



Legislation Text

File #: 21-0247, **Version:** 1

Agenda Item Name:

Request to Approve Recommended Cooperative Billboard Advertising Program Funding Awards

Presenter:

Jessica Hurov

Description:

Request to approve Cooperative Billboard Advertising Campaign Funding Awards and Authorize Staff to Issue Corresponding Purchase Orders

Recommended Action:

Approve the Cooperative Billboard Advertising Campaign funding awards as recommended by the Tourist Development Council. Authorize staff to issue Purchase Orders to each grantee with all grant awards to be payable on a reimbursement basis only.

Approve alteration of the application attribution credit to include: 1. Visit Gainesville, Alachua County logo and 2. "Find Events, Attractions and What's Good at VisitGainesville.com"

Make the legislative factual determination that the billboards recommended for funding have as one of their main purposes, the attraction of tourists as evidenced by the promotion of the event to tourists as set forth in their respective applications, and that each billboard is primarily related to the advancement and promotion of tourism.

Prior Board Motions:

On December 8, 2020 the Board of County Commissioners approved the Cooperative Billboard Program application.

Fiscal Consideration:

Total funding is \$54,637.00 for 10 billboards. Sufficient budget will be included as part of Midyear in the Tourist Development Fund, Account 005.45.4530.552.82.63

Gainesville Regional Airport - \$15,000.00

4 Rivers Smokehouse - \$7,500.00

GNV Museums - \$10,390.00

Florida Museum of Natural History - \$14,430.00

City of High Springs - \$7,317.00

Background:

On March 10, 2021 the Tourist Development Council met and reviewed the billboard advertising campaign submittals, resulting in the recommended funding awards.

The applications are available in Commission Services for viewing upon request.

Background:

Billboard advertising is one of the most economical cost-per-impression (CPI) and is the top out-of-home (OOH) of all advertising methodologies. According to Nielsen research, 85% of viewers engage with billboard advertisements.

Alachua County has travelers off I-75 occupying hotel rooms for last-minute transient stays, leisure trips from drive-in markets, and consumer cultural, outdoor, and nature-based tourism. The 10 billboards recommended for this program will provide maximum visibility and impact, build brand and destination awareness, deliver a high reach and frequency over an extended period of time, and assist in creating a leading presence in the regional trade area.