

Cultural Event Workshops

April 5 & 6, 2022



What We Will Cover

- ▶ Developing a Marketing Plan
- ▶ Logo Usage
- ▶ Co-Op Opportunities



Developing a Marketing Plan

▶ Target Audience

- Who do you want to come to your event?
- What are their interests?
- Where will they ideally be coming from?



Developing a Marketing Plan

► Strategy & Messaging

- What is unique about your event?
- What are the benefits to a tourist in attending?
- How will you measure attendance?
- How can you reach them?
- What do you want the response to be to your marketing?
 - Awareness
 - Registration
 - Ticket Purchase



Developing a Marketing Plan

- ▶ Ways to promote your event:
 - ▶ **Media** - radio, television, newspaper, magazine, digital (banners, video, emails, social media)
 - ▶ **Promotional Signs** - posters and banners to be displayed in and out-of-county
 - ▶ **Promotional Items** - t-shirts & hats only
 - ▶ **Direct Mail** - brochures, postcards or pamphlets (including postage and shipping)
 - ▶ **Programs & Play Bills** - a list of event details distributed at the event
 - ▶ **Public Relations** - the cost required to have the press promote your event
 - ▶ **Production** - the cost of producing creative for media



Developing a Marketing Plan

- ▶ In-County Media - no more than 30% of media placement & production
 - Generating awareness primarily with locals
 - Visitors already in the destination
- ▶ Out-of-County Media - at least 70% of media placement & production
 - Tourists that already have a trip planned to The Keys
 - Those in the market for travel



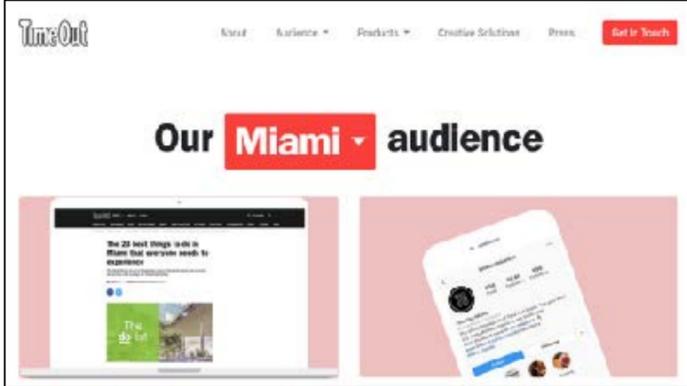
Developing a Marketing Plan

- ▶ What media is best for my event?
 - Niche Events - music, theatre, art, history, literary
 - Specialty publications & websites
 - Targeted social ads based on interests/geo
 - General Events - interactive, broad audience reach
 - Major city & community publications and sites
 - State travel magazines and general news/travel websites
 - Geo-targeted social ads



Developing a Marketing Plan

- ▶ Finding Costs
 - Advertising rates on websites
 - Call sales reps for costs
 - Non Profit Rate with your 501(C)(3)



CULTURAL UMBRELLA EVENT BUDGET - FISCAL YEAR 2023

APPLICANT IS ADVISED PRIOR TO COMPLETING THIS BUDGET TO REFER TO THE FUNDING APPLICATION SHOWING THE ALLOWABLE MARKETING EXPENSES THAT WILL BE CONSIDERED FOR REIMBURSEMENT

THERE WILL BE NO AMENDMENTS TO THIS BUDGET {EXHIBIT D} AFTER BOCC APPROVAL OF AGREEMENT

EVENT NAME

*MEDIA PLACEMENT & PRODUCTION COST: <i>(Only 30% of this line item may be spent on in-county advertising)</i>	\$
PROMOTIONAL SIGNS:	\$
PROMOTIONAL ITEMS:	\$
DIRECT MAIL PROMOTIONS:	\$
PROGRAMS/PLAY BILLS:	\$
PUBLIC RELATIONS:	\$
**GENERAL NON-ALLOCATED: <i>(Funds applied to Media Placement & Production Cost may only be applied to out-of-county advertising)</i>	\$
<u>TOTAL</u>	\$

*No more than 30% of the Media Placement and Production Costs line item shall be expended on advertising media costs attributable to in-county placement (see Exhibit A of Application).

**The General Non-Allocated line item should not exceed 15% of the total funding allocation, and may only be utilized for acceptable event marketing expenses (see Exhibit A of application).

Actual expenditures may deviate no more than 10% from the budgeted line items noted above.

TDC will only consider reimbursement of permissible marketing expenditures that highlight the special event versus the regular programming of a business, organization or the facility.

Logo Usage: Out-of-County

- ▶ Out-of-county newspapers
- ▶ Out-of-county magazines
- ▶ Websites
- ▶ Social Media
- ▶ Television Commercials
- ▶ Promotional Items
- ▶ Direct Mail Pieces

The
Florida Keys
& Key West
... come as you are®



Logo Usage: In-County

- ▶ In-county newspapers
- ▶ In-county magazines
- ▶ Programs & Play Bills
- ▶ Street Banners & Posters

The
Florida Keys
& Key West
... come as you are®

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL



Broadcast Sponsorship

- ▶ Television Ads

- Out-of-County Logo

- ▶ Radio Ads

- Voice Over - "Brought to you by the Monroe County Tourist Development Council"

The
Florida Keys
& Key West
... come as you are®



Co-Op Opportunities

- ▶ Fall E-Newsletter Package - \$200
 - NYTimes.com Great Getaways - 147k Impressions - 11/17/21
 - TimeOut Miami - 21k Impressions - 11/11/21
 - Art News - 22k Impressions - 11/17/21
- ▶ Winter E-Newsletter Package - \$200
 - NYTimes.com Great Getaways - 147k Impressions - 2/9/22
 - TimeOut Miami - 21k Impressions - 2/2/22
 - Art News - 22k Impressions - 2/9/22
- ▶ Spring Digital - \$100
 - TimeOut Miami - 21k Impressions - 4/13/22
 - Art News - 22k Impressions - 4/27/22



The screenshot shows a TimeOut Miami article. At the top is the TimeOut logo. Below it, a photo shows a man in a light blue shirt holding a large painting of a tropical beach scene. The headline reads "Let paradise be your muse". The text below discusses the Florida Keys as a source of inspiration for artists. Below the text is a "Plan your trip" button. Further down, there are four event listings, each with a small image and a brief description:

- 24th Annual Afro Roots Fest**: Multi-day events happening April 28 to 30 in Key West, and May 28 and 29, in Islamorada. Lineups coming soon! Contact: 786-218-6854
- Oldest House Museum and Garden Tours**: Visit our newly renovated Garden and learn about the history of the Oldest House museum in Key West. Contact: 305-295-9501
- Key West Impromptu Classical Concerts**: Impromptu Concerts present six classical music performances on Sunday afternoons from January to March at St. Paul's Church Key West. Contact: 508-221-0425
- Morada Way Art Walk**: Monthly fine art event showcasing painting, photography, ceramics, silversmithing, and design. Enjoy art, live music, local food, and partner businesses. Contact: 305-664-2471



Co-Op Opportunities

► Culture Magazine - \$500

- Features two cultural stories, paintings and images from local artists, and a cultural events calendar
- Annual circulation, Reach 1,000,000
- Distributed at chambers, galleries, and at various domestic and international trade shows
- Bound in the 2022 Florida Keys & Key West In-Room Concierge and placed in guest rooms and vacation rental properties throughout the destination

February 19
ART GUILD OF THE PURPLE ISLES
BOYCANAL ART SHOW AT GARDEN WALK
 10 a.m. to 4 p.m. Saturday only. Garden Club of the Upper Keys Francis Tracy Garden Center. MM99 Old Overseas Hwy., Tavernier. agplus, gardenclubupperkeys.org

February 22-23
THE SYMPHONY
 Live music in back of Key West

March 2-12
ART GUILD OF THE PURPLE ISLES
BIRDS OF THE KEYS ART SHOW
 10 a.m. to 4 p.m. Monday through Saturday closed Sunday. Robert Russell Gallery at Ocean Gateway's International Realty. MM 81. 889 Overseas Hwy., Islamorada. 305-712-8888. agplus. oceanreal.com

MARCH 12 & 13
KEY WEST ORCHID FAIR - ORCHID VISION
 10 a.m. to 4 p.m. The Key West Garden Club, 1100 Atlantic Blvd. A weekend of orchids, lovely given, vendor sales, culture information, supplies, food and more. Free admission and parking. 305-294-1131. keywestorchidsociety.org

March 12-14
THE ART GUILD OF THE PURPLE ISLES
56TH ANNUAL MEMBER'S JUDGED ART SHOW
 10 a.m. to 4 p.m. Monday through Saturday closed Sunday. Robert Russell Gallery at Ocean Gateway's International Realty, MM 81. 889 Overseas Hwy., Islamorada. 305-712-8888. agplus. oceanreal.com

April-August
KEY WEST ART GARDEN
 10 a.m. Key West Tropical Forest & Botanical Garden, 520 College Rd. 305-296-1504. kwbg.org

April-December
SPONGE HUNTERS EXHIBIT
 10 a.m. to 5 p.m. Monday through Friday. History of Diving Museum, 3299C Overseas Hwy., Islamorada. 305-888-9177. divingmuseum.org

June 6-26
ART GUILD OF THE PURPLE ISLES
MEMBER'S SHOW
 10 a.m. to 5 p.m. Monday through Saturday closed Sunday. Our Place in Paradise Gallery. MM 88. 711 Overseas Hwy., Tavernier. agplus, ourplaceparadise.com

Custom House Exhibits
 Key West Art & Historical Society, 281 Front St.
 Oct. 8-Nov. 7: A Mixed Up, Muddled Up. Sheek Up World - Mark Hedden
 305-295-4416. kwahs.org

KEY WEST GARDEN CLUB
 1100 Atlantic Blvd.
 Nov. 19 & 20: Flara Sale & Art Show
 Feb. 25 & 26: Garden Tours
 305-296-4662. keywestgardenclub.com

THE STUDIOS OF KEY WEST
 Exhibitions, classes, music performance series, theater and other cultural events
 Nov. 4-24: Home at the End of the World by KEB TROSEL, Maggie Kiley
 Dec. 2-20: Annual Winter Members' Exhibition - Over 125 works by Key West artists, just in time for the holidays
 Jan. 6-27: Mark Hedden, Anne Lebrala, Nicholas Hill and Chris Santoro
 Feb. 1-24: Robert Yasuda, Jyoti Nairay & Tyler Buchanan
 Mar. 3-21: Marlene Koerig, Nathana Leffler & Pamela Possmayer
 June-July: Margo Madness Summer Members' Exhibition
 305-296-0453. takw.org

DANCE:
Wednesdays
COUNTRY WESTERN DANCING
 6:30 p.m. Old Town Rodeo Bar, 618 Duval St., Key West. Dancers get together for dancing Texas 2-step, swing, waltz, chrisia, R&B & more. Free line dance lessons with Marvin. 724-535-4137.

Friday
LEARN TO DANCE WITH LUCY & FRIENDS
 7 p.m. CoffeeMill Annex Dance Studio, 804 White St., Key West. Salsa, Merengue, Bachata, Cha Cha, Flambo and Interguel Private lessons for all occasions, including weddings, anniversaries and Quinceaneras. 305-296-0546. dancekeywest.com

June 3 & 4
LAB LARK: 15TH ANNUAL LARK SHOWCASE
 Marathon Community Theatre. 305-743-0994. marathontheater.org

FILM
Third Mondays, November-April
MOVIE
 7:30 p.m. Congregation B'nai Zion, 750 United St., Key West. All movies are free and open to the public. Coffee and dessert after the movie. Email CBZonline@west@grail.com. Bnaitzion.com/upcoming-events

November 17-21
ANNUAL KEY WEST FILM FESTIVAL
 Various venues & times. Showcase of five film magazine, great eats and diversity. kwfilmfest.com

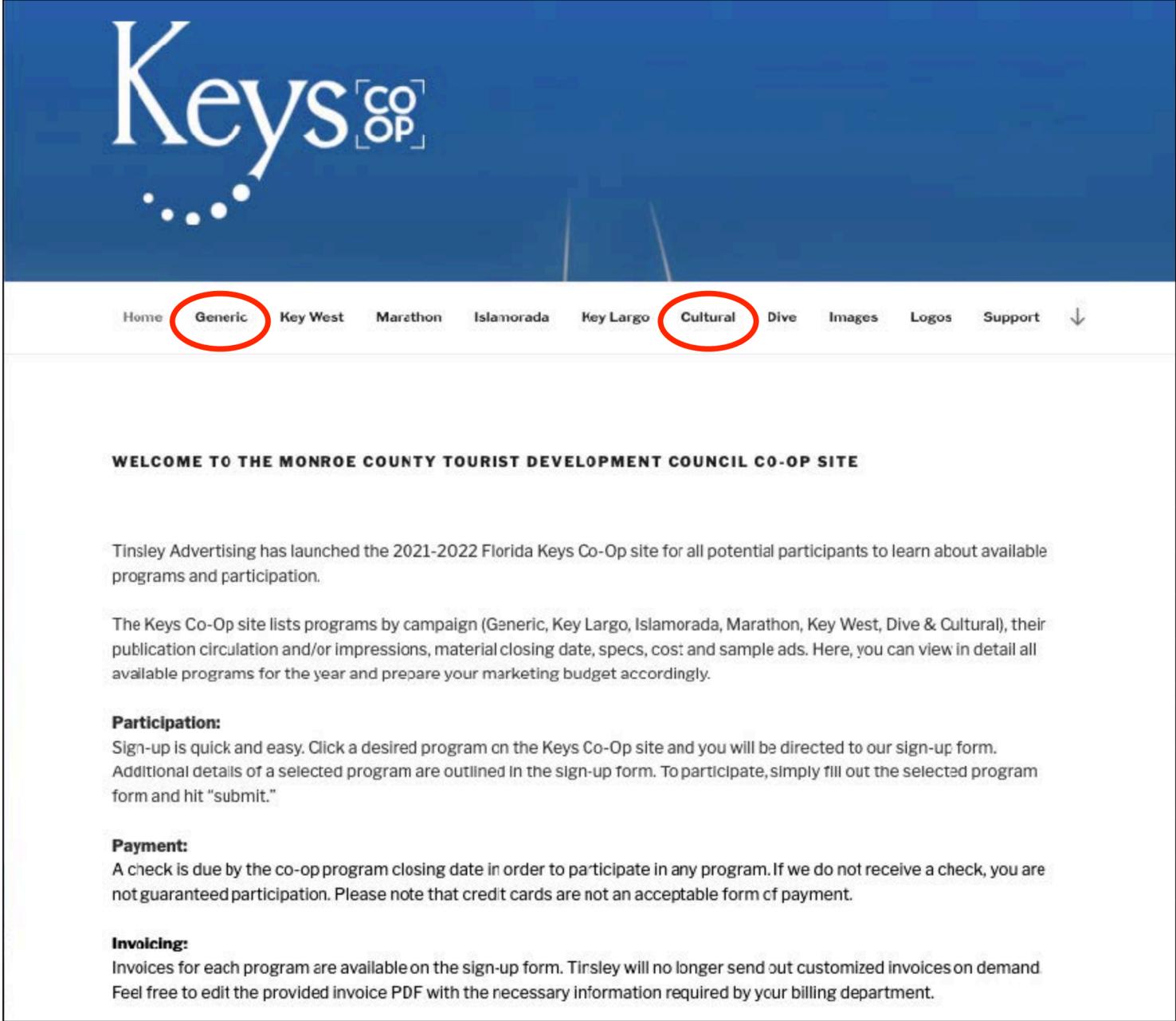
March 17
THE OSCARS IN KEY WEST GALA
 7 p.m. Live telecast and red carpet evening. 416 Eaton St., Key West. 877-761-3456. tropccinema.com

MARATHON COMMUNITY CINEMA
 MM90E Oceanside, 5101 Overseas Hwy. Open weekly, Friday, Saturday, Sunday and Tuesdays. 305-743-0348. marathoncinema.com

TROPIC CINEMA
 416 Eaton St., Key West. New, Independent, Foreign, Documentaries and Urban Film. 877-761-3456. tropccinema.com

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Keys^{CO}_{OP}

Home **Generic** Key West Marathon Islamorada Key Largo **Cultural** Dive Images Logos Support ↓

WELCOME TO THE MONROE COUNTY TOURIST DEVELOPMENT COUNCIL CO-OP SITE

Tinsley Advertising has launched the 2021-2022 Florida Keys Co-Op site for all potential participants to learn about available programs and participation.

The Keys Co-Op site lists programs by campaign (Generic, Key Largo, Islamorada, Marathon, Key West, Dive & Cultural), their publication circulation and/or impressions, material closing date, specs, cost and sample ads. Here, you can view in detail all available programs for the year and prepare your marketing budget accordingly.

Participation:
Sign-up is quick and easy. Click a desired program on the Keys Co-Op site and you will be directed to our sign-up form. Additional details of a selected program are outlined in the sign-up form. To participate, simply fill out the selected program form and hit "submit."

Payment:
A check is due by the co-op program closing date in order to participate in any program. If we do not receive a check, you are not guaranteed participation. Please note that credit cards are not an acceptable form of payment.

Invoicing:
Invoices for each program are available on the sign-up form. Tinsley will no longer send out customized invoices on demand. Feel free to edit the provided invoice PDF with the necessary information required by your billing department.



Policies & Procedures

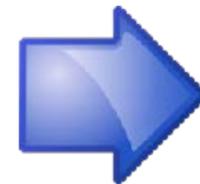
- ▶ Approval of logo usage across all ad types - send proofs to danielle@tinsley.com, morgan@tinsley.com or allie@tinsley.com
- ▶ Special Requests/Questions - Contact Maxine, Ammie or Sharon at the TDC office
- ▶ For Co-Op Programs - please pay Tinsley directly, we will **not** bill to your TDC line item unless we are hired to develop & execute your media plan



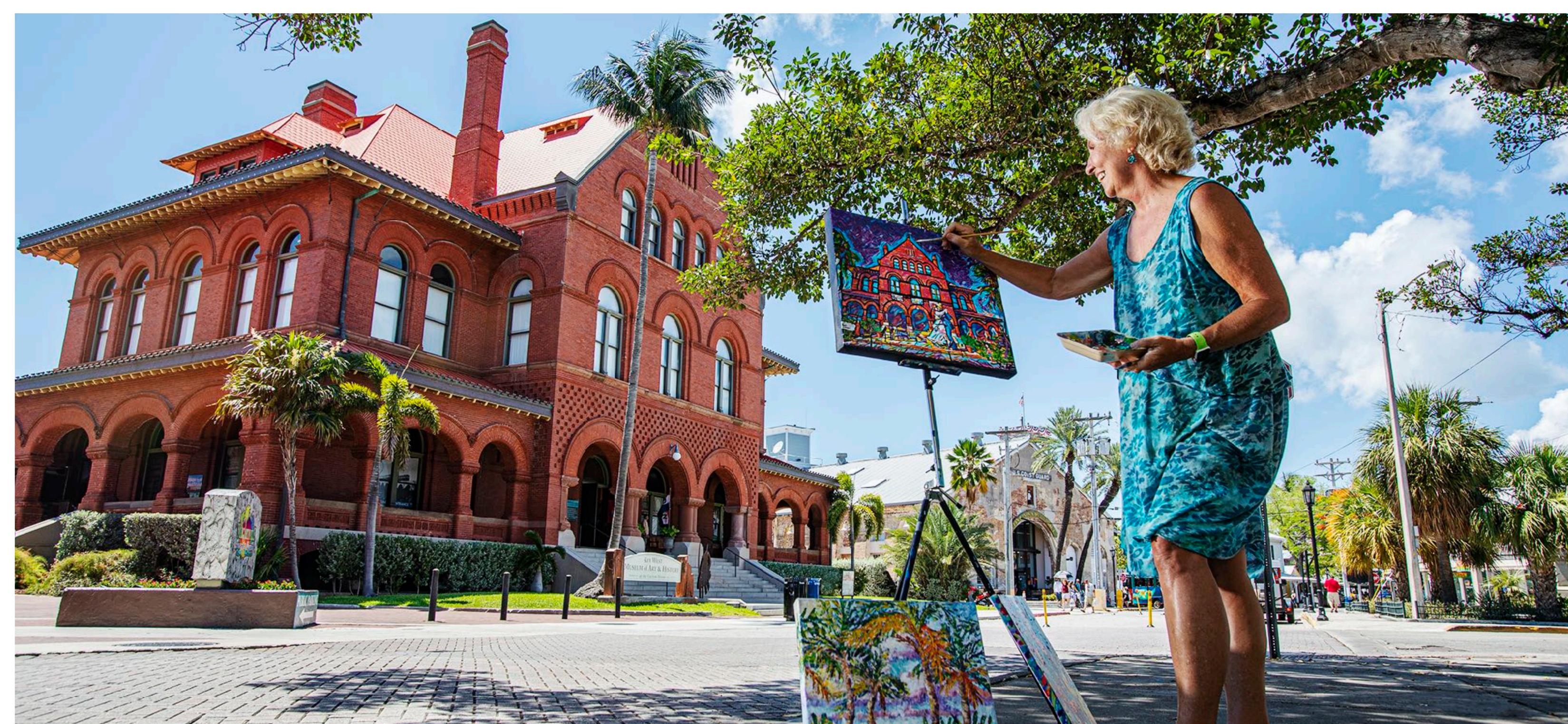
Send Marketing Materials
to Tinsley For Approval



Receive Approval



Save Marketing Item and
Invoice for Reimbursement



Thank You!

