

DELRAY BEACH
Tourism Rebound Marketing Plan Overview
Produced by the Downtown Development Authority (As of 7/5/21)

OVERVIEW

For the past five decades, the Delray Beach Downtown Development Authority, (DDA) has been investing funding and resources to develop, plan and execute initiatives that drive brand awareness, increase visitor and resident traffic, and sales growth to all the downtown businesses, through marketing promotions and advertising efforts locally, nationally, and internationally. Investing annually hundreds of thousands of dollars to market the destination driving the economic vitality into the community continues to be a priority for the organization now more than ever. As an award-winning coastal resort town, tourism is our number one industry which relies on strong marketing initiatives especially throughout the pandemic. As a part of the Reopen Response, and based on county, state, and national data, the DDA realized the critical need to build a strong plan and join resources with the city partners to increase the advertising plan and penetrate the market. By leveraging the strong web and social platforms built over the years, the DDA continued lead these efforts.

A plan was outlined in 2020 and a new rebound destination marketing campaign was developed which is being implemented. By combining resources with the City of Delray Beach and the Greater Delray Beach Chamber of Commerce, and with the leadership of the DDA, the ability to augment the reach and advertising is tremendous. The objective is to create a strong plan with proven results, shared with partners to use and speak with one voice, to be constant and consistent in the market showcasing the destination and increasing tourism year-round. This will allow for stronger growth in tourism business to the City of Delray Beach through strategic marketing and advertising efforts, programs and events, public relations, and county and state partnerships. The goal is to continue to market Delray Beach as a resort destination to visit, work, live, and LOVE.

SCOPE OF SERVICES PROPOSED

Strategy: Create and implement the 2021 Rebound Tourism Marketing Campaign and Advertising Plan

TACTICS: DDA to implement the program tactics

1.) Marketing/Advertising Campaign strategy:

- a. Produce an RFP for Rebound Marketing Campaign - COMPLETED**
 - i. DDA conducted a RFP in fall 2020
- b. Analyze the data and analytics to create target market areas**
 - i. Downtown Delray Beach Visitor Profile report completed March 2021
 - ii. Analyze current downtowndelraybeach.com and google search data to build best search results
 - iii. Target Demographics & Markets identified
- c. Create Measurable Tactics:**
 - i. Leverage strong web and digital platforms to measure results
 - ii. Develop specific URL to measure results
 - iii. Target summer and fall travel

2.) Marketing and Advertising Plan

a. Phase 1: Creative Development:

- i. logo, theme, color pallet, personas; Creative development of layouts for phase one tactics/advertising

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b. Advertising: Summer/Fall Campaign | Winter/Spring

- i. Paid Advertising: based on target audience will place more digital and online ads and monitor activity
 - 1. Social ads: Youtube, Facebook; Google
 - 2. Online ads: {Coop VisitFlorida and The Palm Beaches}
 - 3. Email campaign
 - 4. Billboard ads - FLL Airport
 - 5. Radio: local and out of area – Spotify
 - 6. VisitFlorida & The Palm Beaches -Additional Coop Ads through partnership
- ii. Website:
 - 1. Using URL based on top search – **visitdelraybeachfl.com**
 - 2. Campaign creative design
 - 3. Dedicated page with developed marketing content management and ADA compliant
 - 4. Archived for public records
 - 5. Measure results through analytics

c. PR & Communications: one voice

- i. **MEDIA PITCH:** throughout the STATE including print, television, radio, bloggers and social media influencers
- ii. Engage with travel writers social media influencers through VisitFlorida, DTPB, and paid partnerships
- iii. FAM media trips, hot tips, etc. (cost included in membership)
- iv. Activities, including strategically planned city tours, customized based on media focus.
- v. Write and provide destination information based on media's targeted audiences and story themes.

3.) Tourism Partnerships – VisitFlorida and Discover the Palm Beaches

- a. Act as the main interface for hotels and attractions. Enhance partnerships and relationships while working together to develop promotional opportunities with hotels and co-op advertising opportunities.
- b. Increasing paid partnership with both state and local tourism partners
- c. Enhancing web and social presence on their platforms

4.) Manage destination messaging and social assets:

- a. Inventory, assess and leverage the marketing assets of the Delray Beach. Therefore, a marketing and communications audit, along with a review of marketing and social media analytics, will be conducted to ensure that we are expanding value and not simply continuing any unintentional duplication of assets and efforts. Recommendations from the audit will then be integrated into current and future plans.

5.) Reporting and Measurables

- a. Provide proven results based on ad placement and PR initiatives contributing to the program

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TOURISM FY20-21 BUDGET

FY20-21 Budget Forecast:	
CREATIVE/VIDEO DEVELOPMENT	\$25,000 (INCLUDES VIDEO AND PHOTOGRAPHY DEVELOPMENT)
WEBSITE MANAGEMENT:	\$5,000
FT LAUDERDALE AIRPORT BILLBOARD	\$15,000
SOCIAL MEDIA DRIVE/FLY MARKETS	\$15,000
PRINT ADS + BROCHURES	\$15,000 (Getaway Guide, VisitFlorida guide)
PR MEDIA	\$5,000
PARTNER CO OP IN STATE/DOMESTIC	\$10,000 (THROUGH VISIT FLORIDA, PALM BEACHES)
EXPEDIA OR TRIP ADVISOR DOMESTIC	\$15,000 (based on funding)
TOTAL:	\$105,000 Estimate
<u>ADDITIONAL ITEMS</u>	
Website development:	\$20,000
Tourism Master Plan:	\$15,000

APPENDIX – COSTS INCURRED BY DDA to date = \$206,000

- **CREATIVE DEVELOPMENT**
- **MARKETING/ADVERTISING INVESTMENT:**
- **EVENTS AND PROGRAMING**

*Includes events, local and regional marketing efforts however does not include staff time

PARTNER FUNDING REQUESTS

CITY FUNDING REQUEST:

To fulfill the above scope of services, the DDA respectfully requests funding from the CITY in the amount of \$85,000 - \$100,000 for PROGRAM proposed activities through September 30, 2021.

CHAMBER FUNDING REQUEST:

To fulfill the above scope of services, the DDA respectfully requests funding from the CHAMBER for PROGRAM through September 30, 2021. Request the admin rights to social destination sites and redirecting of visitdelraybeach.org site url.

DDA FUNDING:

The DDA has contributed significantly annually to the FY2020/21 marketing plan and is committed to investing an additional \$60,000 into these activities for Delray Beach through Sept. 30, 2021.