



Fort Pierce Authentic Tours Program

AGENDA

April 3, 2014
3:30 p.m.

- I. CALL TO ORDER
- II. PLEDGE OF ALLEGIANCE
- III. ROLL CALL
- IV. MINUTES
- V. FINANCIAL REPORT
- VI. OLD BUSINESS
 - A. Membership Report (Libby Woodruff, City Grants Administrator)
 - B. Website Update (Libby Woodruff)
 - C. Banner Update (Libby Woodruff)
 - D. Billboard Update (Camie Sellin, Libby Woodruff)
 - E. City Parking Garage Retail Space (Libby Woodruff)
 - F. Poster Display Space at City Marina (Libby Woodruff)
 - G. Notifying FPAT Members of Board Activity (Libby Woodruff)
- VII. NEW BUSINESS
 - A. FPAT Presentation to City Commission
 - B. Tourism Expo – (Libby Woodruff)
 - C. FPAT Members Volunteering at Community Events (Libby Woodruff)
 - D. “2nd Street Saturdays” (Libby Woodruff)
- VIII. BOARD COMMENTS
- IX. PUBLIC COMMENTS (5 MINUTES PER CITIZEN)
- X. STAFF COMMENTS
- XI. CLOSE



Banner Works of Florida

472 Still Forest Terrace - Sanford, FLK 32771
 800.438.0351 F. 407.322.7245
 www.bannerworksfl.com

MOCK UP#: 10246.14wg **PAGE:** 1 of 1
JOB NAME: City of Ft. Pierce
DATE: 3.25.14
REVISION 2

BANNER INFO

FABRIC: Sunbrella Persian Green

SIZE: 18"x 36"

HEMS: 3"

SIDES: 2

PANTONE INKS

White

ARTWORK INFO:

Custom

PLACEMENT:

Artwork is centered

TYPEFONTS USED:

Trajan, DIN Bold, Univers Bold Cond

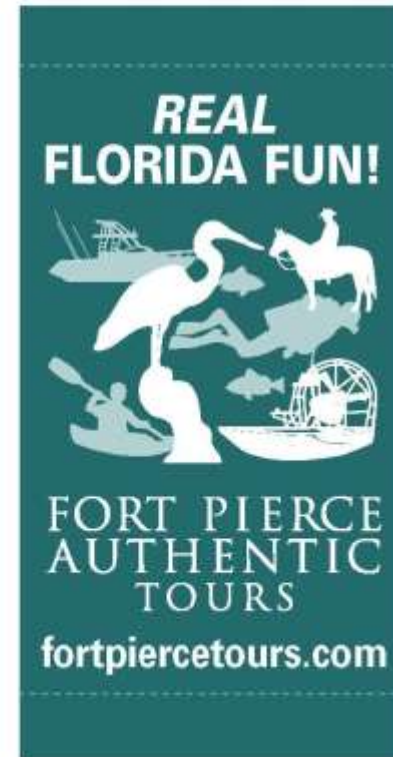
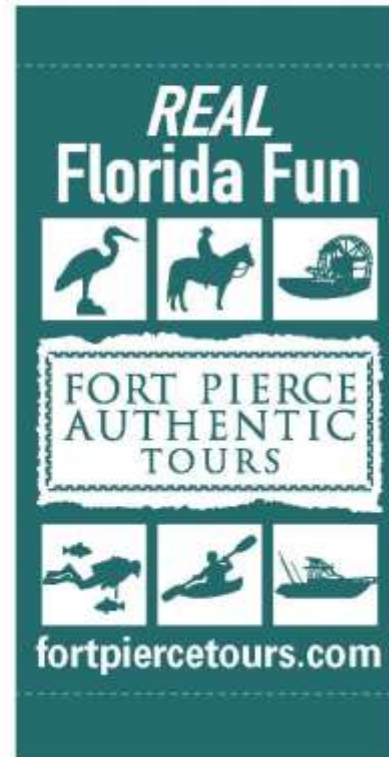
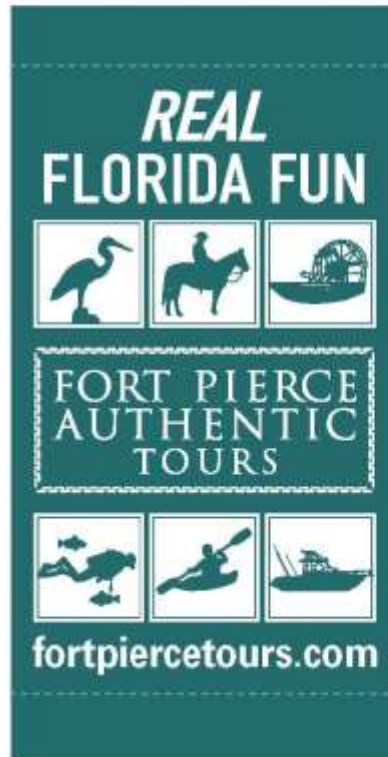
IMPORTANT, PLEASE NOTE: The colors shown on this mock up are reasonable representations of customer approved colors. If PMS color matches are required, Consort will, with the best technical methods possible, match PMS colors which may not necessarily be the exact colors represented on the paper mock up.

ARTWORK READY TO PRINT: YES

CUSTOMER: PLEASE SIGN & RETURN

Authorized by _____

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SIZE: 18"x 36"

HEMS: 3"

SIDES: 2

PANTONE INKS

White

ARTWORK INFO:

Custom

PLACEMENT:

Artwork is centered

TYPEFONTS USED:

Multiple

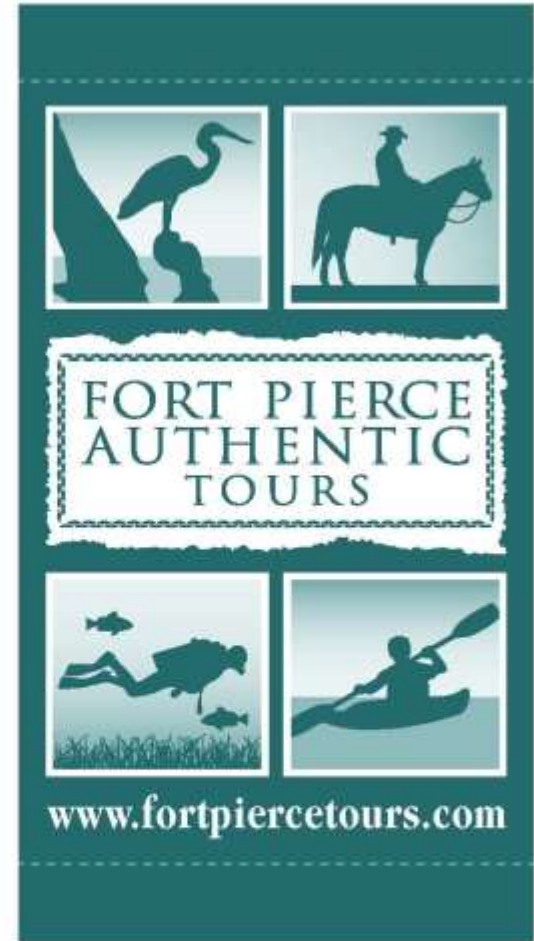
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Hello from Florida! :)

FORTPIERCETOURS.COM



FortPierceTours.com



Hello from Fort Pierce! :)



fortpiercetours.com



FORT PIERCE TOURS

FORT PIERCE TOURS

FORTPIERCETOURS.COM

Come see the
Real Beauty.

fortpiercetours.com

Boat Tours • Scuba Diving • Horseback Riding • Surfing • Diving

Fort Pierce Tours

FORTPIERCETOURS.COM



Catch Some Rays!

Fort Pierce Tours



www.FORTPIERCETOURS.COM

A banner for Fort Pierce Tours. The background is a sunset over water with silhouettes of palm trees on the left. The text "Fort Pierce" is in large, bold, black letters, and "TOURS" is in a smaller, wood-grain textured font below it. A small logo is in the bottom left, and the website URL is in the center.

www.FortPierceTours.com

A collage of four images representing different tour activities: a beach with people riding horses, a scuba diver underwater, a group of people kayaking on a lake, and a boat named "OUTCAST" on the water. A central logo for "FORT PIERCE AUTHENTIC TOURS" is overlaid on the collage.

DISCOVER
Fort Pierce

FortPierceTours.com



ST LUCIE
COUNTY
CHAMBER OF
COMMERCE



Tourism Expo & Chamber BASH

Wednesday, May 21, 2014 5:30pm—7:30pm
Holiday Inn, Port St. Lucie, 10120 S. Federal Hwy

Educate the locals about your tourism related business.

*Reach out to 100 residents and business people at the
St. Lucie County Chamber of Commerce BASH.*

Vendor Table—Display your business information and speak directly to the attendees. \$100.00 plus a door prize for drawings.

Brochure Distribution—Have your brochures to be displayed at the BASH. \$25.00 per 100 brochures.

Business Name: _____

Contact Person: _____

Phone Number: _____

Email Address: _____

Please complete this form and return it to the St. Lucie County Chamber of Commerce by May 1st with check payable to the SLC Chamber. Mail to: 2937 W. Midway Rd. Fort Pierce, FL 34981. Space is limited. Must be a Chamber Member. Questions: Michelle MacNichol 772-873-0515 or Michelle@StayPGA.com

**Sponsored by the
St. Lucie Chamber of Commerce Tourism Committee.**



Smithsonian Marine Station



**Fort Pierce Lady
Deep Sea Fishing**



Florida Airboat Excursions

Established by Resolution #11-25 in May, 2011 – “FPAT”

Mission



- **Help establish Fort Pierce as a pristine all-season tourism destination;**
- **Pursue relationships with organizations and tourism providers that foster mutual goals, provide cooperative marketing and funding mechanisms and increase tourism in Fort Pierce;**
- **Increase visitor numbers, trip duration, positive economic impact and create and sustain jobs in the City of Fort Pierce;**
- **Act as liaison between eco / nature / agri / aqua / cultural heritage-related tourism businesses and the community; and**
- **Protect our local environment and wildlife habitat.**



Indian River Lagoon
Boat Tours



Motorized Kayak Adventures



Collaborations / Partnerships

- SLC Tourism Development Council (TDC)
- SLC Chamber of Commerce / Seven Gables House Visitor Center
- "Visit Florida" (State of Florida Commission of Tourism)

Results To Date:

- Steady increase in Fort Pierce visitors. 'Off Season' tourism has increased by more than 30% since 2012;
- Creation of 25 NEW jobs within local tourism industry since 2012; and
- Increasingly positive feedback from tourists.



Adams Ranch



Tours on Horseback



Dolphin Watch Boat Tours



Regional History Center

Moving Forward...



- Recently applied to Visit Florida for grant to help cover costs of brochures and display space in ALL Florida Welcome Centers;
- Decorative banners currently being designed; will be installed on light poles throughout the City;
- Billboard currently being designed; will be installed at I-95 Orange Avenue exit;
- Currently advertising in:
 - National Geographic - Travel Edition
 - Treasure Coast Almanac
 - St. Lucie County Travel Guide
 - Facebook



Heathcote Botanical Gardens



Al's Family Farms



Last Mango
Sport Fishing Charters



Manatee Observation &
Education Center

- **Moving Forward...**

- Creating promotional posters to display at City Marina and in Parking Garage retail space windows;
- Incorporating all City tourism venues into FPAT (Sunrise Theatre, City Marina, Jetty Park, Hurston Trail, etc.);
- Encouraging more local tourism businesses to participate;
- Tourism business owners working FPAT booths at Saturday Markets, Friday Fests, other local festivals, etc. ; and
- Continually gauging results to get best 'bang for our buck' for advertising dollars.



The Highwaymen
Heritage Trail