Cultural Marketing Committee

DESTINATION THE PALM BEACHES

January 12, 2018

40 CULTURAL COUNCIL OF PALM BEACH COUNTY

SUPPORTING THE ARTS SINCE 1978

MEET THE PANEL

GLENN JERGENSEN
Executive Director
Moderator

JENNIFER SULLIVAN
Chief Marketing Officer

RICH BASEN
Senior Vice President, Marketing / Leisure Sales

GLEN ALLEN
Senior Marketing & Communications Manager

MICHELLE HILLERY
Deputy Film Commissioner

ASHLEY KNIERIEMEN
Senior Sales Manager

TOURIST DEVELOPMENT COUNCIL

GLENN JERGENSEN
Executive Director
Moderator

Tourism Briefing
Cultural Council
Marketing Partners

DISCOVER THE PALM BEACHES FLORIDA
Tourist Development Council

PALM BEACH COUNTY FLORIDA

Tourism Partner Agencies Funded by Bed Taxes

CULTURAL COUNCIL of Palm Beach County

PALM BEACH COUNTY FLORIDA

DISCOVER THE PALM BEACHES
The Official Tourism Marketing Corporation for Palm Beach County

PALM BEACH COUNTY SPORTS COMMISSION

PALM BEACH COUNTY FILM AND TELEVISION COMMISSION

Department of Environmental Resources Management
Beaches Programs

Palm Beach County Convention Center
THE BEST OF EVERYTHING FOR EVERY EVENT™

DISCOVER THE PALM BEACHES FLORIDA
Tourist Development Council

PALM BEACH COUNTY FLORIDA

Executive Summary

- Total Visitation projected at
  7.35 Million visitors plus
- Direct Spending & Economic Impact
  $4.6 and $7.0 Billion respectively
- Record Bed Taxes collected
  Six Pennies totaling $48.5M
- Bed Tax Pennies grew 3.0% last year
- Leisure & Hospitality Employs 92K Peak
- Over 66K+ employed from tourism

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Tourist Development Council

PALM BEACH COUNTY FLORIDA

Executive Summary

- Hotel Room Revenues topped $717M
- **Hotel Revenue Growth**
  2.9% over Last Year
- Non-Hotel (Condo, Timeshare, etc.)
  Revenue $84M
- **Non-Hotel Revenue- Maintained**
  (0.3%) year over year
- Hotel Room Inventory Growth of 350
  Hotel Rooms 17,000 Rooms

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Tourist Development Council

PALM BEACH COUNTY FLORIDA

Bed Taxes Collections

Six Pennies

- Collected $48.5M FY 2017
- Budgeted to Collect $50.9M
- Budget Growth 2018 = 4%

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Tourist Development Council

PALM BEACH COUNTY FLORIDA

Bed Taxes Used for Marketing & Promotion

- **2nd, 3rd, 5th & 6th Cents – TDT**
- **2018 each Cent will yield $8.5M or $33.9M**
- **Funding Marketing/Promotion Beaches, Grants Culture & Sports**

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Tourist Development Council

PALM BEACH COUNTY FLORIDA

Bed Taxes used for Bricks and Mortar

- **1st Cent & 4th Cent – Bed Tax**
- **2018 each Cent will yield $8.5M**

- **2018 Yield of $17.0M**

  Funding the following:
  - One MLB Spring Training Stadium- Debt
  - Two MLB Spring Training Stadiums- R&R
  - Existing Convention Center - Debt
  - Convention Center parking garage- Debt
  - Convention Ctr. expansion – Debt
  - Remodel and repair of these assets

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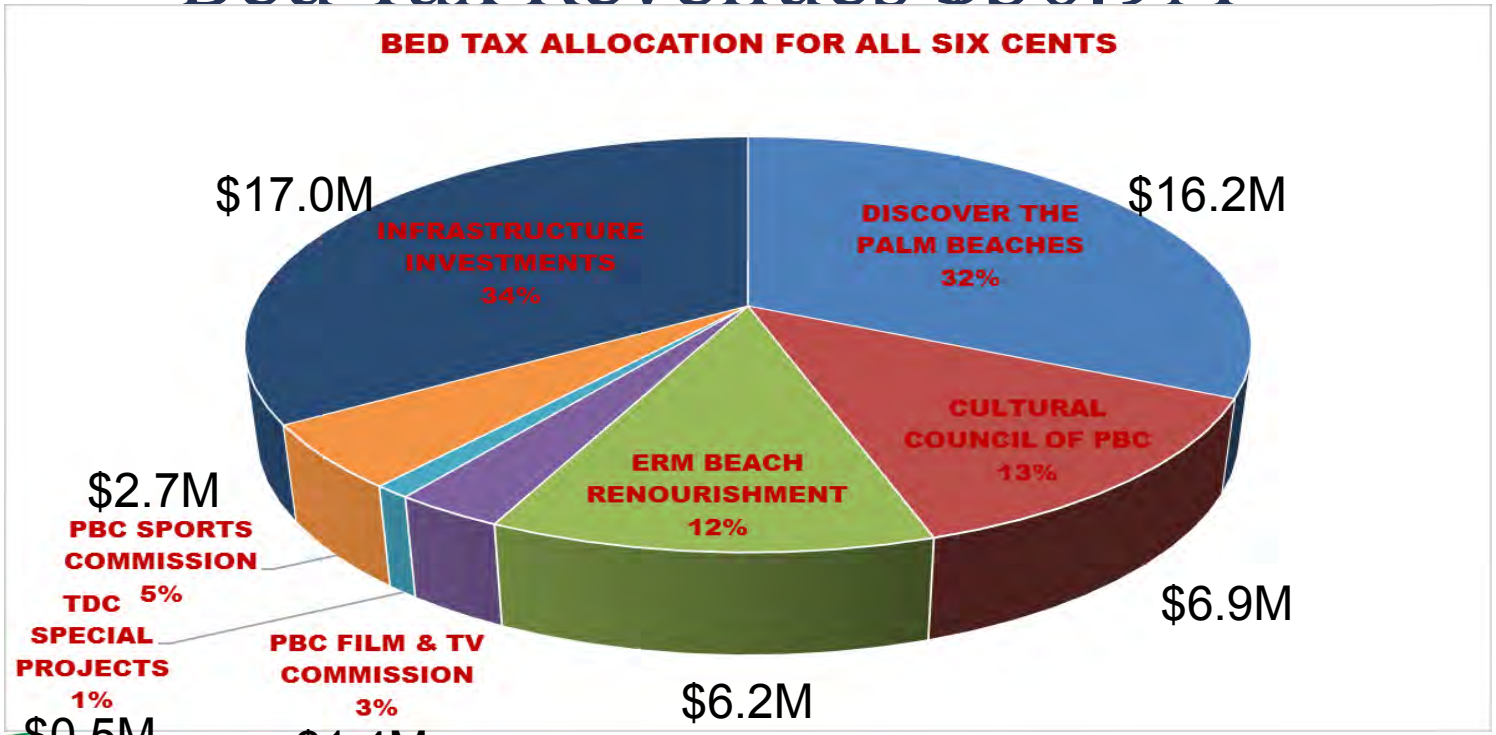
Tourist Development Council

PALM BEACH COUNTY FLORIDA

Bed Tax Revenues $50.9M



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Tourist Development Council

PALM BEACH COUNTY FLORIDA

DISCOVER THE PALM BEACHES FLORIDA
Tourist Development Council

PALM BEACH COUNTY FLORIDA

CULTURAL COUNCIL OF PALM BEACH COUNTY

JENNIFER SULLIVAN
Chief Marketing Officer

2018

CULTURAL COUNCIL
OF PALM BEACH COUNTY

OVERVIEW

2018 Goals & Objectives

- Build awareness for The Palm Beaches as a cultural destination.
- Generate inquiries to the Council (traffic to website, calls to Cultural Concierge
- Create more co-op opportunities to engage cultural partners
- Increase engagement on website and social channels

Target Audiences

- Cultural Boomer: Adults, 45-65
- HHI $100,000+
- Active participants in culture (some segmentation by genre *i.e. theater, museums, festivals, ballet, etc.*)
- Introduce new demos by test targeting: Millennials, GenX, LGBT

Markets*

- Boston, New York City, major metros in the Northeast corridor
- Houston, Washington D.C., and St. Louis for spring training targeting
- Atlanta, Florida drive market
- Test markets: Bahamas, Minneapolis, Toronto**

**These markets align with Discover's strategy and top feeder markets in The Palm Beaches. Test markets are informed by DTPB research and*

***The Council does not have the advertising budget to reach international markets, but with Visit Florida's renewed energy around marketing to Canada, and Toronto's*

CREATIVE & MEDIA STRATEGY

Creative
- Utilize expertise to attract cultural tourists
- Focus on destination and cultural offerings
- Build on success of “Shades of Culture”

Media Strategy
- Expanded tactics to utilize offline tactics such as print, radio and outdoor
- Co-Op partnerships with Discover The Palm Beaches

CREATIVE & MEDIA STRATEGY

SUB-CAMPAIGNS & CO-OP

- Partner with organizations in The Palm Beaches to participate in relevant ways to drive cultural tourism.
- Palm Beach International Airport partnered with us to drive cultural tourism from those planning trips to The Palm Beaches for spring training.
- Also provided an opportunity to work closely with the sports commission.

CULTURAL CONCIERGE

Cultural Concierge

YOUR CONNECTION TO CULTURE
IN THE PALM BEACHES.

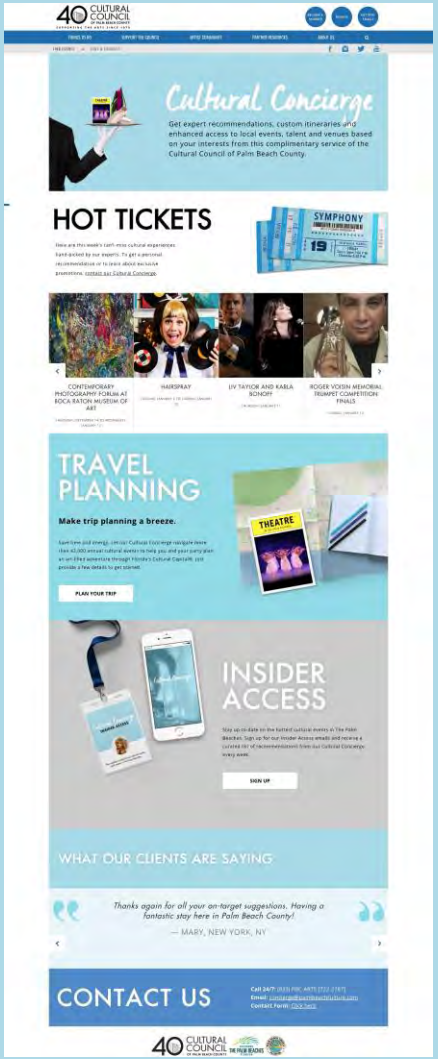
cul·tur·al con·cierge

'kəlCH(ə)rəl kän'syerZH/

NOUN

managed by the Cultural Council of Palm Beach County, a unique program where dedicated staff assist tourists and visitors with recommendations, tours and custom itineraries based on their arts and cultural interests.

synonyms: cultural connector, arts guru, local expert, arts and culture experience authority, art infuser



DISCOVER THE PALM BEACHES

RICH BASEN
Senior Vice President, Marketing / Leisure Sales

DISCOVER
THE PALM BEACHES
FLORIDA

January 12, 2018

DISCOVER
THE PALM BEACHES
FLORIDA

WHO WE ARE

DISCOVER
THE PALM BEACHES
FLORIDA

DISCOVER THE PALM BEACHES

- The Official Tourism Marketing Corporation for Palm Beach County
- Accredited by Destinations International (DI)
- Private, not-for-profit organization
- 25 Member Board / 7 appointed by Palm Beach County Commissioners

DISCOVER THE PALM BEACHES FLORIDA

OUR PROMISE

The Palm Beaches is the best way to experience Florida.

The community where genuine hospitality is a way of life.

Breathtaking beauty occurs naturally.

It is the place to enjoy the time of your life.

DISCOVER
THE PALM BEACHES
FLORIDA

WHAT WE DO

- Custodians of the **Brand**
- Increase **Market Share**
- Highlight **Visitor Experiences**
- **Acquire Visitors** – Right Message, Right Time, Right Audience
- **Engage** / **Rally** the Community

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FLORIDA

TOURISM PARTNERS

TOURISM RESEARCH & STATISTICS

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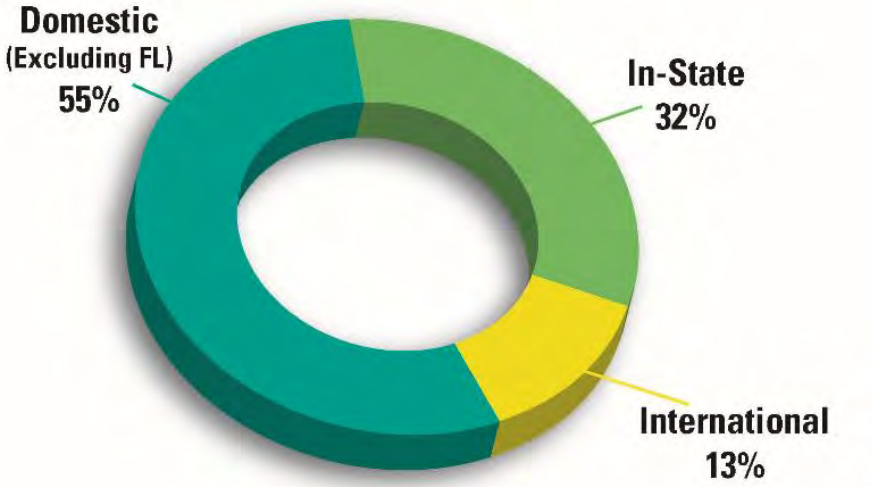
DISCOVER THE PALM BEACHES FLORIDA
TOURISM & PERFORMANCE HIGHLIGHTS
3+
YEARS OF RECORD PERFORMANCE
66,000+
JOBS SUPPORTED IN 2016
72.2% occupancy in 2016
Forecasted 72.5% occupancy in 2017
4.4 MILLION ROOM NIGHTS SOLD IN 2016
7% increase since 2005 peak
2017 forecasted to increase 5%
$4.6 BILLION
DIRECT VISITOR SPENDING (2016)
7.35 MILLION VISITORS 2016
7.47 MILLION VISITORS 2017 FORECAST
11
NEW PROPERTIES
1,693
1,118
AVERAGE DAILY RATE
$167 in 2016
(up 0.4%)
AVERAGE DAILY RATE FORECASTED
$173 in 2017
(up 1.5%)
REVENUE PER AVAILABLE ROOM
$121 in 2016
REVENUE PER AVAILABLE ROOM FORECASTED
$125 in 2017
IN 2016, THE PALM BEACHES RANKED*
#5 IN OCCUPANCY
#4 IN ADR/RevPar
#3 IN ROOM INVENTORY GROWTH

VISITATION BY ORIGIN

47% of Visitors arrive by air and **53%** drive



DISCOVER THE PALM BEACHES FLORIDA

DISCOVER
THE PALM BEACHES
FLORIDA
GROWING THE TOURISM ECONOMY

Hashtag

#ThePalmBeaches

Public Relations

Earned Media Impressions (October 2016 – September 2017) = 175,000,000

Golf Digest

What To Do In Palm Beach (When You're Not Playing Golf)

If you don't have much downtime to spare between rounds, make exploring the town of Palm Beach a priority. Just three blocks wide and 13 miles long, you can hit the hot spots in a few hours and even have time for a swim or stroll on the town's tidy **Municipal Beach**, which is just a short walk from Worth Avenue.

For a little background on the man who started it all, head to **The Henry Morrison Flagler Museum**, (flaglermuseum.us) and spend an hour or two at Whitehall, the 75-room mansion Flagler built as a wedding present for his wife (*pictured below*). The couple used the home as a winter retreat from 1902 until Flagler's death in 1913, establishing the Palm Beach season for the wealthy of the Gilded Age. Original furnishings and art are on display as is Flagler's personal railcar.

DISCOVER THE PALM BEACHES FLORIDA

NEW YORK POST

TRAVEL

Psst ... Palm Beach County, Fla., is actually cool!

ART

PBC doesn't need to co-opt some Swiss trade fair to get in touch with its artsy-craftsy side (unlike some people). Hell, it even has itself the world's first "Cultural Concierge." Ring up the current office-holder — arts expert and musicologist Bama Lutos Deal, Ph.D. — to sort through the 42,000-plus cultural experiences available county-wide.

What's going down in February alone?

3 | 3

CNN travel

Where to get hip in Palm Beach

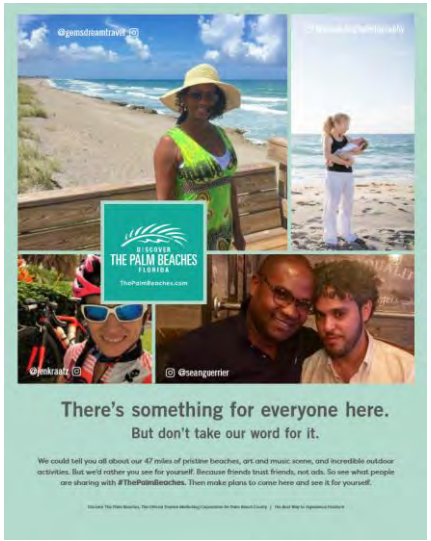
Where to find the next great artists

Brintz Gallery offers the work of Stanley Casselman and other contemporary artists.

Brintz Gallery

Lisa Brintz was tired of selling old masters (read: dead white guys) like many of the other galleries in Palm Beach so she opened Brintz Gallery (375 South County Road) in 2014 to showcase contemporary works. A recent exhibit, "Numinous," featured three midcareer artists, Udo Nöger, Jaq Belcher and Carol Prusa, exploring the idea of "the holy."

Late last year, she expanded her footprint with another space, County (350 South County Road #105), across the street that is dedicated to showcasing younger and emerging artists, such as John Philip Abbott and Annie Vieux. This month, County has a group show



FRIENDS TRUST FRIENDS 2.0

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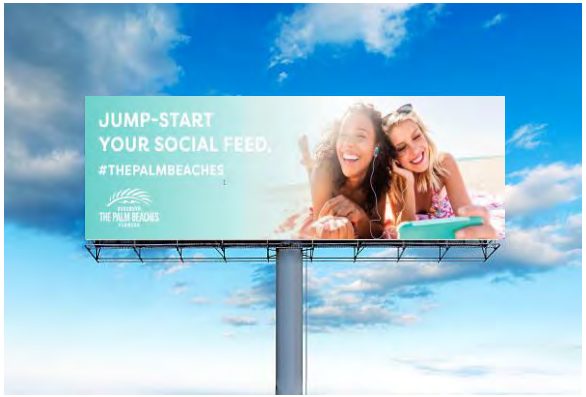
FLORIDA

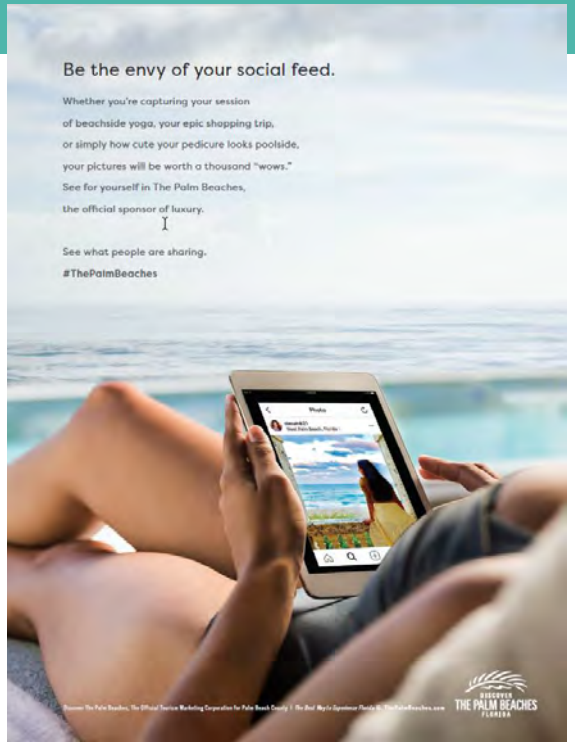


OUTDOOR

DISCOVER
THE PALM BEACHES
FLORIDA

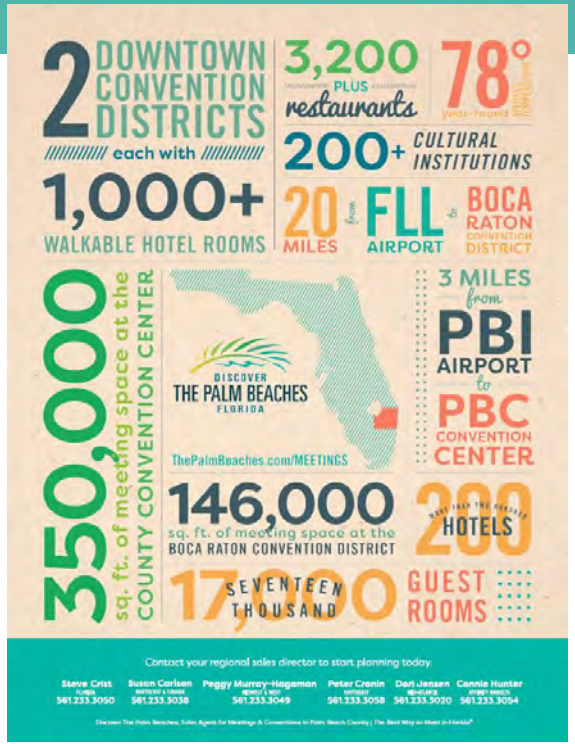
TV SPOT

DISCOVER THE PALM BEACHES FLORIDA



LUXURY

DISCOVER
THE PALM BEACHES
FLORIDA



MEETINGS

DISCOVER THE PALM BEACHES FLORIDA

COMMUNITY ENGAGEMENT & DESTINATION DEVELOPMENT

DISCOVER THE PALM BEACHES FLORIDA

DISCOVER THE PALM BEACHES FLORIDA

Travel Rally Day

Hospitality Industry Icebreaker

Industry Support

Annual Tourism Event

Beach Clean Up – Travel Rally Week

WHAT CAN YOU DO?

01

Invite Friends and Family to visit

02

Take a “Staycation” and explore your Destination

03

Use #ThePalmBeaches

04

Support Tourism / Become a Destination Champion

DISCOVER THE PALM BEACHES FLORIDA

DISCOVER

THE PALM BEACHES

FLORIDA

DISCOVER
THE PALM BEACHES
FLORIDA

PALM BEACH COUNTY SPORTS COMMISSION

GLEN ALLEN
Senior Marketing & Communications Manager

JUST BRING YOUR GAME

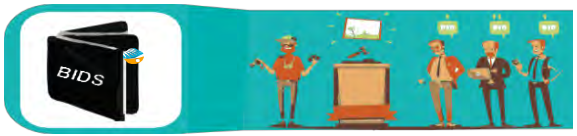
PBCSC supported **162** sports event in FY 17

222,528 Sports Room Nights in FY 17

222,528
Room Nights
+9%

55,011
New Sporting Events Room Nights

162
Events Hosted/ Supported by PBCSC



57
Event Bids

31
EVENT SITE VISITS

12
Events on National TV

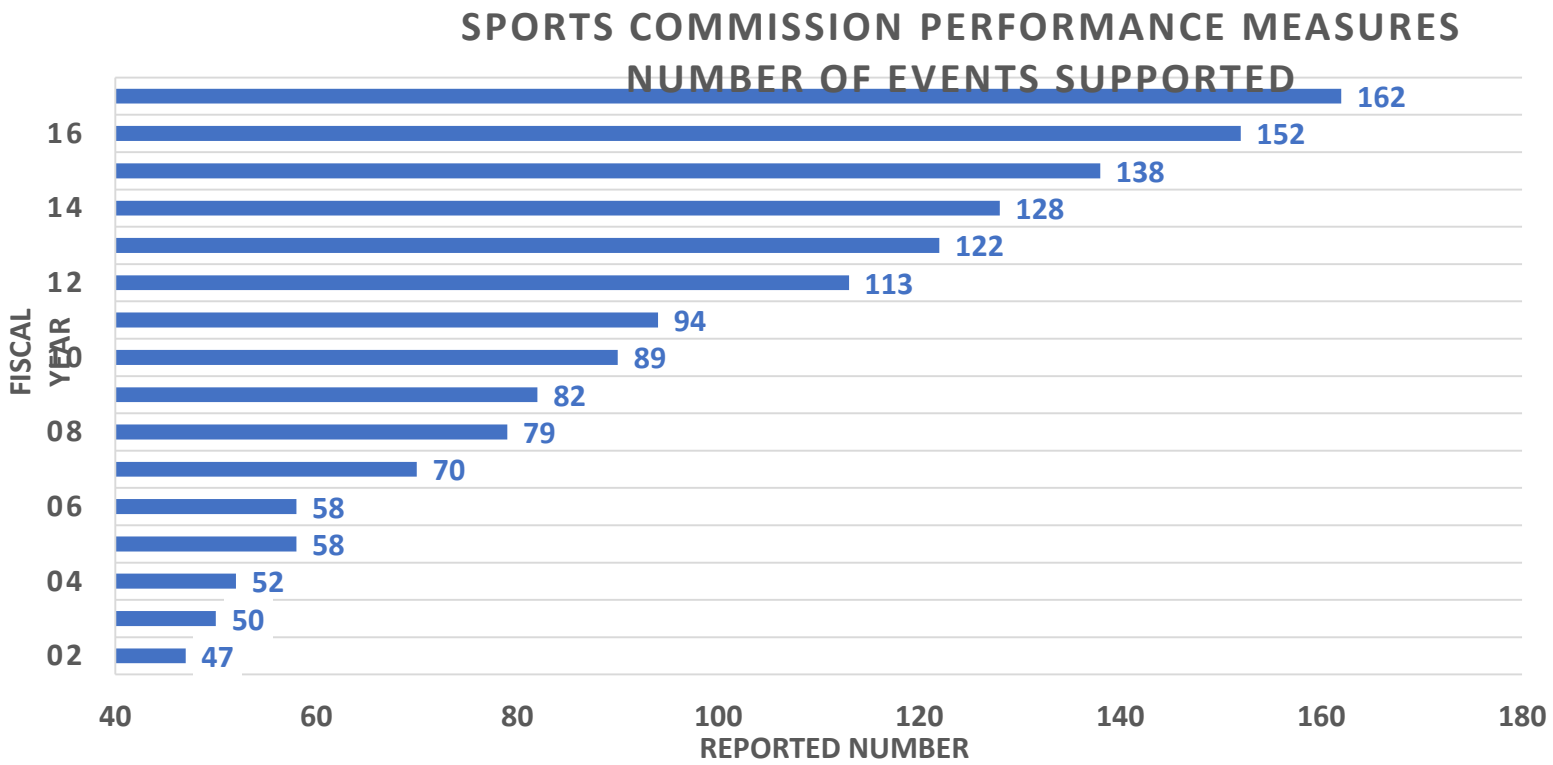
SPORTS RELATED ROOM NIGHTS - GROWTH

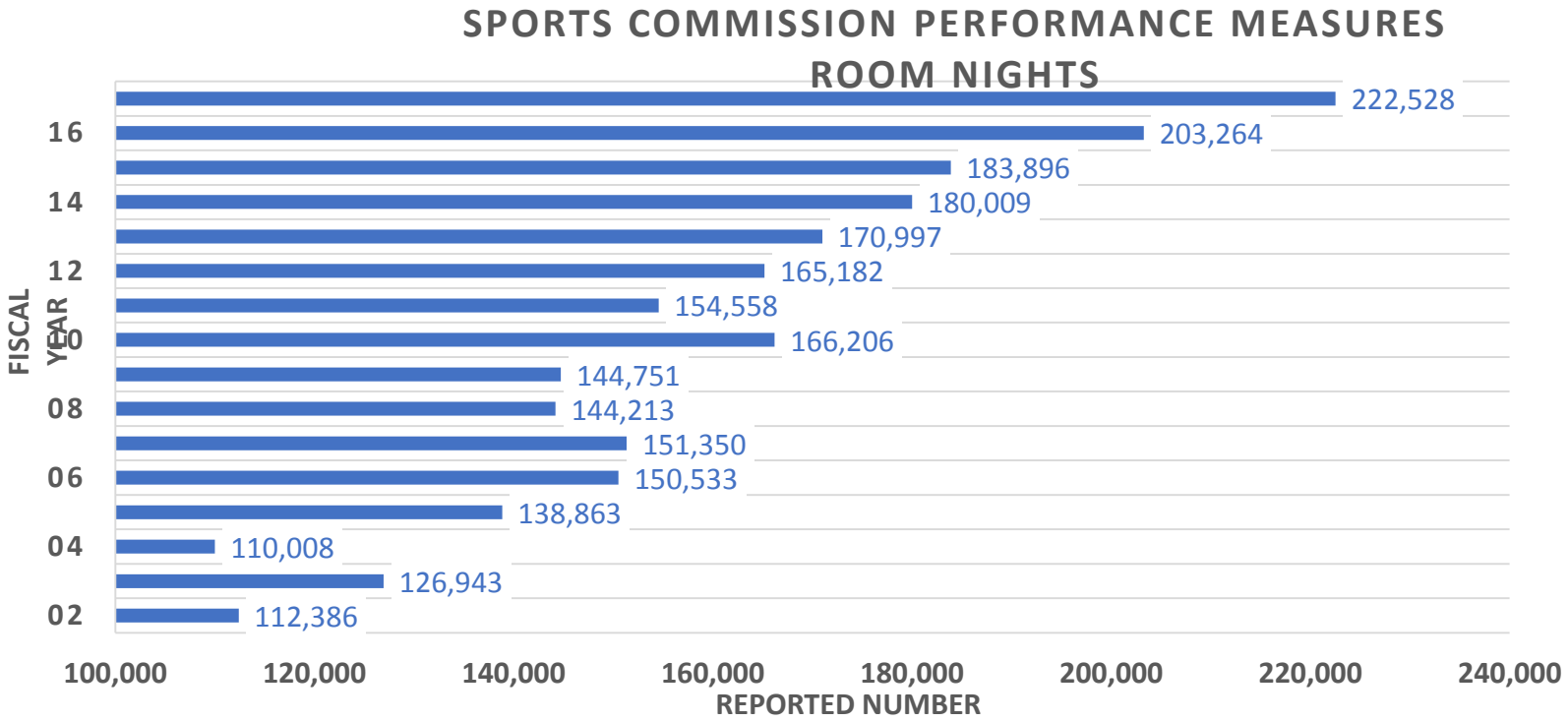
1 Year
9%
203,262 in 2016
222,528 in 2017
Percent increase

21%
Percent increase
183,896 in 2015
222,528 in 2017

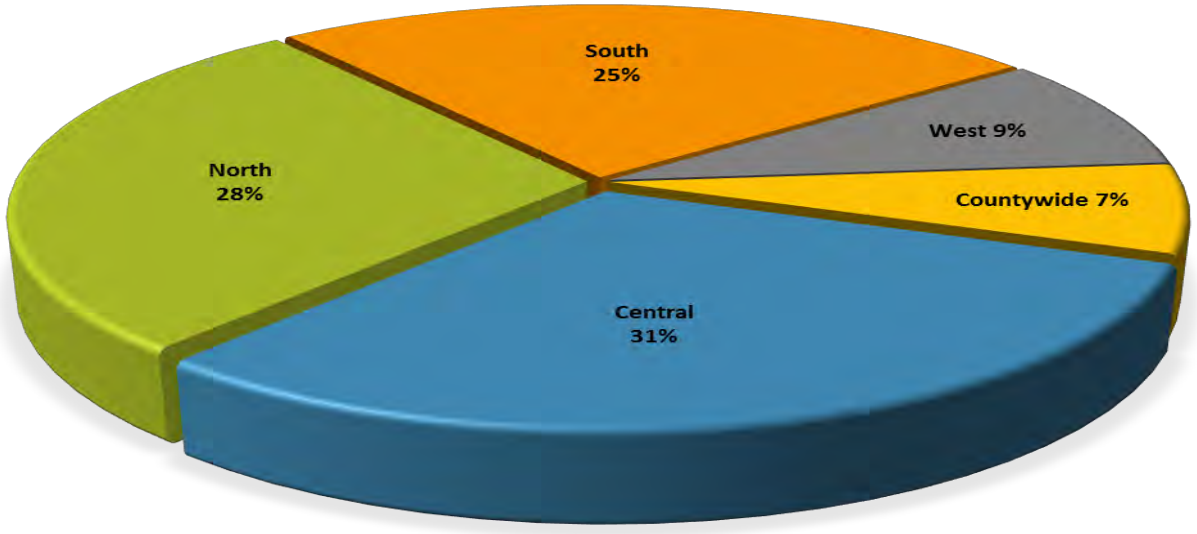
2 Years

5 Years
35%
165,182 in 2012
222,528 in 2017
Percent increase


SPORTS COMMISSION PERFORMANCE MEASURES
NUMBER OF EVENTS SUPPORTED
FISCAL YEAR
16
14
12
10
08
06
04
02
162
152
138
128
122
113
94
89
82
79
70
58
58
52
50
47
40
60
80
100
120
140
160
180
REPORTED NUMBER


SPORTS COMMISSION PERFORMANCE MEASURES
ROOM NIGHTS
FISCAL YEAR
16
14
12
10
08
06
04
02
222,528
203,264
183,896
180,009
170,997
165,182
154,558
166,206
144,751
144,213
151,350
150,533
138,863
110,008
126,943
112,386
100,000
120,000
140,000
160,000
180,000
200,000
220,000
240,000
REPORTED NUMBER

Serving All Regions of Palm Beach County



Location of PBCSC sports events within the County

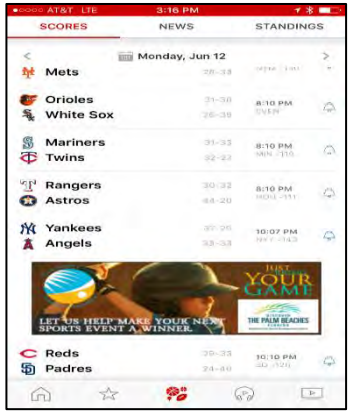
Event Development

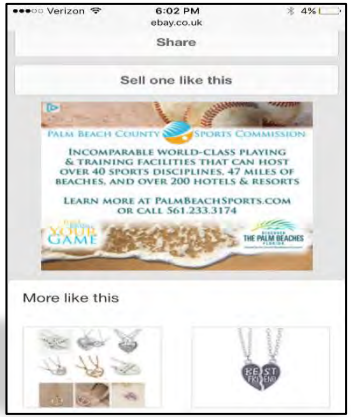
- Determining Potential Bids – Research
  - Event Database
  - Research websites (event owners & NGB's)
  - Attend tradeshows & conventions
  - Create leads through marketing and sales campaigns
  - Partner with local, state, regional and national associations
- Site Visits & FAM Tours
  - Allows prospective event owners the opportunity to see first-hand our venues, accommodations and tourism assets

Event Recruitment

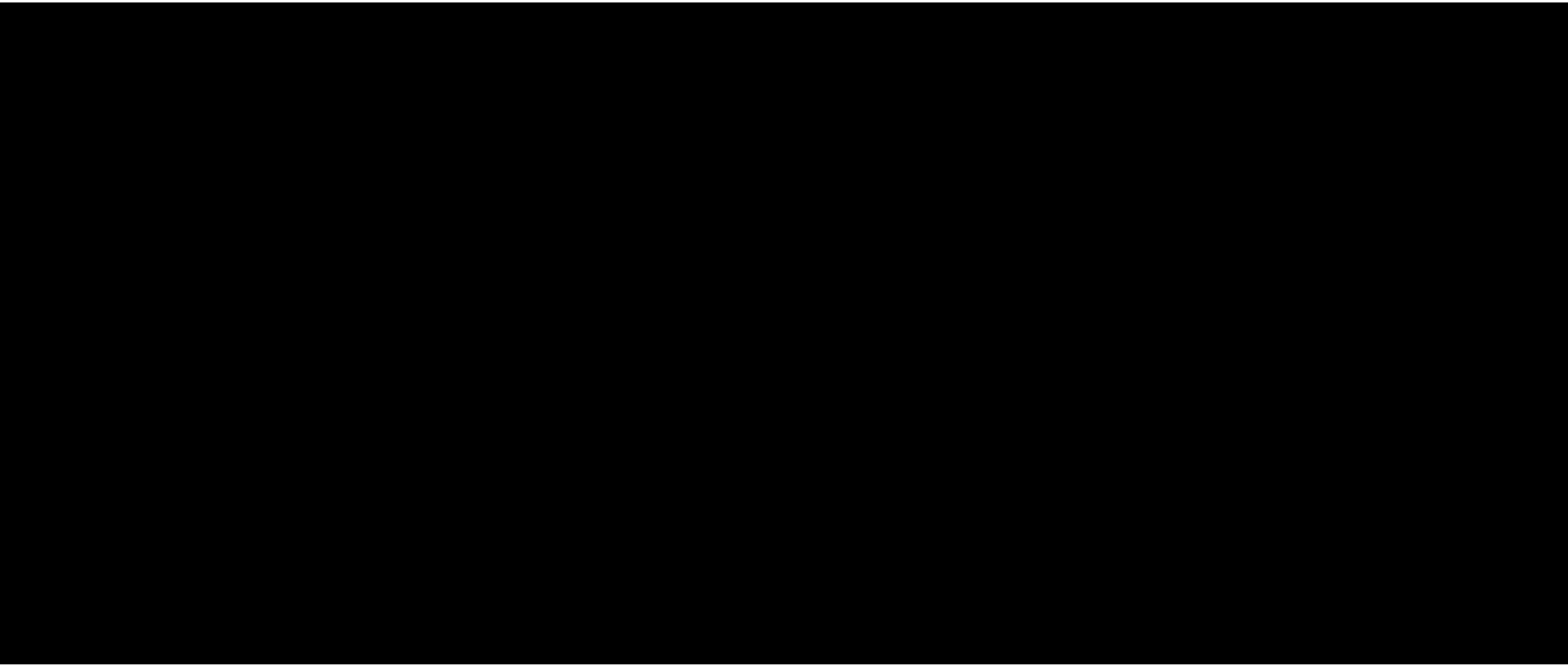
- Summer/Fall/Winter Events
- International Sports
- Regional & National Sports Events
- Florida Drive Market
- Niche & Specialty Sports
- Diversity

Marketing & Communications





- Advertising
  - Trade Publications (Sports Travel Magazine, Sports Planning Guide, Sports Events Magazine
- Digital Marketing
  - Virtual Tours, Video/Photo Library, Retargeting Ads, ESPN Digital
- Marketing Collateral
- Public Relations
- Partnerships
- Social Media
  - Snapchat, Instagram, Geofilters
- PalmBeachSports.com



PALM BEACH COUNTY FILM & TELEVISION COMMISSION

MICHELLE HILLERY
Deputy Film Commissioner

DISCOVER THE PALM BEACHES FOR PRODUCTION

Delivering a 'Can Do' Promise and Providing the Highest Quality Service

MARKETING

Promote The Palm Beaches as an ideal commercial production destination.

LOCATIONS

Provides scouting services and manages an on-line database of film friendly locations.

PERMITS

Official agency that issues film permits for over 50 municipalities, taxing districts, county departments, etc.

CONTENT CREATION

Initiate and sponsor tourism branded content that features The Palm Beaches.

THE PALM BEACHES TV

Soon to launch the County's first ever tourism TV channel offering branded content 24/7.

INFRASTRUCTURE

Develop new and support existing county based production facilities crews and events.

EDUCATION

Support industry related education programs that cultivate a solid workforce and showcase student work.

RESEARCH & STATISTICS

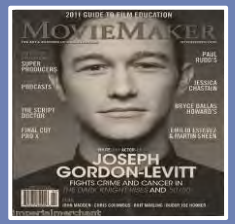
Collect, track maintain and report statistical and historical information.

Creating a Buzz About The Palm Beaches

Our **NEVER** say

No *attitude is what makes us different.*

EVERYDAY,
clients are discovering our
CAN DO approach
and **diverse assets**
that **IGNITE**
imagination &
storytelling



LAKE WORTH
CASINO

LOCAL FILM FESTIVALS

African American Film Festival
Boca Black Film Festival
Boca Raton Jewish Film Festival
Boynton Beach Short Film Festival
Cell Phone Film Festival
L-Dub Film Festival
Lunafest
Kids Scary Film Festival
Palm Beach Jewish Film Festival
Palm Beach International Film Festival
Student Showcase of Films
Swede Fest
South Florida Student Film Festival
Voices of Local Film

ADIDAS COMMERCIAL
ADVENTURE CAPITALISTS -CNBC
AFTER THE 90 DAYS - A&E
ALLIANZ CHAMPIONSHIP
ASTON MARTIN COMMERCIAL
BARRETT JACKSON AUCTION
BAYWATCH - PARAMOUNT
BELK PHOTOSHOOT
BILLION DOLLAR BUYER - CNBC
BLUE PLANET - BBC
BOCA BOWL COVERAGE
BON-MARCHE PHOTOSHOOT
BOOZE TRAVELER-TRAVEL CHANNEL
BORN TO EXPLORE - ABC
CARL'S PATIO PHOTOSHOOT
CARNIVAL EATS-COOKING CHANNEL
CATO FASHION PHOTOSHOOT
CHOLULA HOT SAUCE COMMERCIAL WITH NOAH SYNDERGAARD
CHANGING SEAS - PBS
CHASE GEOLOCATION PHOTOSHOOT
CHELSEA HANDLER - NETFLIX
CITY MATTRESS COMMERCIAL
DEADLY DRAGONS - ANIMAL PLANET
DELRAY BEACH OPEN COVERAGE
FORD MOTOR CO. COMMERCIAL
FOUR SEASONS PHOTOSHOOT
GATORADE COMMERCIAL
GINELLA'S JOURNEY - GOLF CHANNEL
GRACO PHOTOSHOOT
SHARK WEEK - DISCOVERY CHANNEL
H&M PHOTOSHOOT
HANDCRAFTED AMERICA -INSP NETWORK
HARPER'S BAZAAR PHOTOSHOOT
HGTV HOUSE HUNTERS
H H GREGG COMMERCIAL
HONDA CLASSIC COVERAGE
TONY ROBBINS COMMERCIAL
JUMPING WITH BRITTNI - RIDE TV
JUSTIN ALEXANDER BRIDAL PHOTOSHOOT
LA FAN - TELEMUNDO
LILLY PULITZER PHOTOSHOOT
LITTLE WOMEN ATLANTA - LIFETIME
MARRIED AT FIRST SIGHT - LIFETIME
MICHAEL'S COMMERCIAL
MILITARY MAKEOVER - LIFETIME
NIKE COMMERCIAL
NIKON'S BIRDING ADVENTURES
TV - DESTINATION AMERICA
OAKLEY SUNGLASSES PHOTOSHOOT
ON THE TOWN IN THE PALM BEACHES- SOUTH FLORIDA PBS
OUTRAGEOUS ACTS OF SCIENCE- SCIENCE CHANNEL
PEUGEOT COMMERCIAL
RAIN-X COMMERCIAL
REAL HOUSEWIVES OF NJ - & REAL HOUSEWIVES OF NY- BRAVO
RED COACH COMMERCIAL
RIK BEYOND BORDERS-DUTCH TV
ROBSON GREEN'S FISH SLAM - TRAVEL CHANNEL UK
SCUBA NATION - FOX SPORTS SUN
SILK MILK COMMERCIAL
SOMA SWIMWEAR PHOTOSHOOT
STAND-UP PADDLING TV
THE COMEDIAN - SONY PICTURES
3 PAR-FECT DAYS – KO-MAR PRODUCTIONS
THE PERFECT PLACE MINISERIES - OLYMPUSAT
THE TRIP - TRAVEL CHANNEL
THE TRY GUYS - BUZZFEED
THE WALL - NBC
T-MOBILE/MLB/SNAPCHAT HYBRID CO-BRANDING COMMERCIAL
TOYOTA CAMRY COMMERCIAL
TRAVELS & TRADITIONS WITH BURT WOLF - PBS
TURTLE WAX COMMERCIAL
UNDER ARMOUR COMMERCIAL
UNIVISION COMMERCIAL
VANILLA ICE PROJECT - DIY NETWORK
VINEYARD VINES PHOTOSHOOT
WINTER EQUESTRIAN FESTIVAL COVERAGE

A Year in Review

NOTABLE PRODUCTIONS OF 2017

$ 206 Million

Increase Tourism

Stimulate Local Economy

Encourages New Production

DISCOVER
THE PALM BEACHES TV
FLORIDA
Tourist Development Council

Quality Family Programming

Unified Tourism Message

Compliments the Concierge

Creates Brand Ambassadors

TOURISM BRANDED CONTENT SPONSORSHIP PROGRAM

SCUBA NATION
Explore our unique underwater world and learn topside tips for your own adventure.

TRAVELS & TRADITIONS with BURT WOLF
Join the travel expert and explore the most exciting tourism destinations in the country.

ON THE TOWN IN THE PALM BEACHES
Host Frank Licari explores communities and hot spots around The Palm Beaches.

3 PAR-FECT DAYS
Get an insiders look at destinations within the golf capital of the world.

BIRDING ADVENTURES
Outdoor enthusiast James Currie explores birding trails around The Palm Beaches.

HOOKED ON THE PALM BEACHES
Learn about the salt and freshwater sport fishing adventures unique to our area.

CULTURAL COUNCIL of Palm Beach County

PALM BEACH COUNTY SPORTS COMMISSION

DISCOVER THE PALM BEACHES
The Official Tourism Marketing Corporation for Palm Beach County

PALM BEACH COUNTY FLORIDA

Palm Beach County Convention Center

PALM BEACH COUNTY FILM AND TELEVISION COMMISSION

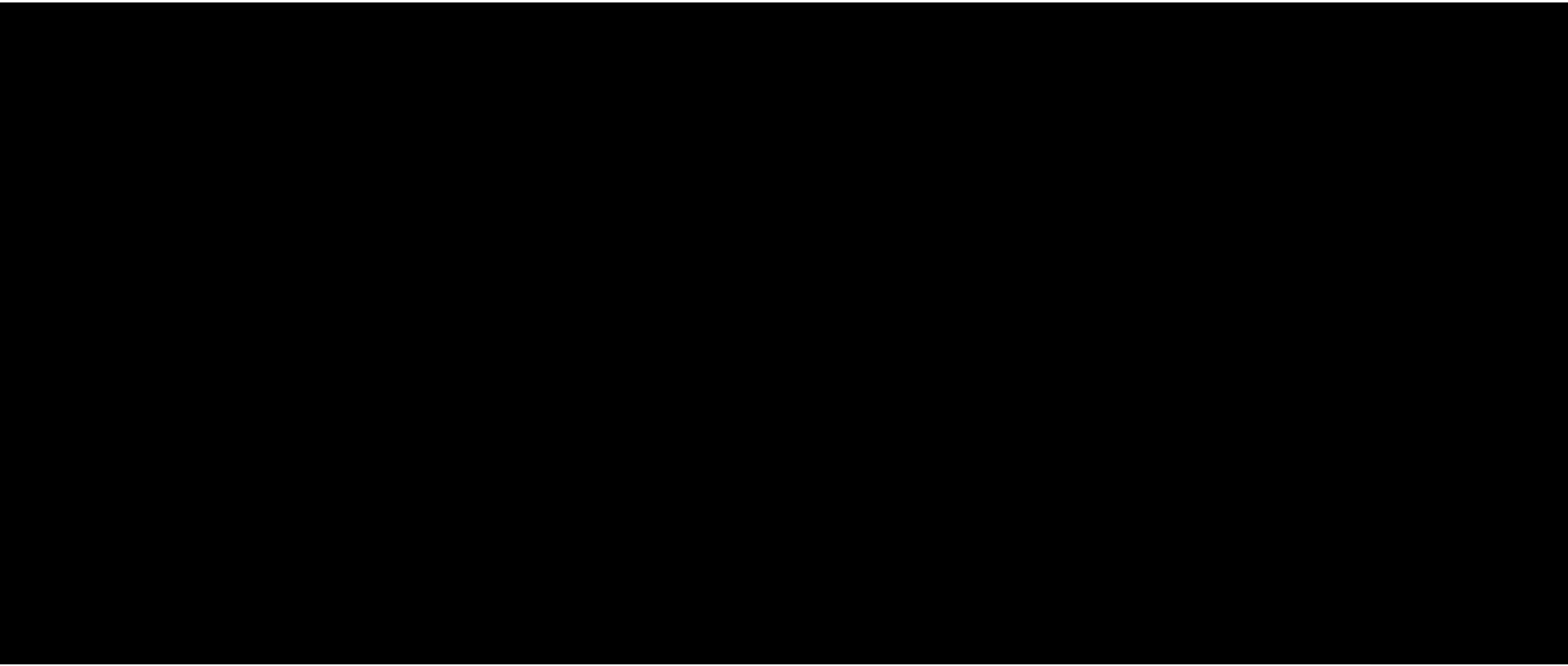
OLYMPUSAT

6 Mile Bend
Abacoa
Aero Club
Amtrak
Ana Cecilia
Andrew Beller Horse Farm
Ann Norton Sculpture Garden
Antique Jewelry & Art Show
Arthur R Marshall's
Loxahatchee Natural Wildlife Refuge
Atlantic Avenue
Ballpark of The Palm Beaches
Bamboo Fire Café
Billy Bowman Ranch
Blue Heron Bridge
Palm Beach International Boat Show
Boca Inlet
Boca Raton Resort & Club
Boston's On The Beach
Boynton Beach Boat Club Park
Boynton Inlet
Breakers Hotel
Broken Sound Club
Busch Wildlife Sanctuary
Cason Cottage
Castaways
City Commons
City Docks
CityPlace
Clematis Street
Colony Hotel
Copperpoint Brewing Company
Coral Cove Beach & Park
Das Biergarten
Delivery Dudes
Delray Beach Tennis Center
Dolly Hand Cultural Arts Center
Don Dessert Ship
Dreyfoos School of the Arts
DuBois Park
Dubois Pioneer Home
DuPuis Wildlife & Environmental Area
Eau Palm Beach
El Cid Historic Neighborhood
Everglades
FAU Harbor Branch
FAU Stadium
Flagler Drive
Flagler Museum / Whitehall
Florida Atlantic University
Florida Rowing Center
Force E Scuba Shop
FP&L Manatee Lagoon
Frigates Waterfront Bar & Grill
Gabriel's Café & Grille
Gandhi's Authentic Indian Cuisine
Grassy Waters Preserve
Great Florida Birding Trail
Green Cay Wetlands
Green Motion Segway Tours
Guanabana's
Gumbo Limbo Nature Center
Harbourside Place
Hilton West Palm Beach
Hyatt Place
International Polo Club
Intracoastal Waterway
Jim Barry Harbor Light Park
Jonathan Dickinson State Park
Juno Beach Pier
Jupiter Inlet
Jupiter Inlet Lighthouse & Museum
Kravis Center
Lake Boca & Boca Inlet
Lake Worth Inlet
Lake Worth Playhouse
Lantana Nature Preserve
Lion Country Safari
Little Moir's Food Shack
Loxahatchee River
Maltz Jupiter Theater
Mar-A- Lago Bingham Island
Marjory Stoneman Douglas
Everglades Habitat
Max's Harvest
Mediterranean Market & Deli
Meyer Amphitheater
Mizner Park
Molly's Trolleys
Morikami Museum & Japanese Gardens
Norton Museum
Ocean Reef Park
Okeeheelee Nature Center
Okeeheelee Park
Old Key Lime House
Old School Square
Pahokee Marina & Campground
Palm Beach Inlet / Lake Worth Inlet
Palm Beach International Airport
Palm Beach Intl' Equestrian Center
Palm Beach International Polo Club
Palm Beach International Raceway
Palm Beach Kennel Club
Palm Beach Outlets
Palm Beach Polo, Golf & Country Club
Palm Beach Yacht Center
Palm Beach Zoo
Palm Harbor Marina
PBAU Rinker Athletic Campus
Palm Beach County Convention Center
Peanut Island
Performing Arts Academy Jupiter
PGA National Resort & Spa
Phil Foster Memorial Park
Phipps Park
Pioneer Linens
Pizza Girls
Pon Tiki
Putt'n Around
Rapids Water Park
Reef Road
Residence Inn Marriott
Rhythm Café
Riverbend Park
Roger Dean Stadium
Sailfish Marina & Resort
Saltwater Brewery
Sandoway House Nature Center
Scotts Place Playground
Silver Palm Park
SkyBike West Palm Beach
Sloan's Ice Cream Parlor
Snook Islands
South Florida Science Center
Spady Museum
Spanish River Park
Square Grouper Tiki Bar
Street Painting Festival
Sub Culture Coffee
Sugarcane Fields
Sunset Cocktail Lounge
The Benjamin School
The Improv
Torry Island Campground
Town & Country Feed & Supply
Town Center Mall
Trump International
US Polo
Virginia Philip Wine Shop & Academy
Wakodahatchee Wetlands
Wellington Arts Society
Wellington Parks & Recreation
West Palm Beach Aerial
William Dwyer High School
Worth Avenue
Wycliffe Stiffs Stickball League
Yesteryear Village

PALM BEACH COUNTY FLORIDA

LOCATIONS FEATURED

In 3 Years



PALM BEACH COUNTY CONVENTION CENTER

ASHLEY KNIERIEMEN
Senior Sales Manager

Ashley Knieriemen
Senior Sales Manager

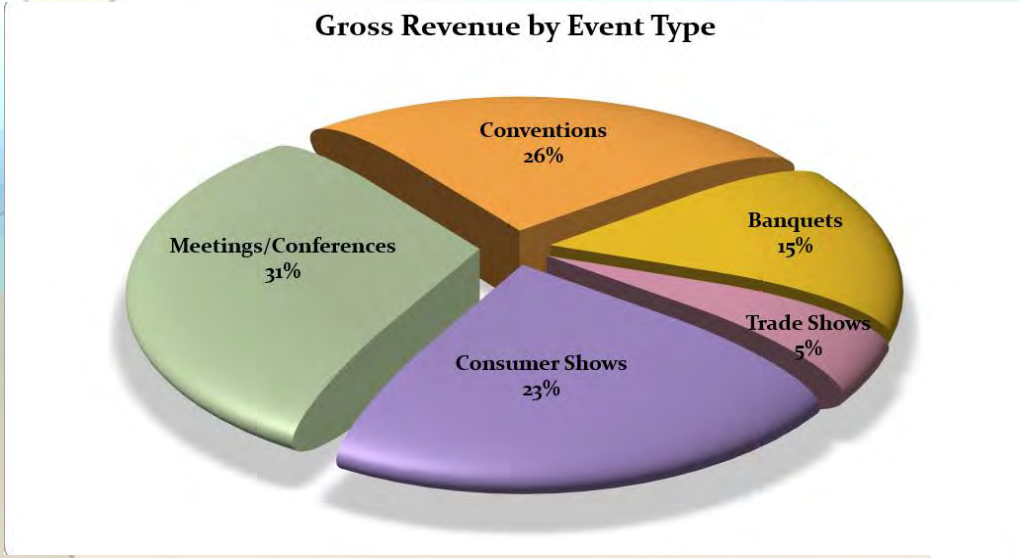
Who is the Palm Beach County Convention Center?

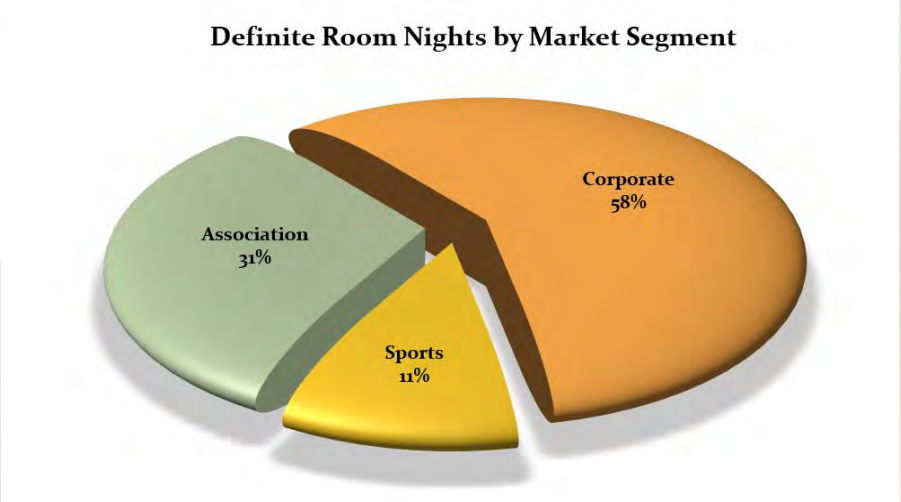
- Opened in 2004
- A spectacular setting for conventions, trade shows, meetings and social events
- An architectural masterpiece that boasts teak ceilings, an abundance of natural lighting and state-of-the-art amenities
- Situated in Downtown WPB across from City Place, within 3 miles to PBI Airport and connected to the Hilton WPB
- Expert service team with an award winning culinary department
- 350,000 square feet of total space
- 100,000 square foot Exhibit Hall
- 22,000 square foot Ballroom
- 19 Breakouts and a Board Room

What is the Palm Beach County Convention Center?

- Economy Drivers
  - Bed tax through long term bookings and short term bookings
- Agency and Community Partners
  - Agencies: Discover, Sports, Film, Culture
  - Community: Hotels, Downtown, City Place, Airport
- Engaged staff members

Who do we attract?





Marketing GOALS

MAXIMIZE ACTUALIZED ROOM NIGHTS – Increase total annual group room nights

Multi Meeting Deals , Preferred Partners, Short Term Bookings, Strategic Meetings, Calendar Strategy

INCREASE BOOKED ROOM NIGHTS

Universe of Accounts, Homework, Relationships, Customer Advisory Board, Responsiveness

INCREASE OVERALL CLIENT SPENDING

Exhibitor Services, Sell the benefits, Leverage our Uniqueness, Trust and Consistency, Exceptional Talent, Update & Renovate, Survey Scores, Website Enhancements

ELEVATE CLIENT AND ATTENDEE EXPERIENCE

Finding Unique Experiences, Collaborate, Quality Experience, Enhanced Value Propositions, Destination Services, Training

2018 - The Year of #WhatsNewPBCCC?

- **Website Relaunch**
- **#WhatsNewPBCCC Hashtag**
- **Monthly “What’s New” in the center video**
- **Video interviews about “New” promotion**
- **Rich photography and new video**
- **Courtyard Renovations & Carpet Install (Summer of 2018)**
- **LED Lighting**
- **New Parking Garage and Valet**
- **“What’s New” Video segments: Food & Beverage Edition**

MEET THE PANEL

GLENN JERGENSEN
Executive Director
Moderator

JENNIFER SULLIVAN
Chief Marketing Officer

RICH BASEN
Senior Vice President, Marketing / Leisure Sales

GLEN ALLEN
Senior Marketing & Communications Manager

MICHELLE HILLERY
Deputy Film Commissioner

ASHLEY KNIERIEMEN
Senior Sales Manager

CO-OP ADVERTISING OPPORTUNITIES

National Print

- Conde Nast Traveler
- New York Times (Sunday Travel)
- Boston Globe
- Atlanta Journal Constitution (Luxury & Seasonal)

Television & Radio Packages

- Registration is ongoing
- Contact: Jennifer Sardone-Shiner jssmarketingpr@gmail.com

Package details and registration forms available in your packets and on palmbeachculture.com/cmc

Cultural Marketing Committee

STATE OF THE ARTS:
What to Know About Arts & Culture and Tourism at Florida's Legislative Session

February 1, 2018

40 CULTURAL COUNCIL OF PALM BEACH COUNTY
SUPPORTING THE ARTS SINCE 1978

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