



ST.PETE CLEARWATER

Digital & Communications

FY 2021 BUDGET WORKSHOP



Digital & Communications

FY 2020 Sales Plan

RECAP

DIGITAL

GOAL 1:

Contribute to the organization's development of the 5-year strategic plan and coordinate efforts to tie directly into the plan.

- Actively participated in many of the organization's strategic plan meetings to date.
- Will continue to provide any research or marketing guidance as part of the remaining process.
- Will commit to helping implement final plan for appropriate items.

GOAL 2:

Create a more personalized and sophisticated email marketing strategy to increase engagement rate of email by more than 10%.

- We've successfully implemented Act-On, including automated emails for our destination magazine orders and email list sign-ups.
- Through February, email engagement rate for our complete email program, including opens and clicks, had increased by 12% year-over-year.
 - This includes a 3.5% growth in total list size to more than 315,000 subscribers, an average open rate of 14.6% (+6.2%) and an average click-through rate of 25% (+6.1%).
- Detailed reporting, including open rate and click-through rates, are featured in our department monthly reports.

GOAL 3:

Establish the Business Intelligence Tool as the premiere source of data and KPIs with quarterly industry webinars and monthly staff updates.

- We have enhanced the BI Tool in many ways this year, including:
 - Updated and improved the Tourist Development Tax dashboard, which is both public facing and for internal use.





- Fully integrated all of our social media metrics into Chartio.
- Created and launched an Expedia room production dashboard.
- We have acquired new data from Arrivalist and AirDNA, both of which will be integrated into Chartio by the end of the year.
- We have not started industry webinars or full staff training, but Jeffery has conducted more individualized 1-on-1 training as needed.
- Utilized the BI Tool for integral data visualization during COVID-19 response efforts internally, with the county and with stakeholders.

GOAL 4:

Develop and launch social-media first video strategy to showcase the four main pillars of the Destination---beaches, art, local and culinary---leading to an increase in engagement and completed view rate.

- We successfully launched our social video series and the results have been impressive.
 - Since October 1, we have produced 35 unique videos as part of the social series with a total of 86 different video formats for Facebook, YouTube and Instagram.
 - Those 35 unique videos have generated 2,925,447 views through March and more than 100,000 hours of branded content watched.
- We have integrated complete series metrics, including direct links to platform-specific videos, into Chartio for detailed reporting. In addition, each monthly department report includes performance.

COMMUNICATIONS

GOAL 1:

Showcase the destination to high-profile media from our top key markets, niche outlets in focus areas (culinary, wedding/honeymoon, women's interest) as well as print, online (blog, website, etc.) and broadcast. Generate 300 quality stories and/or 260 million media impressions that promote St. Pete/Clearwater in domestic and international media, including local media coverage.

- Through February, earned media relations efforts resulted in more than 120 media placement and 388 million impressions. Efforts also included hosting 47 different media.





Digital & Communications FY 2021 Budget Summary

Digital & Communications

(1) Conference (promotional)	\$1,100
(2) Media Missions	\$3,500
Media FAMS/Domains	\$31,000
Digital Contract	\$5,500,000
Media Contracts	\$395,000
Research Contracts	\$972,000

Total Digital & Communications **\$6,902,600**

Travel **\$30,500**

Professional Development Conferences **\$10,200**

Total FY21 Budget Request **\$6,943,300**

FY20 Budget **\$6,109,960**

Variance* **13.6%**

*Variance due to increasing and reallocating research line to department oversight and reductions due to Covid-19.





Digital & Communications FY 2021 Budget Request							
	Location	Dates	Travel	Promotional Activities	Contracts	Professional Development	Total
Conferences							
SXSW Interactive	Austin	March	\$3,500			\$1,500	\$5,000
IPW	Chicago	April	\$2,500	\$1,100			\$3,600
Simpleview Summit (2 staff)	Phoenix	May	\$3,000			\$2,500	\$5,500
PRSA Travel & Tourism Conference*	TBD	June	\$2,000			\$1,700	\$3,700
ESTO U.S. Travel Conference (2 staff)	TBD	June	\$3,000			\$2,500	\$5,500
STR Hotel Data Conference	Nashville	August	\$2,000			\$2,000	\$4,000
Media Missions							
Midwest Media Mission	Chicago & Indianapolis	October	\$2,500	\$1,500			\$4,000
Visit Florida Media Mission	New York	May	\$2,000	\$2,000			\$4,000
Total Media Missions/Conferences							\$35,300
Agencies (Fixed Contracts)							
UK and Germany PR (includes UK/German mailing houses)					\$245,000		
Miles Partnership					\$5,500,000		
NJFPR (Domestic and Canada)					\$150,000		
Research*							
Research RFP					\$550,000		
STR					\$20,000		
Arrivalist					\$93,000		
Tourism Economics					\$19,000		
AirDNA					\$15,000		
CVB Compensation Study					\$25,000		
Countywide Tourism Strategic Plan RFP					\$200,000		
Other studies					\$50,000		
Total Contracts							\$6,867,000
Other							
Local Media Activities (Hosting FAMs)			\$10,000	\$25,000			\$35,000
Domains				\$6,000			\$6,000
Total Other							\$41,000
Total Digital & Communications Budget			\$30,500	\$35,600	\$6,867,000	\$10,200	\$6,943,300
* Indicates New Initiative					Total Budget Request		\$6,943,300





Website Contract FY21	Miles	Pass-Through	Budget
Content			\$259,760
Personalization for new website		x	
Video Production & Management	x		
New website video production		x	
Google Maps Charges		x	
Threshold 360		x	
Pixelcaster		x	
Bandwango		x	
New website	x		
Development, Planning & Management	x		
Search, Analytics & Reporting			\$880,800
Bright Edge SEO Tool		x	
SEO Updates & Organic Reporting	x		
Panoply		x	
Google Analytics Reporting & Chartio Support	x		
Adara Impact Plus		x	
Search Engine Marketing (SEM)		x	
Email			\$52,000
Act-On Email Client		x	
Strategy/Build-out	x		
Website Operations (8 total sites)			\$672,600
Hosting	x		
Account Management	x		
Simpleview CRM Support + Maintenance		x	
Website Maintenance	x		
SiteImprove		x	
New website	x		
Development for Scoped Projects	x		
SEO updates & organic reporting	x		
Social Media			\$306,000
Sprout Social		x	
Paid Marketing		x	
Media Plan			\$3,328,840
Connected TV (i.e. Hulu)		x	
Digital Audio (i.e. Pandora)		x	
Premium Publishers (i.e. AFAR, Lonely Planet)		x	
Meetings (Northstar, Cvent, co-op)		x	
Partner Co-Op (Travel Spike, Trip Advisor, Expedia)		x	
Sojern		x	
Sharethrough		x	
Exponential		x	
Storygize		x	
MIQ		x	
Jun Group		x	
Gum Gum		x	
Omnivert		x	
Travelzoo		x	
Media Management & Reporting	x		
Total			\$5,500,000





Research			
Projects	Dates	Scope	
Visitor profile	Ongoing	Research to provide monthly, quarterly and annual (calendar year and fiscal year) profiles on visitors to Pinellas County. Currently in-market visitor intercept surveys throughout the destination contribute to the data. If the firm does not intend to conduct intercept interviews, please detail your approach.	
Event economic impact	Event based	Research to provide event economic impact, including direct and indirect spending, hotel room nights, visitor demographics and total taxes generated for Pinellas County.	
Brand awareness	Campaign or city based	Annual attitude, awareness, and usage of the VSPC brand locally or in selected markets of interest.	
Website return on investment	Ongoing	Annual study to determine the websites total economic impact, including demographic, psychographic, and behavioral information.	
Value of tourism/resident sentiment	Annual	Research to understand how locals feel about tourism and if they value tourism.	
International visitor profile	Annual	Detailed annual report of international visitors and expenditures broken down.	
Topical economic impact (breweries, arts, etc.)	As needed	Research related to tourism themes surrounding visitor interest to understand total economic impact.	





Digital & Communications			
Conferences	Location	Dates	Benefit
SXSW Interactive	Austin	March	One of the largest and most diverse conferences in the world. Thousands of sessions that cover branding, content creation, social media, PR, leadership, etc.
IPW Media Mission	Chicago	April	The largest travel show in the U.S. Meetings with dozens of the largest media outlets from across the country. This leads to press trips and high-profile coverage for the destination.
Simpleview Summit	Phoenix	May	Our CRM database vendor hosts this annual summit to catch us up on all new things relating to the platform and what's to come.
PRSA Travel & Tourism Conference*	TBD	June	The Travel and Tourism Section is for public relations and communication professionals whose specialty is in travel or hospitality-related brands, including those who work in DMOs, Hotels, Airlines, Attractions, Agencies, and other similar organizations. This focused group of more than 500 members is passionate about exchanging knowledge at an industry-leading annual conference and offers additional learning and networking throughout the year with online seminars, social media communities, and exclusive Web resources.
ESTO U.S. Travel Conference	TBD	June	U.S. Travel's leading conference, ESTO brings together innovative travel and tourism marketing minds to share the latest and greatest in the industry. We also use this as a platform to present our latest innovations, too.
STR Hotel Data Conference	Nashville	August	The Hotel Data Conference is the unique platform which provides STR data presentations, including pipeline, top markets, general session presentations, including the industry outlook and forecast decks. Goal to bring back cutting edge insights to provide to the organization: three take-away insights of where this tool within the industry is heading.
Media Missions			
Midwest Media Mission	Chicago & Indianapolis	October	Used to conduct desk sides with journalists and freelancers who work for Chicago and Indy's largest media outlets. This leads to press trips and high-profile coverage for the destination.
Visit Florida Media Mission	New York	May	In collaboration with Visit Florida, Used to conduct desk sides and freelancers who work for New York's largest media outlets. This leads to press trips and high-profile coverage for the destination.
Media Agencies (Contracts)			
UK and Germany PR			Daily PR representation for the destination in our two largest international feeder markets. Contract includes oversight of VSPC international mail fulfillment.
Miles Partnership			Digital agency that handles all web development, hosting and maintenance of the organization's 7 websites, including all of the digital media marketing and buying for the organization.
NJFPR (Domestic and Canada)			Daily PR representation for the destination in the media capital of the U.S., New York City.
Other			
Local Media Activities			Supporting the PR efforts of the international and domestic offices once media are in in market on FAM trips, i.e. transportation, meals, lodging, etc.



Digital & Communications FY 2021 Sales Plan

GOAL 1:

Help launch and implement the new 5-year strategic plan.

STRATEGY:

- Identify what aspects of the plan tie back into the department and take a lead role in implementing the plan's action items.

GOAL 2:

Develop and launch new VisitStPeteClearwater.com website, which will integrate all department sites, including Film, Meetings, Sports and foreign language sites.

STRATEGIES:

- These six phases outline the complete web build, which began during FY20 and will be finalized and launched in FY21:
 - Discovery (completed before FY21 begins)
 - Design
 - Content audit
 - Content creation
 - Development
 - Programming

GOAL 3:

Help develop organization-wide stakeholder communications plan, including trainings, regular meetings and benefits reporting.

STRATEGIES:

- Create process for regular stakeholder outreach, which includes new businesses and web-based profile information.



- Create VSPC benefits materials that can be delivered to stakeholders on a regular basis.
- Create stakeholder outreach program, including:
 - Front-line staff training
 - Education programs
 - Feedback groups
 - Local resident listening tour

GOAL 4:

Showcase the destination to more than 30 high-profile media from our top key feeder markets and niche outlets in focus areas (culinary, arts, LGBTQ+) to generate destination coverage in print, online (blogs, websites, social media) and broadcast. Generate more than 150 quality media placements resulting in more than 150 million media impressions that promote St. Pete/Clearwater and its stakeholders as a travel destination.

STRATEGIES:

- Conduct a couple key media missions. Missions will include meetings with journalists and freelancers to generate interest for the destination, ultimately resulting in a FAM visit and coverage.
- Coordinate efforts with all three contracted public relations agencies in New York, London and Hannover, Germany.

GOAL 5:

Establish organization-wide research training and insights program.

STRATEGY:

- Using our Business Intelligence Tool as the hub, our team will launch regular training and review of critical key performance indicators (KPIs) and research that is critical to the organization's success.



GOAL 6:

Increase digital marketing return on investment for hotel revenue generated by 5% using Adara Impact Plus analytics tool.

STRATEGY:

- Utilize Adara Impact Plus data to optimize digital media buys and increase hotel revenue year-over-year.

GOAL 7:

Increase total economic impact or the return on investment of VisitStPeteClearwater.com by 5% as measured by the annual website ROI study.

STRATEGIES:

- Conduct annual website ROI study to determine total economic impact or return on investment.
- Optimize the site experience and digital marketing efforts to drive more quality unique users and be the sole source of inspiration to St. Pete/Clearwater.

