



ARP

March 11, 2021

Possible CARES Funding and Tourism Program

Development



EXECUTIVE SUMMARY:

The CARES Act, also known as Corona 3, is a \$2.2 trillion bipartisan response to the coronavirus pandemic designed to speed relief across the American economy. This is the third relief package from Congress and is intended to assist businesses, communities, and individuals in their recovery efforts.

Recovery Promotion is part of this process, with funding earmarked for "open for business" campaigns at the appropriate time.

In late October 2020, the Martin County Office of Tourism was allocated funding to assist with rebound efforts. The office has been asked to present a series of programs and options to the Assistant County Administrator, George Stokus, who is managing all of the county's funding and recovery efforts.

The Office of Tourism will go over the proposed programs and criteria that will be presented to Mr. Stokus for consideration on March 11, 2021.

ADDITIONAL INFORMATION:

Corona 3 funding is not guaranteed.

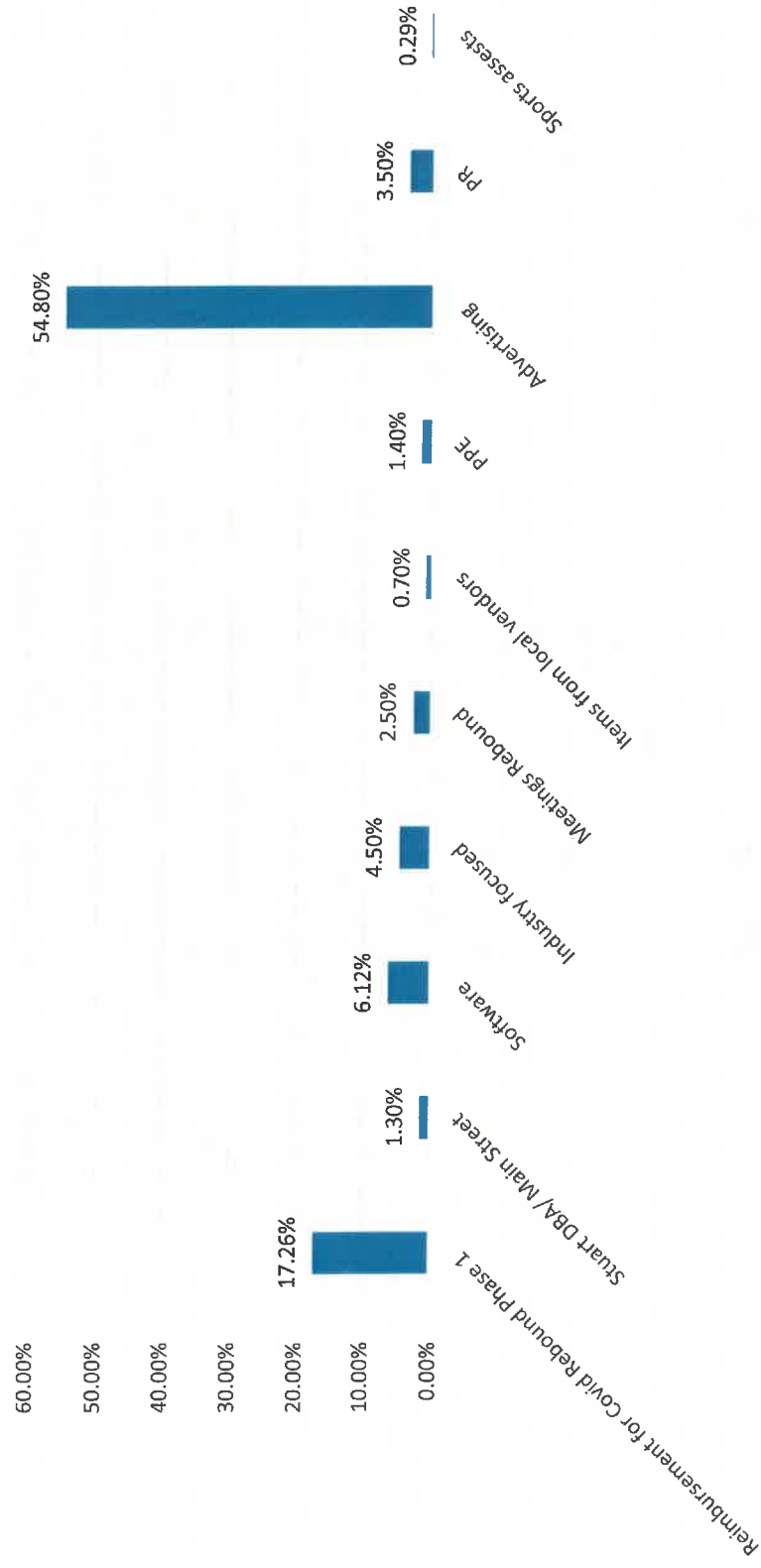
ISSUES: N/A

RECOMMENDATION: TDC to provide input. This item is for discussion only as it may directly impact TDC members.

ALTERNATIVE RECOMMENDATION:

FISCAL IMPACT: Positive as this can supplement the current budget.

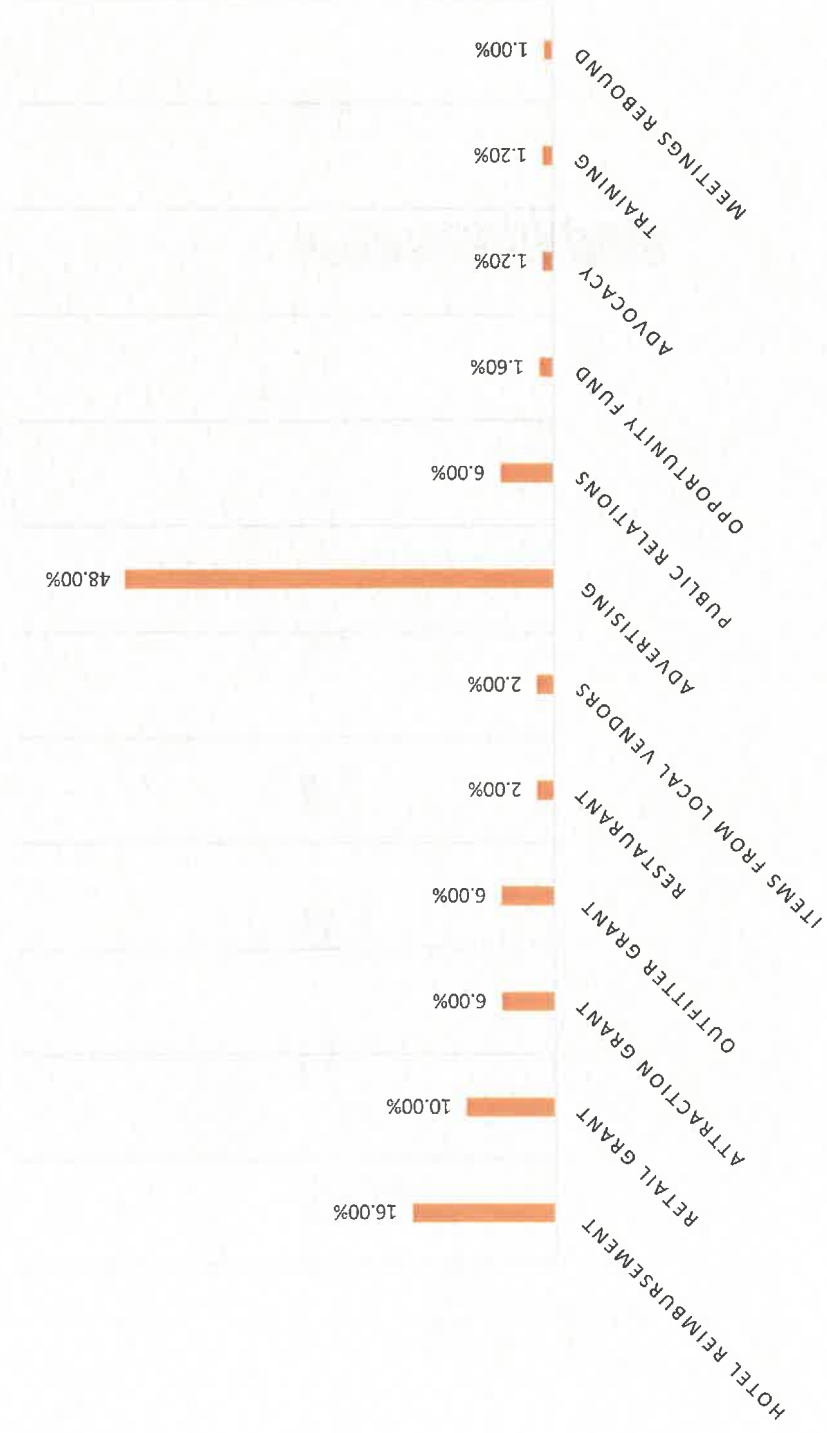
2020 CARES



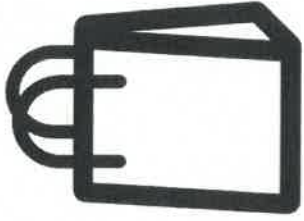
Proposed Programs and Allocations

MARTIN COUNTY
Florida

BUDGET ALLOCATION



CARES Funding and Tourism Program Development



Retail Program:
10% of funding

Retail was eligible for general county program in phase 1
May be eligible in phase 2

Criteria	Program Components	Tourism Benefit
- Locally owned Martin County Business doing business IN Martin County - Open since 2019 - Franchise stores not eligible 2019 tax return 2020 tax return or extension - P/L 25% decrease in revenue from 2020 to 2019 - Tourism focused business*	- Grant program to offset COVID Impacts 5K/ 10K based on funding - Can be used as needed - Must provide offer for new Martin County pass	- Helps keep the authentic feel of the destination - Support local small businesses - Take advantage of the popularity of trails/passes

CARES Funding and Tourism Program Development



Hotel Program:
15% of funding

Criteria	Program Components	Tourism Benefit
• Martin County property open since April 2020 • 4+rooms not primarily on vacation rental sites • Or listed as long term housing • Must provide an offer/ booking code • Program not eligible for sporting events • Program not eligible for non-profit organizations that are tax exempt	• Revamp Missed Milestones • Take advantage of Book Direct functionality • Buy 1 night get 1 free vs. 2/1 • 24 possible participants • 10 potential partners • Based on funding and participation each property would be capped at 10% of total allocated funds. • Flat rate \$5k as option	• Increase hotel volume • Support local small businesses with influx of visitors

CARES Funding and Tourism Program Development



Attraction/ Museum :

4% of total funding based on number of attractions

Eligible for general county program in phase 1

May be eligible in phase 2

Criteria	Program Components	Tourism Benefit
• Attraction/ Museum must be IN Martin County • Open since 2019 • 25% decrease in visitation from 2020 to 2019 • Children's Museum • Elliot Museum • Florida Oceanographic • Hobe Sound Nature Center • House of Refuge • Do you want to include performance venues?- Lyric? Barn? Act Studio? These are eligible under shuttered venues may be local in focus	• Grant program to offset COVID Impacts • Up 20K if only 5 attractions • 10K if performance venues added • Must provide offer for new Martin County pass	• Helps keep the authentic feel of the destinations • Support attractions dependent on visitation?

CARES Funding and Tourism Program Development



Outfitter/ Fishing Charter:

4% of funding

Businesses were eligible for general county program in

phase 1

May be eligible in phase 2

Criteria	Program Components	Tourism Benefit
• Locally owned Martin County Business doing business IN Martin County • Franchise stores not eligible • Open and doing business since 2019 • 2019 tax return • 2020 tax return or extension • P/L • 25% decrease in revenue from 2020 to 2019 • Tourism focused business*	• Grant program to offset COVID Impacts • 5K/ 10K based on funding • Can be used as needed • Must provide offer for new Martin County pass	• Helps keep the authentic feel of the destination • Support local small businesses • Take advantage of the popularity of trails/passes

CARES Funding and Tourism Program Development



Restaurant:
2% of funding
Restaurants were eligible for 3x PPP of retail

Criteria

Criteria	Program Components	Tourism Benefit
• Locally owned Martin County Business doing business IN Martin County • Franchise establishments not eligible • Open and doing business since 2019	• Pay for FRLA membership • Pay for Seal of Safety • Or can increase funding and do program similar to retail • Marketing Campaign for restaurants- take a pic win a \$100 gift card	• Build Treasure Coast FRLA Chapter • Provide access to FRLA training programs • Seal of Safety program has advertising components build in



CARES Funding and Tourism Program Development



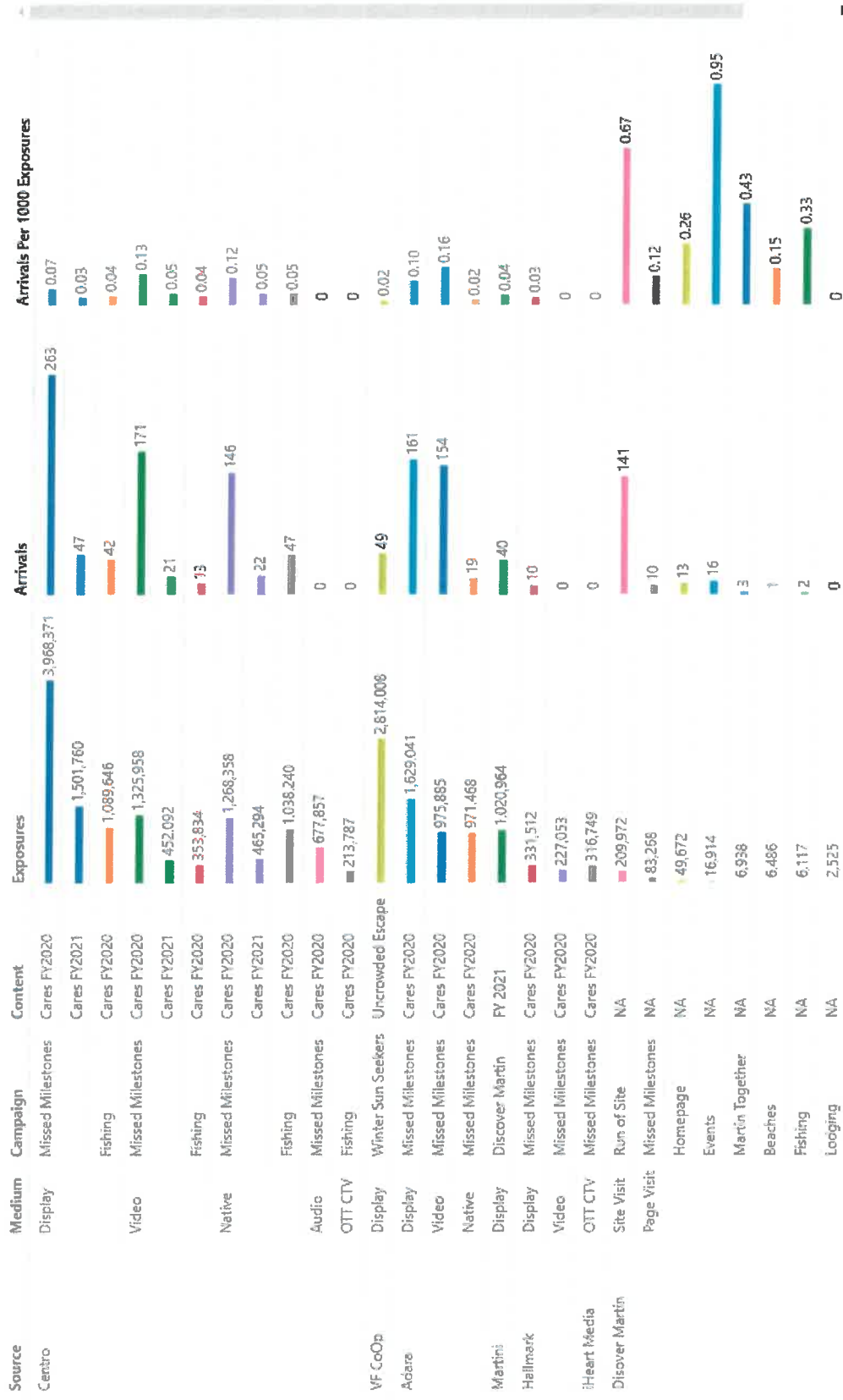
Marketing, Public Relations, Programming



• Items from local vendors	2.00%
• Advertising	48.00%
• Public Relations	6.00%
• Opportunity fund	4.00%
• Advocacy	1.20%
• Training	1.20%
• Meetings Rebound	0.80%

Media Tracking and Input

Arrivals Per 1000 Exposures





Visitor Trends By Origin Market

tsv csv

Dates

09/01/2019 - 04/09/2021

Granularity

Region & Country

Origin Country

All selected

Origin Region

All selected

Visitor Type

Non-local

- ☐ [Select all]
☐ Local
☒ Non-local

POI

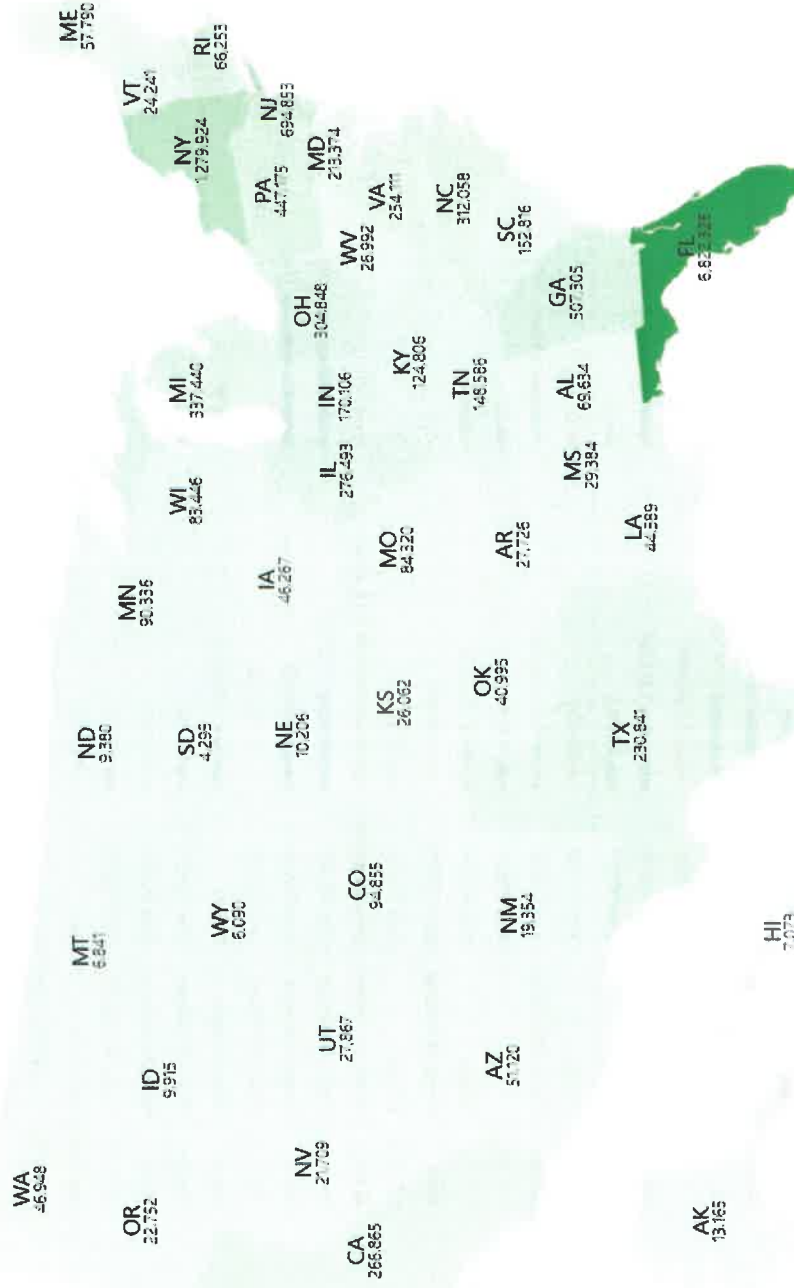
Color By

Visits

Apply

Save

Clear





Calibrated Travel Trends NEW!

TSV CSV

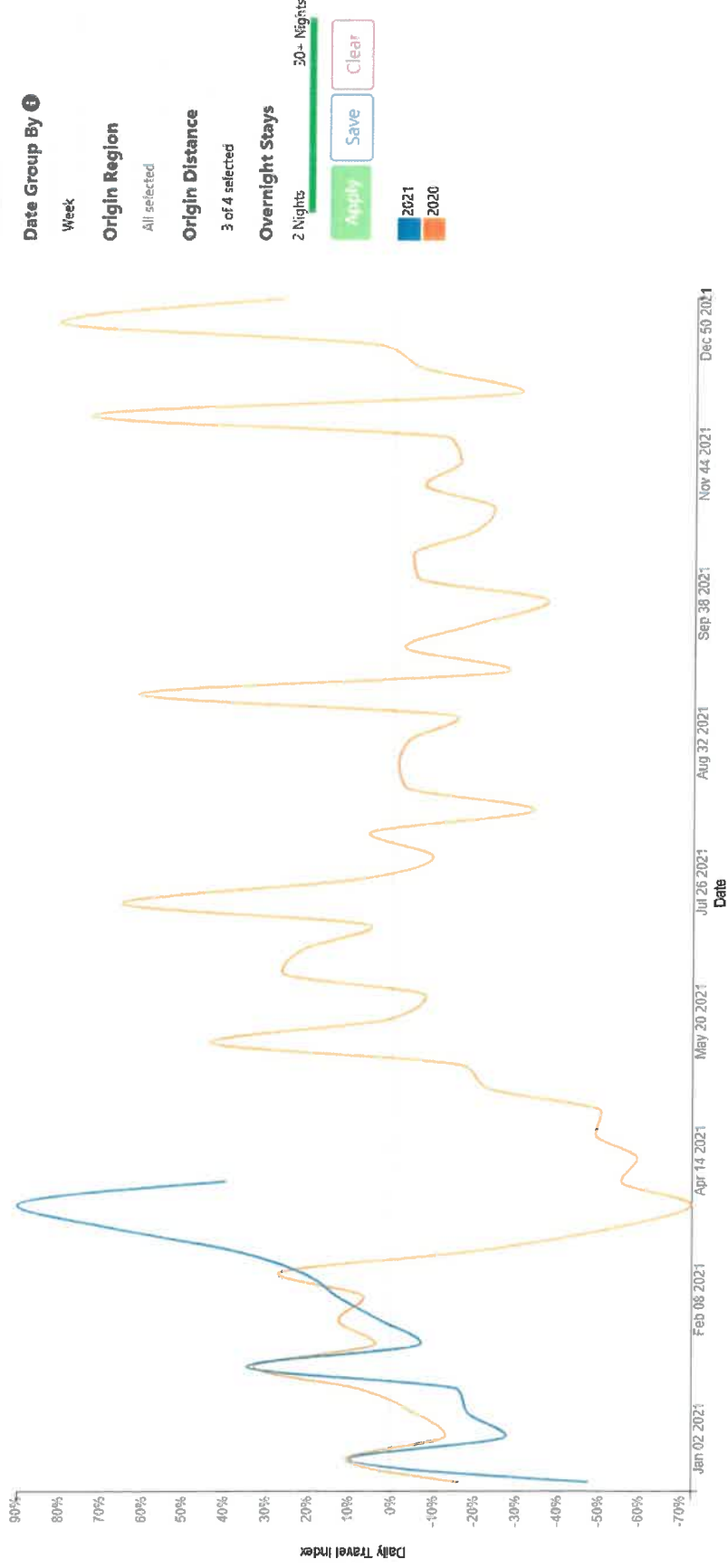
Years to Compare

2021, 2020

Index Change: **95.0%**

2020 Daily Travel Index: **-55.6%**

2021 Daily Travel Index: **39.5%**



May 1, 2020- September 1, 2021



Dates
05/01/2020 - 09/01/2021

Origin Markets
All selected

User Groups
Universe

Color By
Arrivals

Arrivals
1 4,975

POI

Length Of Stay (Days)
2 14

Primary Destination
All

Top Origins

Origin	Arrivals
Miami/Fort Lauderdale	4,975
Orlando/Daytona E	3,264
Tampa/Saint Peters	2,009
Jacksonville-Burns	890
Fort Myers/Naples	755
West Palm Beach/F	726
Atlanta	679
New York	392
Tallahassee/Thoma	250
Charlotte	210

