesion and efficiencies within the organizations.

### SITE VISITS

**Create and institute** a bi-annual site visit initiative to monitor grantees and funded activities. Due to the pandemic, site visits were limited in FY22.

### CO-OP

**Add** enhancements to co-op strategy to make marketing dollars more effective (see performance measure V).



KIJANA HEROES BY CLAIRE SALMON

## 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.

## EQUITY, DIVERSITY & INCLUSION (EDI)

**Plan** and facilitate the 2nd Biennial Arts & Tourism Summit on Equity, Diversity and Inclusion at the Palm Beach County Convention Center (August 2023) in partnership with Discover The Palm Beaches and other TDC agencies and community partners.

**Look** for ways to continue professional development and create opportunities for the sector around this initiative.

## 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. In FY23, the Council will also reintroduce the biennial audience intercept survey process among Category B and CII grantees (on hold since 2020). Surveys will be collected in FY23 and reporting will be available in FY24. This work also coincides with the Arts & Economic Prosperity Study (AEP6), a research project done every five years by Americans for the Arts. Survey data will be used for both reports.

# 2

## Objective

Generate hotel room nights in Palm Beach County related to cultural tourism.

## Goals

**172,455**

Estimated number of room nights for cultural tourists\*

**14,000**

Room nights for creative professionals employed by cultural organizations

*\*This estimate uses audience numbers pulled from mid-year and final grant reports, calculated against FY19 Biennial Audience Survey data.*

## Tactics

### CAPACITY

Build capacity for the cultural sector with quality professional development opportunities through the Institute for Cultural Advancement (ICA) so that they can effectively tell their story and market to visitors and travelers. The Council will provide workshops led by locally or regionally recognized speakers throughout the year; maximize attendance capacity; and encourage audience diversity so there is a mix of cultural organizations, arts educators, and creative professionals.

### OUT-OF-COUNTY MARKETING

Support grantee marketing initiatives that bring visitors to Palm Beach County. Continue to fund in-county and out-of-county marketing efforts through grant funding, but with primary support for out-of-county marketing.

### CULTURAL TOURISM MARKETING PLAN

Effectively use TDC budget and stimulus funds to inspire cultural tourism to The Palm Beaches in target markets based on research and data (see details in performance measure III).



# 3

## Objective

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

## Goals

**900K**

Website visits

**3B**

PR impressions

**50K**

Tourism email database growth

**75K**

Partner referrals (clicks to organizations or tourism agencies)

**500K**

Social media impressions (organic)

## Tactics

### NEW MASTER BRAND CAMPAIGN & SUB-CAMPAIGN EXTENSION EXECUTION

The start of the new fiscal year will be focused on concepting and launching a new brand campaign based on previous campaign performance, market research, and other data. New photography and video assets will be collected, and the campaign will be developed to support sub-campaigns, have the flexibility to fulfill future media tactics, and focused on specific messaging for target markets to influence travel decisions. Targeted campaign extensions in FY23 may include:

- Canada
- Chicago
- Art Basel, 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 search
- Paid social media
- Retargeting tactics
- OLV / OTT / CTV
- Digital radio

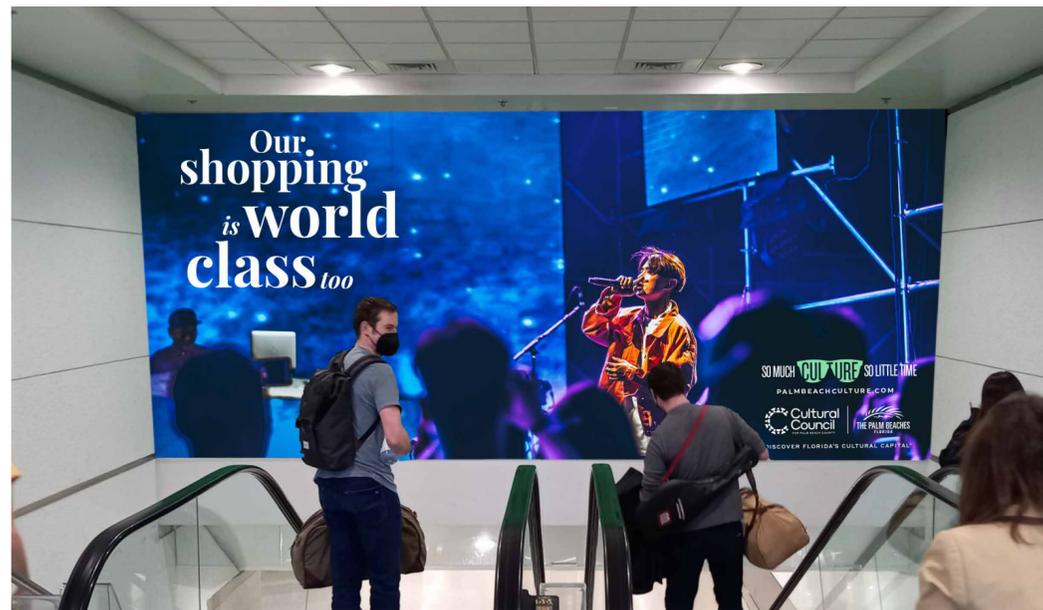




PRINT ADS



BROADWAY BILLBOARD



MIAMI AIRPORT DISPLAY



OUT-OF-HOME BILLBOARDS (STRATEGIC LOCATIONS)



ART BASEL VEHICLE WRAPS

# Target Audiences

The Council will continue to be nimble with target audiences utilizing insights from VISIT FLORIDA, Discover The Palm Beaches, and other TDC agencies to market to the right audiences at the right time.



**International:**

- Canada
- Montreal
- Ottawa
- Toronto



**National:**

- Boston
- New York
- Philadelphia
- Washington, D.C.
- Chicago
- Houston
- Los Angeles



**Drive Markets:**

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



**Continue to refine audience profile:**

- Millennial
- Gen X
- Cultural Boomer (Age 35+)

**HHI: \$75K+**

Millennial, Gen X and Cultural Boomer (Age 35+)

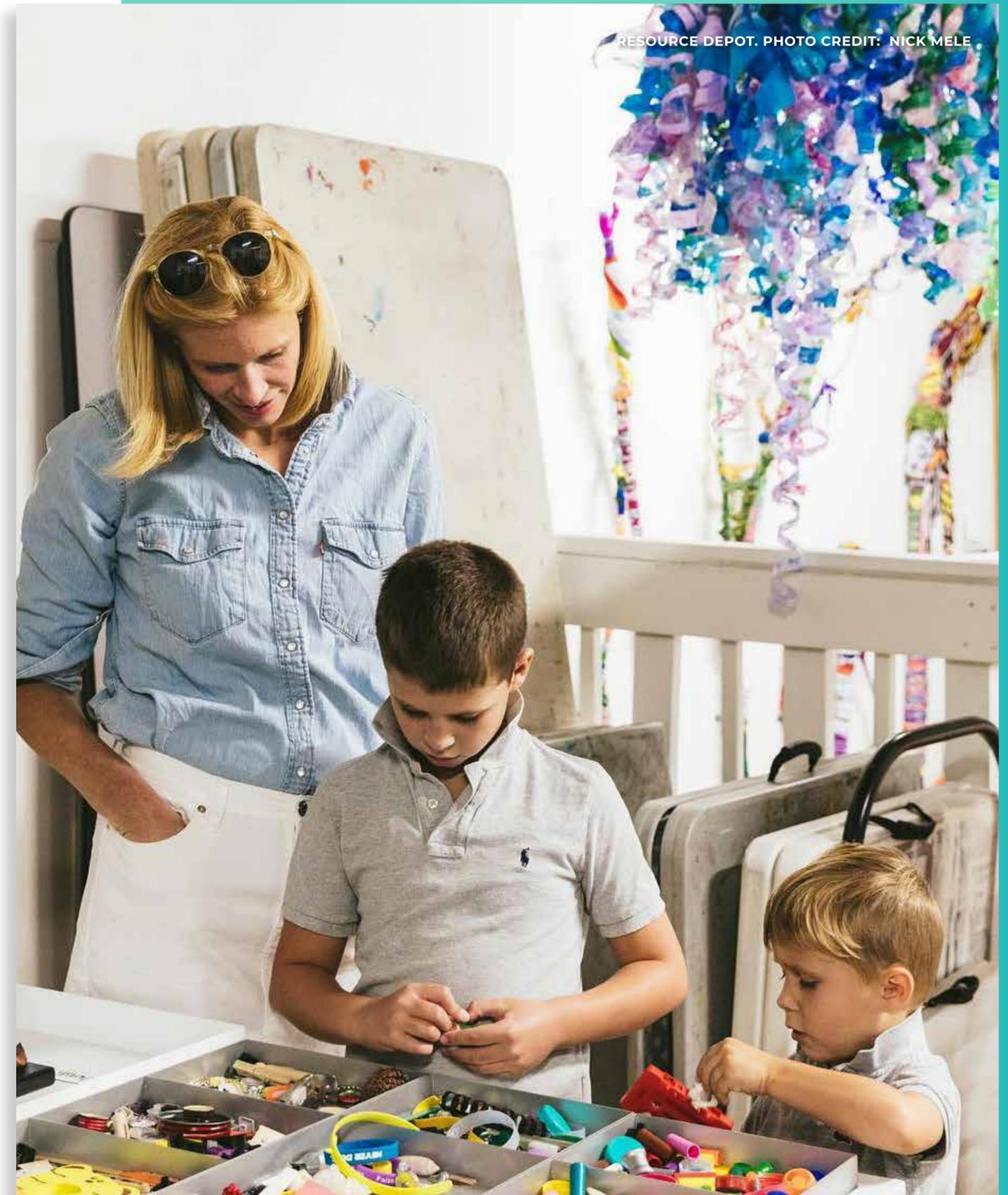
**HHI: \$75K+**

Millennial (under 35) and Gen Z\*

**Interests in:**

- Travel
- Vacations
- Arts (Museum, Ballet, etc.)

\*Gen Z will be targeted with some tactics as an introduction.



# MOSAIC

**Continue** to build on the monthlong campaign's success in its sixth year.

**Engage** a local visual artist and update campaign creative to reflect new, annual signature work.

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

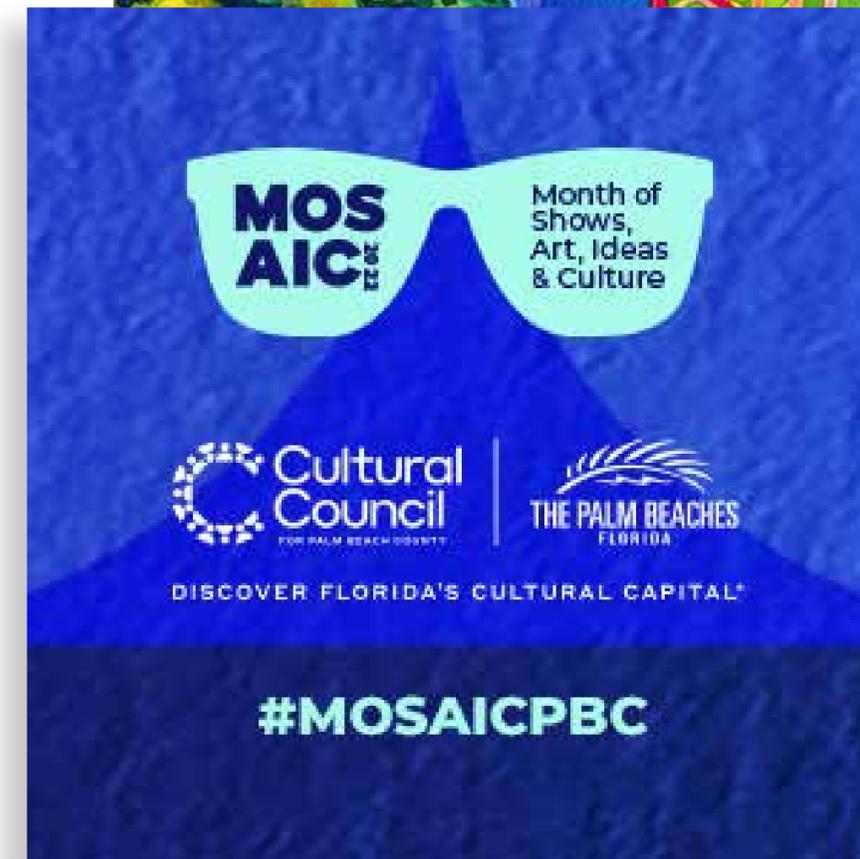
**Expand** the reach of the campaign to also include organizations that may not be able to participate with an offer or discount. For example: provide MOSAIC branding to be included in any cultural event happening in the month of May.

**Continue** to engage mid-tier, drive-market influencers; include CTA around following *@palmbeachculture*; and provide UTM codes to track traffic to the website. Additionally, leverage the influencer's following and content by pitching them as "MOSAIC experience curators" to local media outlets in each respective market.

**Create** a partnership with one well-known local influencer to act as a "MOSAIC Maven" and pitch their guide/insights to national and regional outlets for coverage.

**Create** a promotional effort on social media that encourages multiple redemptions (i.e., contest).

**Coordinate** a dedicated FAM tour with national writer.



## New Element in FY23

Engage PBC artists to open their studios one Saturday in May, and create a marketing plan to get residents and visitors in the drive market to register and visit studios on the tour.

# Partnerships

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

**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 in FY23, options include:

- World Polo Championships, Wellington
- Maltz Jupiter Theatre, Jupiter
- Lake Worth Beach (Beach or Cultural Plaza)

**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.

**Continue** to partner with Brightline, in collaboration with Discover; 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** SunFest in May; create MOSAIC or other extensions during festival.

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



# Interactive

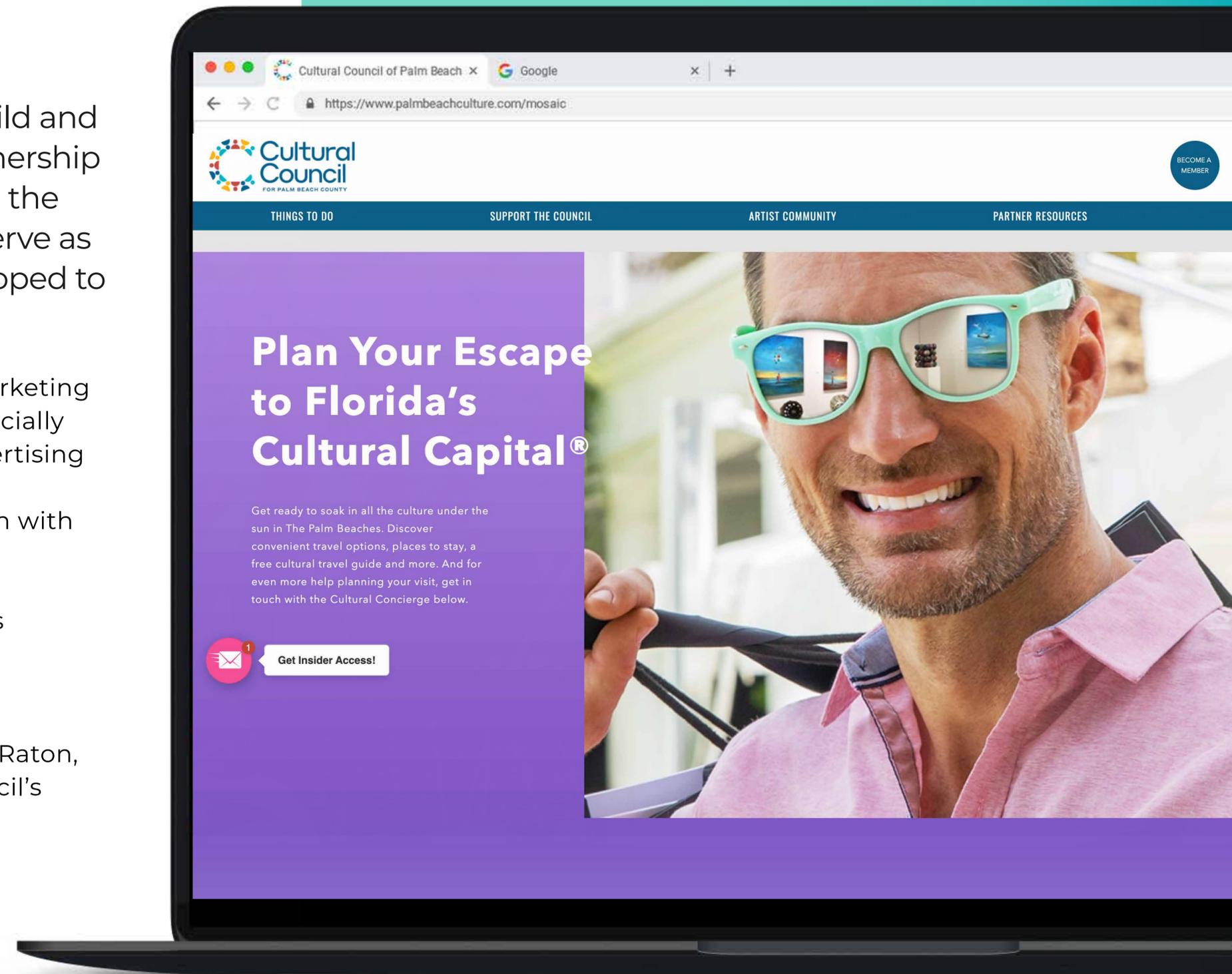
A major focus for the fiscal year will be to successfully build and launch a **new, dynamic website for the Council** in partnership with the agency/developers selected through RFS. While the new site is being built, the existing site will continue to serve as a hub for cultural tourists, and new content will be developed to attract audiences to the destination, including:

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

- Travelers' Guide to Galleries in The Palm Beaches (in conjunction with the Council's Art Basel advertising campaign)
- Insider's Guide to Delray Beach (an artist's perspective)
- 2023 LGBTQ+ Pride Guide to Arts & Culture in The Palm Beaches
- Food & Cultural Pairings (in promotion of The Palm Beaches Restaurant Month)

**Short videos** highlighting individual locations (Delray Beach, Boca Raton, West Palm Beach, etc.) within the destination to share on the Council's "Things to Do" pages.

**Video interviews** with local artists and organizations created in collaboration with *art&culture* magazine that the Council can promote in tourism emails and social media.



# Public Relations

Utilize earned media to reach a goal of 3 Billion impressions to promote cultural tourism, leveraging the excitement of today’s travelers to visit arts and cultural organizations; highlight cultural partners, creative professionals, special events, and initiatives related to arts and culture in The Palm Beaches; and educate the media on the extensive cultural offerings available in the destination:

**Develop** topical press releases to be distributed on the national wire service (12 releases/1x month); sample topics:

- Family Fun for Spring Break
- Beyond the Beach: Have Fun Outdoors at these Cultural Destinations
- Art Collectors and Enthusiasts: What to Do in The Palm Beaches this December

**Leverage** above as pitch concepts.

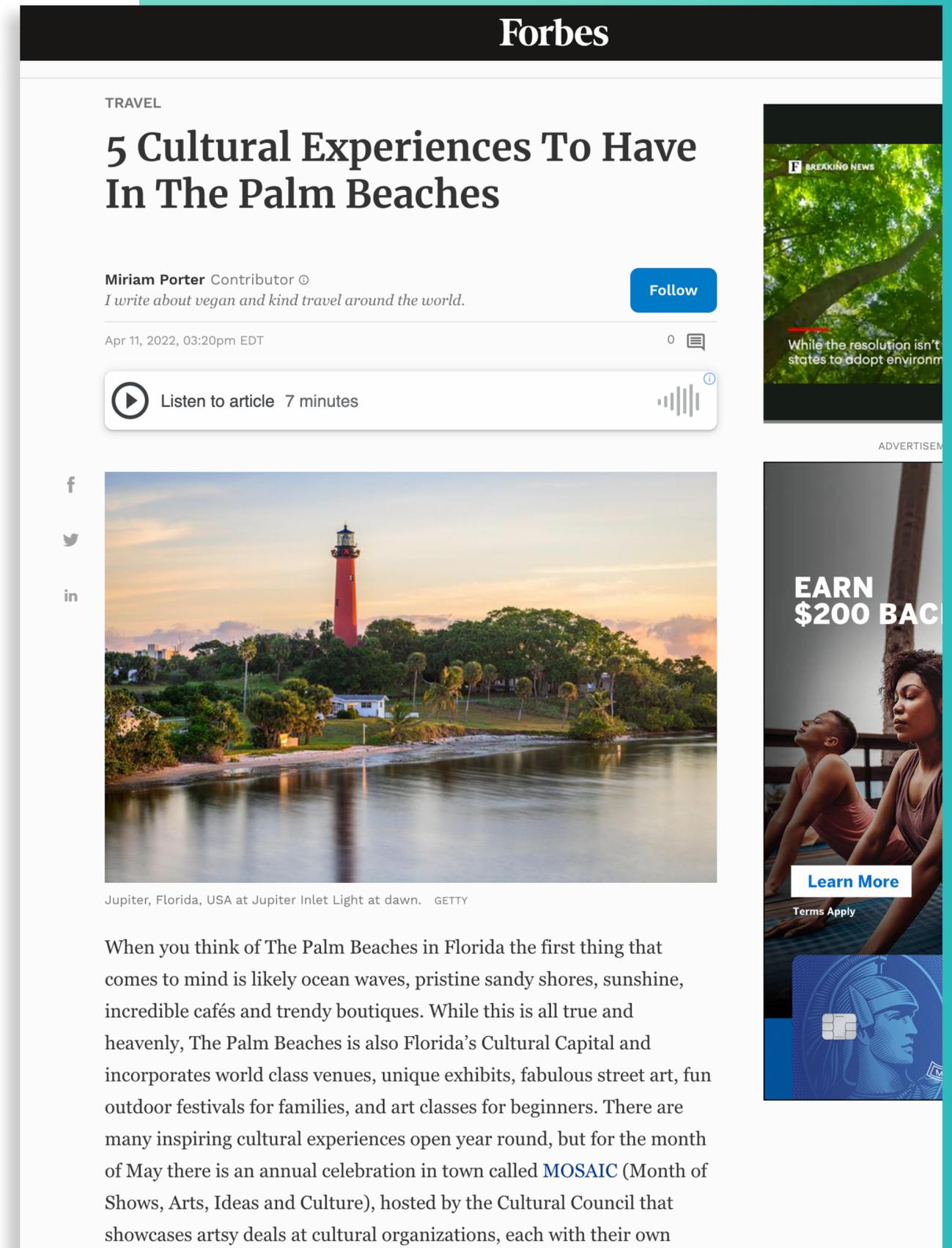
**Engage** the media through FAM trips:

Host 4-6 FAMs, including arranging travel, creating a custom itinerary, and supporting a memorable experience.

- 2 FAMs for national journalists
- 1 FAM for regional journalist (drive market)
- 1 FAM for paid influencer

**Create** a special event for top travel, lifestyle, and arts writers and influencers in a target national market. Explore the opportunity to co-host the event in New York City with Discover The Palm Beaches, based on the successful collaboration in FY22.

**Host** at least one national or regional consumer activation (i.e. live performance or interactive art) in target market.



# Social Media

Utilize the Council's social media channels as a primary platform to share the Council's brand messaging, reinforce its position as an arts and cultural resource to tourists and locals alike, and serve content and stories that will inspire travel to The Palm Beaches in a way that is welcoming to everyone.

**Continue** to focus on Instagram and Facebook as primary platforms for paid and organic strategies.

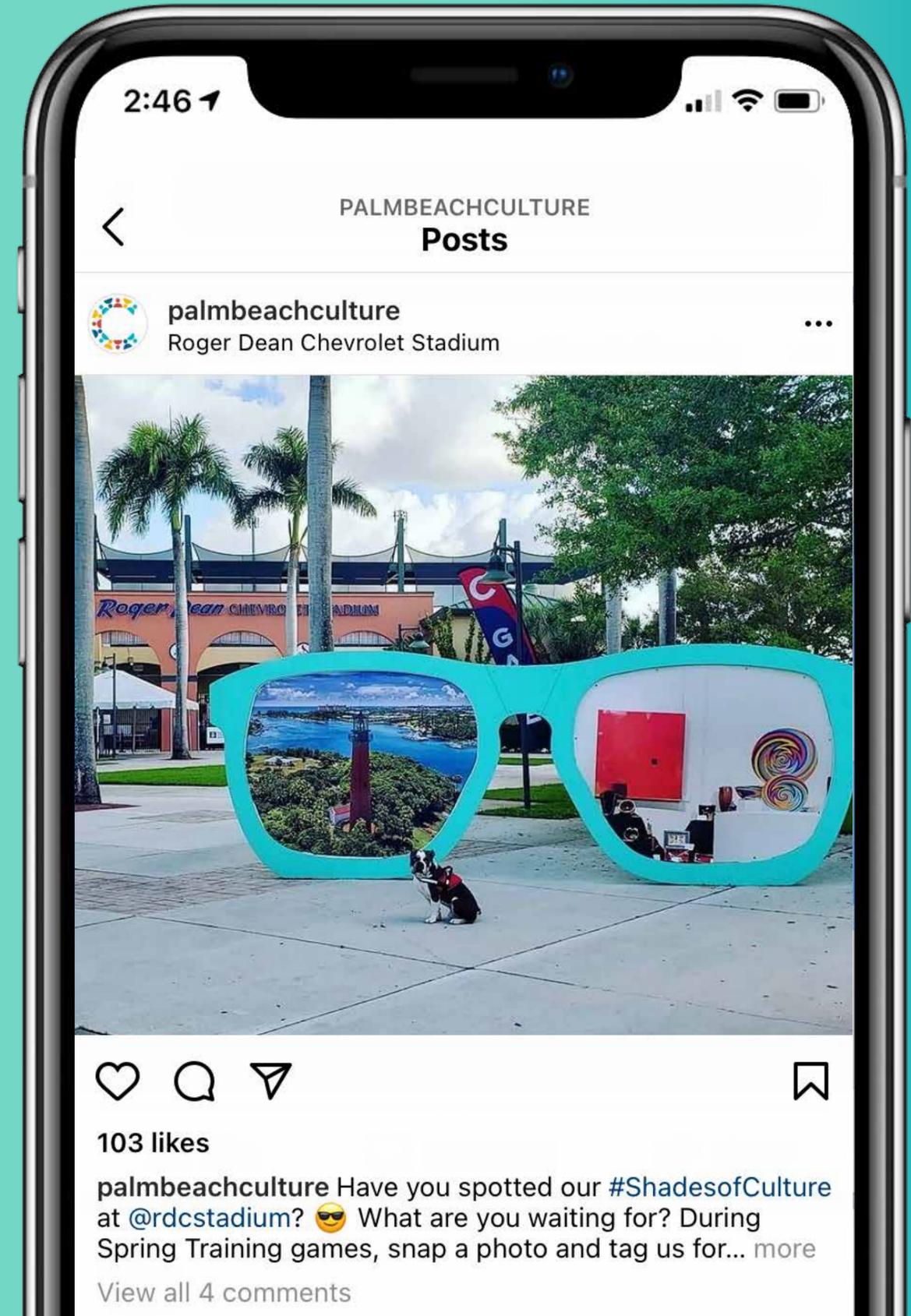
**Expand** the use of short-form video to support the Council's cultural tourism brand campaign.

**Continue** to use boosting to expand reach of the Council's programs and exhibitions, driving traffic to the building.

**Identify** strategies and best practices to achieve higher engagement rates across all platforms, in addition to measuring performance against other cultural destinations and institutions.

**Enrich** and diversify influencer strategies to directly impact the Council's performance goals.

**Increase** frequency of live coverage of cultural events (serve as cultural influencer of The Palm Beaches).



# 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, creative professionals, and upcoming arts and cultural events that help build awareness for The Palm Beaches as a world-class destination for arts and culture. In addition, the Council will publish another edition of *Collecting Art in The Palm Beaches*, a comprehensive guide for visiting art collectors and cultural tourists within the destination.

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

**Continue** to 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).



# 4

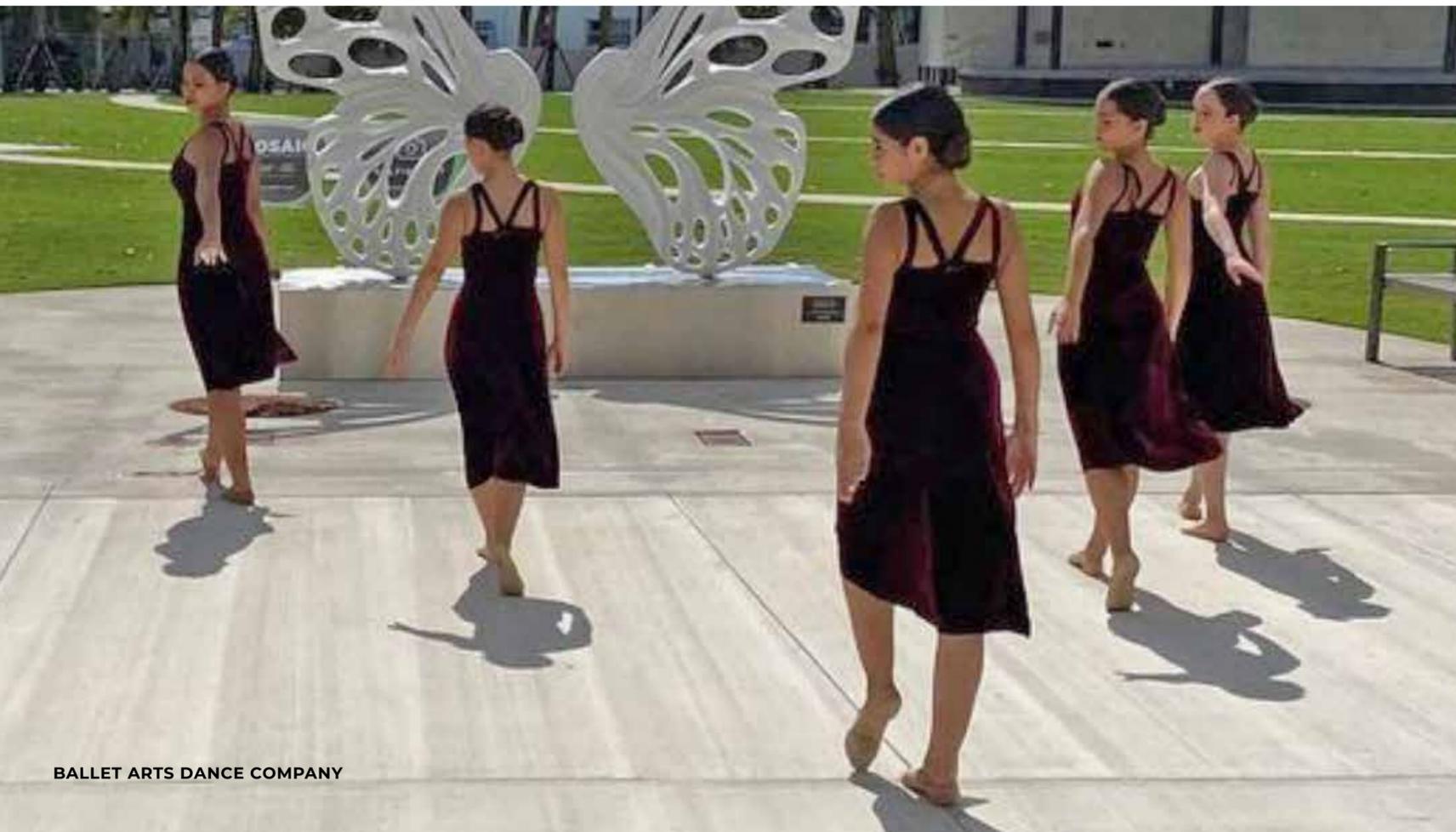
## Objective

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

## Goal

1,300

Cultural Concierge program leads



## Tactics

### ADVERTISING

Refresh creative with images from recent cultural enhancements and use a portion of the media budget to market the program to target audiences through print and digital advertising.

### HOT TICKETS

Increase biweekly email subscriber list by 20%. Continue to promote local arts engagement to visitors.

### CULTURAL ENHANCEMENTS

**Create and deliver** cultural enhancements for hybrid, virtual, or face-to-face events, reaching a minimum of 1,000 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 help meeting planners engage the best available talent, venues, and cultural resources in The Palm Beaches, including negotiating fees, setting expectations, procuring documents (W9s, COIs, Workplace Agreement Forms, etc.) and streamlining communications between stakeholders, as needed.

## 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.

- **Share** collateral, online resources, and swag upon request.
- **Recommend** and facilitate cultural enhancements, assist meeting planners with unique experiences.
- **Participate** in FAMs, site visits, and event planning meetings; participate in webinars; help organize excursions or make local venue recommendations, as requested.
- **Serve** as a resource (providing venue specs/capacity, local contacts, artist/experience recommendations, etc.) to event planners.
- **Serve** on local tourism-related initiatives and/or committees led by area municipalities and other key tourism partners, as assigned.

## MEMBERSHIP

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).



# 5

## Objective

Expand co-op opportunities for cultural organization partners and hotels to increase their reach and market the destination.

## Goal

# 60

Co-op program packages sold

## Tactics

### REFINE STRATEGY

Curate co-op packages to accommodate more participation from cultural organizations of all sizes. This includes offering placements with a range of price points, targeting, and other customized features to meet Category B and C-II grantee interests and marketing support needs.

### LANDING PAGE

Continue to evolve current landing page for organizations to easily discover and learn more about co-op advertising packages, as well as register for packages in one central location.

### PBIA

Renew the annual contract with Clear Channel to provide on-site advertising opportunities at key locations within the arrival terminals and look for ways to co-op the assets among partners and grantees.

### MOSAIC

Based on previous success of related co-op among partner organizations, continue to grow the program and introduce new tactics.



# 6

## Objective

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

## Goal

8,000

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 solo-artist shows, and ongoing community-based programming; 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.
- Program a series of Art Talks with guest curators, humanities experts, and local creative professionals in conjunction with Main Gallery shows.

## SPECIAL EVENTS

**Continue** to attract visitors to the building through special events that support local musicians, dancers, and spoken word artists.

## STORE

The Council sells handmade and unique objects created in Palm Beach County. Special attention is given to work by artists, especially those that make functional objects, and to things created by cultural organizations such as note cards and other merchandise that highlight the unique features of the destination.

- **Continue** to incorporate holidays, special events, and Member Appreciation Days to encourage sales and attract visitors.
- **Distribute** regular “calls for artists” in email communications to increase the number of diverse creative professionals represented in the store.
- **Highlight** artists/merchandise on social media.
- **Explore** ways to cross-promote with artists and organizations.
- **Develop** a plan to start selling merchandise online.

## VISITOR INFORMATION CENTER (VIC)

- **Maintain** the Cultural Council’s VISIT FLORIDA-certified VIC, responding to emails and calls for information, and assisting walk-in visitors.
- **Provide** destination brochures to area VICs, PBC Convention Center, and hotels as requested.





# FY22 Accomplishments

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- Sponsored the Boca Raton Museum of Art's *Machu Picchu and the Golden Empires of Peru* exhibition, which welcomed 93K+ visitors over its six-month run. Coordinated a FAM tour of the exhibition with a journalist from Veranda.
- Created a new collateral piece for the Ultimate Week of Sports (& Culture) to support the efforts of Discover The Palm Beaches and the Sports Commission. The brochure highlighted cultural activities happening around each of the sporting events taking place the week of February 19–26 and was distributed to the participating venues.
- Successfully launched and managed MOSAIC 2022 (May 2022)—the fifth year of the cultural tourism promotion. Secured local artist Sam Nagel to create the signature artwork that was used in advertising and marketing promotions; engaged 20 cultural partners who provided special offers throughout the month; and introduced a new technology platform (TicketBud) to help track redemptions. Advertising highlights included 56K+ clicks to the website; 4.5K+ partner referrals; 2.6K+ email sign-ups.
- Co-hosted a media reception in New York with Discover The Palm Beaches that welcomed nearly a dozen national media representatives from outlets such as Condé Nast Traveler, Travel + Leisure, and Town & Country.





# FY22 Accomplishments (Cont'd)

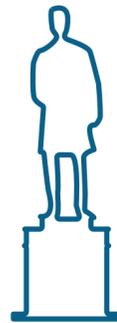
- Strategically located the giant Shades of Culture at the Manatee Lagoon in Riviera Beach; Carol and Barry Kaye Performing Arts Center at Florida Atlantic University in Boca Raton; SunFest in West Palm Beach's arts and entertainment district; and the Hilton West Palm Beach.
- Processed over 130 grant reimbursements, handled approximately 3,000 grant inquiries, and delivered training to 150 applicants and grantees for FY22.
- Recommended and engaged talent for 23 group events and conferences, reaching more than 8,000 registered event attendees throughout the destination.
- Attended Palm Beach County Days in Tallahassee and advocated for funding of the state grants for arts and culture. The 2023-2024 state budget was approved with \$59 million to cultural grants, of which \$6.2 million will go to Palm Beach County-based organizations—the highest funding level in seven years.
- Successfully launched The Palm Beaches Diversity Challenge, a six-month program facilitated by The People Institute for 10 arts and tourism agencies that challenged leaders to widen the pipeline to leadership for people of color and develop strong relationships with marginalized communities. The Council and Discover funded the program and also participated.

# Awards

TWO FLAGLER AWARDS BY VISIT FLORIDA

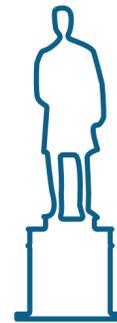
## Flagler Award

THE ARTS & TOURISM SUMMIT ON EQUITY, DIVERSITY & INCLUSION



## Flagler Award

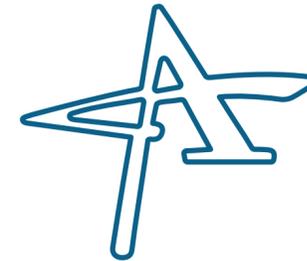
ART&CULTURE MAGAZINE



TWO SILVER ADDY AWARDS FROM THE AMERICAN ADVERTISING FEDERATION FOR CREATIVE MATERIALS RELATED TO THE DESTINATION CAMPAIGN

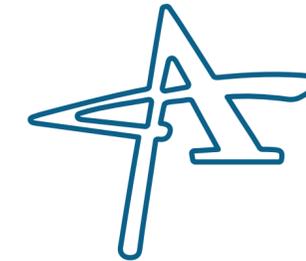
## Silver ADDY Award

“WHERE CULTURE ALWAYS SHINES” CAMPAIGN 2021



## Silver ADDY Award

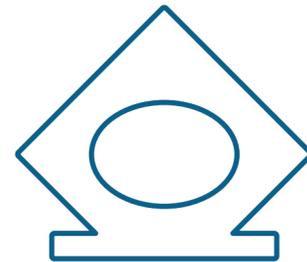
“MOSAIC” CAMPAIGN 2021



THREE CHARLIE AWARDS FROM THE FLORIDA MAGAZINE ASSOCIATION FOR ART&CULTURE MAGAZINE:

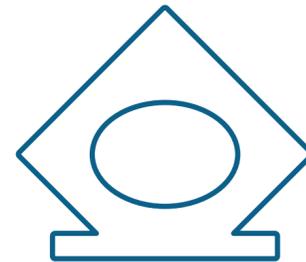
## Gold: Best Design, Feature

(IN THE MOOD, WINTER 2022 ISSUE)



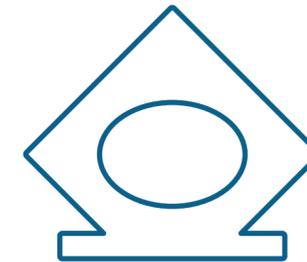
## Silver: Best Writing, Department

(FLASHBACK SERIES)



## Bronze: Best Writing, Feature

(OUTDOOR GUIDE, SPRING/SUMMER 2021)



## SOURCES

- 1 VISIT FLORIDA 2022-2023 Marketing Plan
- 2 Discover The Palm Beaches
- 3 Arts & Economic Prosperity Study V in Palm Beach County (Americans for the Arts)
- 4 Travel Pulse: The Latest Travel Industry Forecast
- 5 Millennial Travel Statistics (Stratosjets)
- 6 Younger Generations Are Leading the Niche Travel Trend (Travel Pulse)
- 7 New Orleans Experiential and Cultural Tourism (Travel Weekly)
- 8 Baby Boomer Travel Statistics (The Wandering RV)
- 9 Economic and Fiscal Impact of County Cultural Organizations (Cultural Council for PBC)



# Thank You

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