



Pinellas County

Staff Report

File #: 22-1551A, Version: 1

Subject:

Agreements with the Florida Tourism Industry Marketing Corporation, Inc. d/b/a Visit Florida for the production and the promotion of "Life's Rewards" season two, a video series.

Recommended Action:

Approval of the two Agreements with the Florida Tourism Industry Marketing Corporation, Inc. d/b/a Visit Florida for the production and the promotion of "Life's Rewards" Season Two (LRS2), a video series that promotes tourism to the County.

- Agreement for production of LRS2 is for \$250,000.00 and will feature the County as the only destination in connection with the video series.
- Agreement for promotion of LRS2 is for \$250,000.00 and includes a complete promotion program for marketing the video series.
- The County will receive national and international exposure through distribution on internet platforms in addition to other promotional and marketing benefits.
- The County's public relations agency of record estimates the advertising value for destination exposure in LRS2 ranges from \$3.7 million to \$20.2 million, which will result in the County receiving a return on investment of approximately \$7.40 to \$40.40 for every dollar spent.

Authorize the Chairman to sign and the Clerk of the Circuit Court to attest.

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Summary:

Production Agreement with Visit Florida will feature the County as the only destination in connection with the production of season two of "Life's Rewards." Season two is a continuation of the storyline from season one and is comprised of eight (8) twelve-minute episodes that were shot throughout the County during December 2021. Film locations in LRS2 showcased new areas not explored in LRS1 including Clearwater Marine Aquarium, Fort DeSoto, Fred Howard Park, and the Florida Botanical Gardens, with further exploration of Dunedin. This Agreement also provides the Convention and Visitors Bureau (CVB) with 20 promotional images, unedited destination b-roll, distribution and more as detailed in the Agreement.

The Promotion Agreement with Visit Florida includes a complete promotion and marketing program, earned and paid media, a public relations plan, an electronic press kit, meet the cast videos, over 32 marketing and behind the scenes photographs, social media inclusion with trailers, and other deliverables as listed in the Agreement.

Background Information:

In the absence of state film incentives, the CVB is developing new and creative ways to market the destination using bold techniques that result in positive ROI. LRS1 is a prime example of this since it was the first time a Destination Marketing Organization (DMO), such as the CVB, produced and marketed a destination video series, which is essentially a 96-minute commercial showcasing the destination.

The total cost for the production and distribution of LRS1 was \$550,000.00. Visit Florida contributed 50%, or \$275,000.00 of the cost through their Cooperative Marketing Program with the remaining 50% paid by the County. The County was also responsible for the majority of the cost to market LRS1. The agreement with Visit Florida for LRS1 was approved by the Board of County Commissioners on February 23, 2021.

The County's ROI for LRS1 has been overwhelmingly positive with the advertising value of \$60.98 returned for every \$1 spent (includes additional marketing costs paid by the CVB).

Other LRS1 key results compiled from May-December 2021:

- 1 billion impressions
- 2.9 million minutes of watch time
- \$20.2 million in advertising value

LRS2 is a continuation of the video series and reinforces brand recognition among viewers. Scenes include further exploration of the destination through the Clearwater Marine Aquarium, Fort DeSoto, Fred Howard Park, the Florida Botanical Gardens, and Dunedin, with local signage and beauty shots of the area throughout each episode. The County continues to receive national and international exposure from LRS2, which is hosted on Amazon Prime Video and other internet platforms. Unlike season one, the County also receives a complete promotion program to market LRS2 including a premiere event, trip contests, public relations, press releases, earned and paid media, and social media inclusion.

LRS2 was officially released in mid-May 2022. In the first 1-1/2 months since its release, reports indicate LRS2 has received just under 400k minutes of viewing time. The Don CeSar also reports revenue from viewers responding to LRS2's hotel package quadrupled in this short period, as compared to seven months of data from LRS1, indicating the second season is resonating with viewers. As the months progress, the CVB will continue to track data and anticipates LRS2 will provide positive results.

The County's public relations agency estimates the advertising value for destination exposure in LRS2 ranges from \$3.7 million to \$20.2 million. Taking both agreements into consideration, this will result in an ROI of approximately \$7.40 to \$40.40. Advertising value and destination exposure aren't the only benefits, the County also gains from the 50 local jobs, 300 room nights and \$1.5 million in direct local expenditures as a result of LRS2 being produced in the destination.

The agreements expire on September 30, 2022, with payments due on or before November 14, 2022.

Fiscal Impact:

\$250,000.00 Agreement for Production
\$250,000.00 Agreement for Promotion Program
\$500,000.00 Total Cost

Funding to support the Agreement for Production and the Agreement for Promotion in the total amount of \$500,000.00 is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax Fund.

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Agreement for Production
Agreement for Promotion