

agendair

**PORT ST. LUCIE CITY COUNCIL  
AGENDA ITEM REQUEST**

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TYPE OF MEETING: REGULAR  X  SPECIAL

DATE OF MEETING: 2/13/2012

ORDINANCE   RESOLUTION   MOTION  X  PUBLIC HEARING

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ITEM: Interlocal Agreement w/St. Lucie County to provide matching funds for marketing at the Civic Center.

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RECOMMENDED ACTION:

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EXHIBITS: See Attached.

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SUMMARY EXPLANATION/BACKGROUND INFORMATION:

See attached.

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IF PRESENTATION IS TO BE MADE, HOW MUCH TIME WILL BE REQUIRED?

*\*NOTE if you have an audio/visual presentation to make involving video DVD or PowerPoint, you must contact Ed Cunningham, Communications Director, at 772-873-6325 or at [ecunningham@cityofpsl.com](mailto:ecunningham@cityofpsl.com) no later than two working days prior to your presentation date.*

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SUBMITTING DEPARTMENT:

Parks and Recreation

DATE: 2/2/2012

**RECEIVED**

FEB 06 2012

City Manager's Office

**INTERLOCAL AGREEMENT  
BETWEEN  
CITY OF PORT ST. LUCIE and  
ST. LUCIE COUNTY  
(PORT ST. LUCIE CIVIC CENTER)**

**THIS AGREEMENT** (the "Agreement") is made and entered into this \_\_\_\_ day of \_\_\_\_\_, 2012, by and between the City of Port St. Lucie, a Florida municipal corporation (hereinafter the "City"), and St. Lucie County, a political subdivision of the State of Florida (hereinafter the "County").

**ARTICLE I. BACKGROUND AND OBJECTIVES**

**WHEREAS**, the County and the City are empowered to enter into interlocal agreements with public agencies, private corporations or other persons, pursuant to Section 163.01, Florida Statutes; and,

**WHEREAS**, the City owns and operates Port St. Lucie Civic Center (hereinafter referred to as the "Civic Center") and desires to market the Civic Center for conventions where individuals will come from out of town and stay in hotels; and,

**WHEREAS**, the County has agreed to contribute five thousand and 00/100 dollars (\$5,000.00) from tourist development tax revenue towards the marketing campaign; and,

**WHEREAS**, the County and the City desire to enter into this Interlocal Agreement.

**NOW, THEREFORE**, in consideration of these premises and mutual covenants contained herein, the parties agree as follows:

**ARTICLE II. COUNTY FUNDING**

The County agrees to contribute five thousand and 00/100 (\$5,000.00) dollars to the City from tourist tax revenues to be used by the City to market the Civic Center. The parties agree that the County may, at the County's option, either retain the monies to directly pay marketing expenses related to the Civic Center including but not limited to trade show registration or provide monies directly to the City.

**ARTICLE III. CITY**

1. The City will match all monies provided by the County.
2. The City shall submit a written report on the expenditure of the funds to the Tourism Development Manager by September 30, 2012. The report on the expenditure of the funds from the grant shall include, at a minimal, the target audience, the marketing campaign and a copy of any publication, brochure, flyer or poster used to market the Civic Center and document the matching funds.
3. All publications issued by the Recipient shall include the following statement: "Sponsored in part by the St. Lucie County Board of County Commissioners and the St. Lucie County Tourist Development Council." In the alternative, Recipient shall use the Tourist Development Council's logo, subject to prior approval of the St. Lucie County Tourism Marketing and Public Relations Specialist.
4. If the grant cannot be used by September 30, 2012 or a subsequent audit reveals the grant was not used according to this interlocal, any money not used shall be

reimbursed to the County.

**ARTICLE IV. NOTICES**

All notices required or permitted to be given under the terms and provisions of this Agreement by either party to the other shall be in writing and shall be sent by registered or certified mail, return receipt requested, to the parties as follows:

**As to the County:**

St. Lucie County Administrator  
2300 Virginia Avenue  
Administration Annex  
Fort Pierce, Florida 34982

**With a copy to:**

St. Lucie County Attorney  
2300 Virginia Avenue  
Administration Annex  
Fort Pierce, Florida 34982

**As to the City:**

Port St. Lucie City Manager  
Port St. Lucie City Hall  
121 Southwest Port St. Lucie Boulevard  
Port St. Lucie, Florida 34984

**With a copy to:**

Port St. Lucie City Attorney  
Port St. Lucie City Hall  
121 Southwest Port St. Lucie Boulevard  
Port St. Lucie, Florida 34984

or to such other address as may hereafter be provided by the parties in writing. Notices by registered or certified mail shall be deemed received on the delivery date indicated by the U.S. Postal Service on the return receipt.

**ARTICLE V. RIGHTS OF OTHERS**

Nothing in this Agreement expressed or implied is intended to confer upon any person other than the parties hereto any rights or remedies under or by reason of this Agreement.

**ARTICLE VI. INVALIDITY OF PROVISIONS**

The invalidity of one or more of the phrases, sentences, clauses, or Articles contained in

this Agreement shall not affect the validity of the remaining portion of the Agreement, provided that the material purposes of this Agreement can be determined and effectuated.

**ARTICLE VII. ACCESS TO RECORDS**

Both parties agree to allow either party or the public, to access all documents, papers, letters or other material made or received in conjunction with this agreement.

**ARTICLE VIII. WHOLE UNDERSTANDING**

This Agreement embodies the whole understanding of the parties. There are no promises, terms, conditions or obligations other than those contained herein; and this Agreement shall supersede all previous communications, representations, or agreements, either verbal or written, between the parties hereto.

**ARTICLE IX. AMENDMENTS**

The Agreement may only be amended by a written document signed by all parties and filed with the Clerk of the Circuit Court of St. Lucie County, Florida.

**ARTICLE X. EFFECTIVENESS.**

This Agreement shall be filed with the Clerk of the Circuit Court of St. Lucie County, Florida, prior to its effectiveness.

**IN WITNESS WHEREOF** the parties hereto have caused this Agreement to be executed by their duly authorized representative(s) on the latest day and year noted below.

**CITY OF PORT ST. LUCIE, FLORIDA**

**ATTEST:**

\_\_\_\_\_  
Clerk

BY: \_\_\_\_\_  
Mayor

**APPROVED AS TO FORM AND  
CORRECTNESS**

BY: \_\_\_\_\_

**City Attorney**

Date: \_\_\_\_\_

**BOARD OF COUNTY COMMISSIONERS  
ST. LUCIE COUNTY, FLORIDA**

**ATTEST:**

\_\_\_\_\_  
**Deputy Clerk**

BY: \_\_\_\_\_  
**Chairman**

Date: \_\_\_\_\_

**APPROVED AS TO FORM AND  
CORRECTNESS:**

BY: \_\_\_\_\_  
**County Attorney**

## EVENT PLANNER CONFERENCE PROPOSAL

### Overview

This is written to propose an investment of 20% of budgeted Civic Center hospitality marketing funds, equating to \$5,000, towards the targeted goals established within the 2011 Civic Center Marketing Plan, increasing weekday occupancy, by attending Event Planner conferences and securing such business. It is believed that attending such conferences is the most direct route to the decision makers.

As the Civic Center's marketing budget is not substantial, endeavors have been successful in securing partners that have committed to contribute to these efforts. So far, the St. Lucie County Tourism Development Council has agreed through the attached interlocal agreement that they will contribute \$5,000 in matching funds. Lisa Gilrane, PSL Holiday Inn, has agreed to secure Holiday Inn or Marriott hotel rooms at little or no-cost to house our staff attending such conferences. Michelle Valvano, TDC Council member, from Perfect Drive Golf Villas, has offered her company's tradeshow booth for our use, we must only purchase our signage to complete the booth to represent the Civic Center in a professional manner.

### Review of Target Market (from 2011 Marketing Plan)

As presented within the 2011 Winter Council Retreat, the Civic Center's marketing plan revealed that the current operation experiences high occupancy on Saturdays. Therefore, full day rental is required on Saturdays. Those seeking Saturdays or part-day weekend rentals seem to be satisfied with moving their event to Friday evenings or Sundays. Increasing the occupancy during the week now must be our focus.

Therefore, the ideal customer for the Port St. Lucie Civic Center requires

- 1) A multi-weekday event space for business and/or social purposes
- 2) Event space two or more times per year
- 3) Ancillary items/service
- 4) Food and beverage catering service
- 5) Our centralized location

PSL businesses and amenities

### Review of Core Strategy (from 2011 Marketing Plan)

"The Civic Center, with its professionally elegant, flexible-sized event space will position itself as the "place where the Treasure Coast meets" for corporate and non-profit markets to increase weekday occupancy. Expanding its audience with this focus will continue to expose new potential clients to our facility that will desire to rent space for private market weekend functions and corporate and non-profit "standard work force" attendance functions to maintain weekend occupancy."

## Review of Lead Generation Plan

- Locally and Regionally
  - Advertising
  - Direct Sales (Sales Associate)
  - Indirect Sales
    - Website
    - Event Flyers
    - Cross element advertising
  - Marketing opportunities
    - Event Booth
    - Chamber of Commerce, Tourism Development Board, etc. functions
    - Cross element advertising
  - Referrals
- Regionally and Nationally
  - Direct Sales (Sales Associate)
  - Indirect Sales (Website)
  - Referrals

### Update: Passive Marketing Analysis

The marketing budget through fiscal year end 2010-11 has predominantly been utilized to establish the effective resources for passive advertising. Local business, those who know the property, have attended functions here before, and internet searches make up an overwhelming percentage of the leads that find us. To expose more people to the facility, to increase the volume of "local business", new events have been created and advertised and have been successful in lead generation results. To increase successful internet lead generation, 24% of the marketing budget has been invested into a very successful Search Engine Marketing campaign.

### Update: Active Marketing Analysis

Outreach is the definition of bringing in non-passive business. With a staff of 3 full time Event Specialists and too many passively acquired leads to manage to their full potential, outreach to Chamber functions, alone, just has not been possible.

The addition of the Sales Associate in September 2009 was the solution, however, she left in February 2010. The contract was rewritten to be more attractive to incumbent applicants; two very promising Sales Associate were hired in September 2011, one remains, attrition being attributed to the slow process of building a commission-based income on a \$500/month draw. The program has definitely been successful in enabling the Civic Center to adequately manage acquired leads to their full potential and insure outreach to Chamber functions, both of which have developed sales that would not have otherwise been probable.

The next step is to increase direct marketing to the target market. The obvious step is to strike at the heart – seek out event planners seeking facilities to hold their functions. Although analysis of Sales Associates' attempts reveals their diligence is admirable but their success in reaching event planners by telephone or email has yielded minimal results. The logical answer is to attend meeting planner conferences with an attractive plan to stand out in the crowd.

#### Proposed: New Marketing Campaign

The following is the proposed marketing campaign to attract the ideal customer, weekday business, to the Civic Center, Port St. Lucie and St. Lucie County:

The Civic Center can accommodate approximately 1500 in Emerald Ballroom for conferences, meetings and trainings. We are centrally located between Orlando and Miami. For those who have planned such events in those locations, we are attractively priced, especially in this economy for businesses that may be cutting back. We have the appeal of a suburban community versus the frustration presented by Orlando and Miami city traffic. Our area also has incredible "tourism activities" and resources to avail to prospective conference attendees, enabling us to offer a package, working vacation and benefiting the City more broadly as well as the entire County.

The introduction of this concept and the 7500 room night potential for a 5 day conference created the appeal to the SLC Tourism Development Council to back our endeavor through offering financial assistance to directly target the event planner market by attending event planner conferences. Furthermore, the St. Lucie County Economic Development Council could appeal to visiting corporations while they are in town that are "hot" on their target industry list.

#### Selecting Event Planner Conferences

Through website research and conversations with TDC administration, Visit Florida staff members and event planner conference booth sales personnel, we have narrowed down our request to attend the "Destination Marketing Association Event Planner Conference in Washington, DC on February 28, 2012."

This event's target audience is associate, corporate or third-party meeting planners. These are professionals involved with site selection for upcoming meetings, conventions and trade shows. This conference association hand-selects 1000-1200 event planners to invite each year, basing their invitations on provable, historical data of holding events of various sizes with established budgeted funds. Conference material is attached.

The event planner attendee contact list is released to the vendors in advance of the conference. It is standard that vendors use the list to make appointments to meet individually with attendees, not only at the conference, but the day(s) before and after to share marketing concepts and pricing. It would be our intention to arrive on Sunday with such established meeting appointments Monday, attend the

conference Tuesday, hold established meeting appointments Wednesday and return to Florida Thursday.

#### Staffing Event Planner Conferences

The staff attending the Event Planner Conferences would include Laura O'Brien, the Civic Center Hospitality Manager and Robert Casals, the Civic Center Sales Associate. To reach the full potential, ideally we should have a total of 4 persons locating and approaching 1200 potential attendees with a minimum 5 minute presentation over the course of 3 days. Obviously, some will immediately reject presentation and some will take longer. Many advance attempts will be made to secure longer meetings prior to arrival. Having a 300 attendee contact list per person, however, makes success much more realistic.

The final two staff persons chosen to attend are yet to be determined. Natalie Neil, Civic Center Event Specialist who exceeded her sales goals last year is a logical alternate. As SLC TDC funds are in play, Charlotte Lombard of the SLC TDC is a possible alternate who could be brought up to speed on Civic Center details, her travel expenses being charged to TDC funding.

#### Event Planner Conference Projected Expenses

<b>Trade Show Attendance</b>		
Vendor Booth		3675
3 additional badges	375	1125
<b>Trade Show Booth</b>		
Brochure Production		500
CC Booth Panels		1000
<b>Lodging &amp; Transportation</b>		
3 rms/4 nts hotel		300
4 RT Flights to DCA	250	1000
Rental Car		200
<b>Per Diem</b>		
\$34/day x 4 days (4)	136	544
		8344
50/50 split with TDC		\$4,172

**Future Event Planner Conferences**

Pending the successful outcome of this event, through established return on investment, we would like to appeal to the City and the SLC TDC to support additional funding to be slated for attending the following list of conferences to include "Destination Marketing Association Event Planner Conference in Chicago, IL in June 2012".

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