Minutes of the 20150930 Tourism & Visitor Promotion Committee, page 1 of 10

Introductory, TVPC Meeting

At roll call at 6PM, the following were present: Carl Hally, Nancy Moore, Alan Kleinfeld, Kerry Hupp, Sunnee Clark, and Robin Brooks, staff. Wesley Bloomfield arrived shortly after roll call. Soraya McKay, Little Dog Agency, was present with Kaili Howard.

Both the August 26 and the Sept. 16 minutes were unanimously approved on motions by Hupp and seconds by Clark.

Remarks and Updates by the Chair Hally

Council will consider at its next meeting an appointee from lodging to replace Alex Hunter, who resigned.

Hupp and Hally have met with Helen Hill, head of the Charleston Visitors Bureau. The CVB has provided evidence of increased emphasis on beaches, has appointed a diligent liaison to us, and has done a couple of well-received posts on Folly. We have sent them contracts worth about $17,000. They have asked for a fixed percentage of our state-mandated revenues. Hally suggested 10%. Folly Beach is the only municipality among 17 in Charleston County that uses its A-tax money to do its own advertising. All other depend entirely on the CVB.

Hally presented a preliminary budget (included) but asked Little Dog Agency to suggest revisions to the allocation.

Hally received from McKay a ticket to a Panther game that came with an ad buy for the Panther Yearbook, copies of which were available. After the committee consults legal issues, the ticket may be used for some kind of tourism incentive or for a nonprofit.

Hally noted that Moore’s cultural and educational calendars for each month represented hours of work and needed to be used more productively. Moore said that the Folly Calendar is more frequently downloaded and encouraged Folly Beach organizations and the City to get events listed earlier. She said that she hoped Arts Alliance’s new calendar would work for downtown events.

New Business

All but about 20 minutes of the 2-hour meeting was a workshop, led by McKay with extensive handouts (included), that discussed branding and advertising avenues. While no votes were taken, consensus was reached on some immediate buys. More than half of the workshop time was devoted to logos and tag lines. Committee members liked the Google-style circles illustrating different aspects of Folly such as boating and cuisine. They suggested flexible content within the circles, and they struggled with the effects of different fonts, tinting, and positioning of images. McKay said that expandable versions of the logo could be sent to companies and organizations and become part of t-shirts and other merchandise.

A possible ad buy due Friday, for USA Today’s “Go Escape,” focused the discussion toward at least some temporary decisions. Several half-pages were proposed. The Committee rejected the “beauty” shots of the sand and water as the dominant image and, instead, chose a compelling picture of a leaping dolphin photographed and donated by Richard Beck. The theme was what “Wade,” the dolphin likes. The tagline chosen was “Charleston’s Beachtown,” which takes advantage of both Charleston’s popularity and of Folly’s value and natural beauty.

In addition to the USA possibility, the logo, and tagline, McKay scanned other areas:

- Website map
- Request for $2500 additional for building of the website anew
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- Possible purchase of $60,000 through Raycom Media, which would target digital and TV media. This possibility brought forth a discussion of using local vendors vs. ones affiliated with a national company.
- Media Kit
- Need for photos and videos (Many good ones already received.)

The TVPC adjourned at 8:06 with plans to meet Oct. 14.

Respectfully,

Nancy Moore
Secretary
Materials considered from Little Dog Agency:

FOLLY BEACH TVPC - LITTLE DOG AGENCY
9/30/15 Meeting Agenda

LOGO DESIGNS:
• Review all revisions to first round as well as new options
• Any objections to adding "SC" to the logo designs?

TAGLINE:
• Review short list from first round as well as new options

AD LAYOUTS:
• Review and discuss three ad layouts
• Talk about follow up to any of the campaigns
• Give a few ideas of web ads

WEBSITE MAP:
• Decided to start from scratch
• Additional fee for this would be $2500 (already committed to $2500 so total would be $5K) - OK?
• Review site map - THIS DOES NOT have to be the final sitemap. It will get us started with the structure and the content but we will be able to revise as we build

ADVERTISING BUYS:
• Still pulling info together on a few things
• Talk about Raycom opportunity - thoughts?
• Let's talk about tourist pubs ... especially here.
• Review web badge verbiage for CVB (below)

Closest Beach to Charleston, Folly Beach
Experience the Charleston area's eclectic, laid back beach. Dining, shopping, eco-tours, excursions and more on the friendly and picturesque Folly Beach.

MEDIA KIT INFO:
• Working on gathering and writing. Will keep you in the loop

PHOTOS / VIDEOS:
• Contacted all sources.
  Richard Beck sent us a disk, he has lots more based on what we like
  he is fine donating the photos for photo credit
  Julia Dumar sent a link to a few, working on putting some into dropbox
  http://follyphotos.com/buy-prints/
  may have to purchase the ones we want (but still unsure)
  Chart Group making us a disk
  Vive Media sent a link to view  https://vive-media.smugmug.com/
  For custom work:
  Video, 3 Hours of filming, editing, etc  $700
  Photography, Half Day  $500-ish
  Surfer's Healing (Nancy Hussey, 843-343-4047, surfershealingfolly@gmail.com)
  Gathering some photos for us. she should have plenty we can use for
  photo ask about price
  Star Achison - didn't get in touch

  FOLLY BEACH TAGLINE IDEAS

  Tagline Ideas we liked from last meeting:
  Enthusiastically Laid-Back
  If the Flip-Flop Fits ...
  Sea for Yourself
  Irresistibly Different

  Other Tagline Ideas:
  • Where the livin' is easy
    (could be seasonal ... "Wintertime, and the livin' is easy", "Autumn and the livin'
    is easy)
  • Livin' easy ... year round
• 12 Square Miles of Awesome
• 12 Square Miles of Happy
• You'll feel like a Local
• Wave hello to paradise
• Famously Folly
• Authentically Easy Going
• It's just different, it's Folly
• Irresistibly Unique
• Fun, Friendly, Funky, Folly
• Do whatever floats your boat
• So much to see ... nowhere to be
• Where laid-back is contagious

FOLLY BEACH WEBSITE SITEMAP - planning phase

¬ Home
  o Places to stay section
  o Things to do section
  o Food & Drink
  o Uniquely Folly (History, staples etc)
  o Events
  o Interactive Map section that shows restaurant/activities/shops etc.
  o “Distance to” section that shows how close it is to nearby attractions
  o Pick Your Passion section: Dining, Lifestyle, Outdoor Activities, Culture
  o Tab at top that says something specific about the current season, and will allow you to click through to see Things to do/what's going on in the next couple months
  o Possible Instagram section with folly hashtags (when we come up with a good one to start pushing)

¬ Places to Stay
  o Hotels
  o Bed & Breakfast
  o Vacation Rentals
  o *Different Section for each that will be able to take to separate pages
  o Interactive map for these

¬ Things To Do
  o Activities
  o Shopping
Entertainment
- Worship/anything else we are thinking
- *Different Section for each that will be able to take to separate pages
- *Will be able to sort each one by different categories (Arts & Culture, Attractions, Cruises/Guided Tours, Nightlife, Family Fun, Outdoors & Nature, Shopping, Spa, Fitness etc)

Food & Drink
- “Dine Like A Local”
- Restaurants that can be sorted by category
- Interactive map for these

Uniquely Folly
- History
- Visitor Info / Insider Tips
- News

Events
- Local Happenings
- Plan your event (weddings, family reunions etc)
- Event Calendar
- Section to showcase larger upcoming events (further into the future)
**FOLLY BEACH**

**HAPPINESS FACTOR:** Extremely High

**CROWDS:** Minimal

**EXTENDED FORECAST:** More of the same

*Get up to minute Folly Beach updates at: VisitFolly.com*
Meet Wade, Bottlenose Dolphin, Folly Local

Likes: Playing with kayakers, trips with the family, a good joke
Dislikes: Litter on the beach, autocorrect, politics
Favorite Saying: “There are other fish in the sea.”
Best thing about living on Folly Beach: The super friendly people

You’ll never believe what we can fit into 12 square miles.
Beaches· Dining· Shopping· Surfing· Excursions· Rivers· Boating... and lots of General Blissfulness
9 Miles to Downtown Charleston... VisitFolly.com

A Little Slice of Paradise.
Contains a large amount of relaxation and a bunch of really gorgeous sunsets.
A little sandy, but beautiful.
To claim, Visit Folly.

Found:
Contains a large amount of relaxation and a bunch of really gorgeous sunsets.
A little sandy, but beautiful.
To claim, Visit Folly.
### TVPC EXPENSE BUDGET WORKSHEET
Draft 9/26

#### BUDGET

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Media Kit

Gratuities

Special Promotions

Email/Mail

Analytics

CAVCB

Visitors Guide

Wedding Planner

Web

Support (10% of State Return)

Professional Services

Greene Finney Hogan

Contingency

Grand Totals