



Cultural Event Workshops

April 14-15, 2021



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?
- How will you measure attendance?
- How can you reach them?



Developing a Marketing Plan

► Strategy & Messaging

- What is unique about your event?
- What are the benefits to a tourist in attending?
- 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)

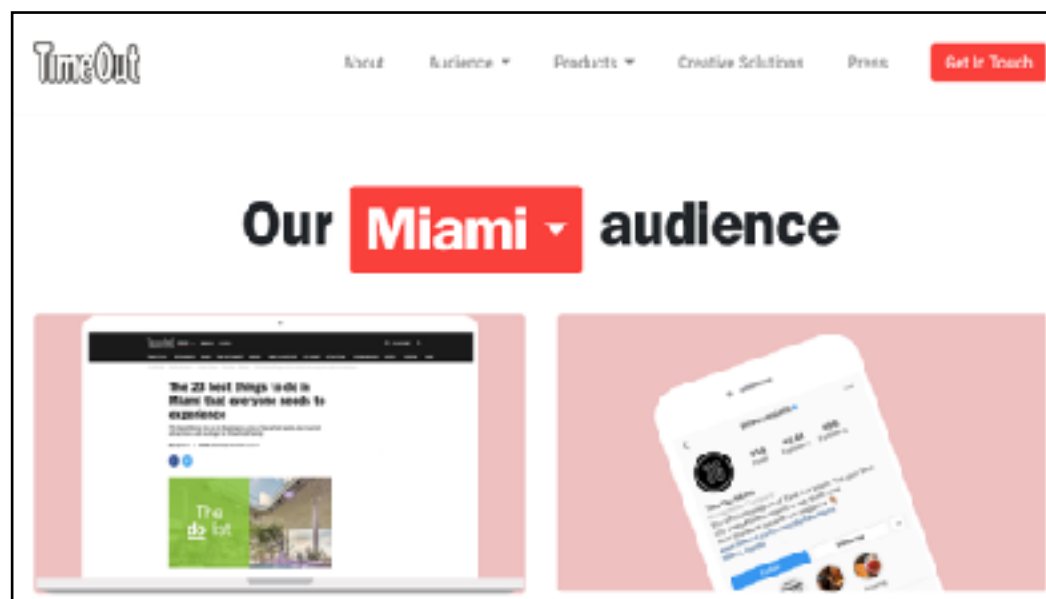


EXHIBIT D

CULTURAL UMBRELLA EVENT BUDGET - FISCAL YEAR 2021

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

Media Placement with TDC Funds		
Out-Of-County Media Publication	Circulation/Impressions	Estimated Amount Allocated
	Sub-Total Out-Of-County Media:	
In-County Media Publication	Circulation/Impressions	Estimated Amount Allocated
	Sub-Total In-County Media:	
	TOTAL Media Spend:	

PLEASE NOTE: At least 70% of your media must be OUT-OF-COUNTY and no more than 30% IN-COUNTY.

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




PAID CONTENT



Let paradise be your muse


Have a case of writer's block? Feeling uninspired? Tap into your creativity in the Florida Keys. For more than a century, artists of all types have drawn inspiration from the area's stunning scenery, balmy climate and legendary laid-back attitude that set the Keys in sharp contrast from the rest of the world. For the latest protocols on health & safety in The Florida Keys, please visit our website.

[Plan your trip](#)




Afro Roots Fest

The popular [musical festival returns](#) to the Green Parrot Bar, featuring performances by Tomas Diaz, GuerraGrooves and FABI with special guest ITAWF April 21-23, 2021.



History of Diving Museum

Discover "[Diving in Pop Culture](#)", the museum's latest exhibit, featuring vintage ads, magazine spreads and more fascinating depictions from the past.



Kona Kai Resort

Visit this magical, tranquil, [adults-only botanical garden and resort](#) on the bay with 13 cozy rooms and suites.



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



Timely local free opportunities, food & botanical garden in the continental United States

Visit our website for a complete list of Garden events

www.keywestgarden.com
5110 College Road, Key West, FL 305-296-1534 • info@keywestgarden.com

KEY WEST ART & HISTORICAL SOCIETY includes:

- Key West Museum of Art & History
Custom House, 281 Front St., Key West
- Key West Lighthouse & Heeper's Quarters
928 Whitehead St., Key West
- Fort East Martello Museum
3501 S. Roosevelt Blvd., Key West
- Tennessee Williams Museum
515 Thimble Ave., Key West

305-296-6666. kwahs.org
facebook.com/KWAHS1949

KEY WEST AQUARIUM
1 Whitehead St., Key West
305-296-2051. keywestaquarium.com

KEY WEST GARDEN CLUB
1106 Atlantic Blvd., Key West
305-294-3210. keywestgardenclub.com
facebook.com/gardeninfort

KEY WEST SHIPWRECK MUSEUM
1 Whitehead St., Key West
305-292-4990. keywestshipwreck.com

KEY WEST TROPICAL FOREST & BOTANICAL GARDEN
5210 College Rd., Stock Island
305-296-1504. keywestgarden.com
facebook.com/keywestbotanicalgarden

MARATHON GARDEN CLUB
5270 Overseas Hwy., Marathon
305-743-6971. marathongardenclub.org

MEL FISHER MARITIME MUSEUM
200 Greene St., Key West
305-294-2653. melfisher.org
facebook.com/melfish

OLDEST HOUSE
322 Duval St., Key West
305-294-4501. olef.org
facebook.com/OldestHouseandGardensKeyWest

PIGEON KEY HISTORIC DISTRICT & GIFT SHOP
2010 Overseas Hwy., Marathon
305-743-5990. pigeonkey.net

SAILS TO RALES MUSEUM
901 Caroline St., Key West
305-292-8716. sagestation.net

SAN CARLOS INSTITUTE
516 Duval St., Key West
305-294-5887. instituteofsancharlos.org

UPPER KEYS GARDEN CLUB
9404C Overseas Hwy., Key Largo
305-394-2424. gardenclubupperkeys.org

MUSIC

COFFEE BUTLER AMPHITHEATER
Truman Annexfront Park, Key West
305-869-3700. thekeywestarp.com

FLORIDA KEYS CONCERT ASSOCIATION
The 2021 season has been cancelled but will reopen for the 2022 season
www.floridakeysconcerts.com

KEYS GUITAR CONCERTS
Various venues
305-364-1437. mateoguitar.com

KEYS CHORAL ARTS
Various venues in Key West
keyschoralarts.org

KEY WEST IMPROPTU CLASSICAL CONCERTS
The 2021 season has been cancelled but will reopen for the 2022 season
305-296-1520. keywestimproptu.org
facebook.com/KeyWestImproptu

KEY WEST THEATER CONCERT SERIES
512 Easton St., Key West
305-965-0433. thekeywesttheater.com

POPS IN THE PARK
Founders Park, Islamorada
305-451-4530
keyscommunityconcertband.org
facebook.com/keyscommunityconcertband

SOUTH FLORIDA SYMPHONY ORCHESTRA
Key West concerts will be virtual for 2021 season.
954-522-0445. southfloridasymphony.org
OR keysfl.com
facebook.com/southfloridasymphony

TENNESSEE WILLIAMS THEATRE
5901 College Rd., Key West
305-266-1520
twstages.com OR keysfl.com
facebook.com/TennesseeWilliamsTheatre

THEATER

FRINGE THEATER
Key West - Various venues
305-731-0561. fringe-theater.org
facebook.com/keywestfringe

MARATHON COMMUNITY THEATRE
5101 Overseas Hwy., Marathon
305-743-0094. marathontheatre.org
facebook.com/MarathonCommunityTheatre

RED BARN THEATRE
710 Duval St. (rear), Key West
305-296-9911. redbarntheatre.com
facebook.com/RedBarnTheatre

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Keys^{CO-OP}

Home

Generic

Key West

Marathon

Islamorada

Key Largo

Cultural

Dive

Images

Logos

Support

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

Tinsley Advertising has launched the 2020-2021 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



Policies & Procedures

- ▶ Approval of logo/County tag usage across all ad types - send proofs to danielle@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!

