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# City of Palmetto Agenda Item

**Meeting Date**

7/13/10

**Presenter:** Jeff Burton

**Department:** CRA

**Title:**

**Marketing Palmetto CRA through video media**

**BACKGROUND:**

**STATUTORY AUTHORITY FOR PARK ACTIVITY**

Florida Statute 163.345 Encouragement of private enterprise

163.345 Encouragement of private enterprise.--

(1) Any county or municipality, to the greatest extent it determines to be feasible in carrying out the provisions of this part, shall afford maximum opportunity, consistent with the sound needs of the county or municipality as a whole, to the rehabilitation or redevelopment of the community redevelopment area by private enterprise.

1993 CRA Plan states

"Image" is mentioned at least 49 times in the action plan

Downtown Palmetto and the CRA district has an image problem; it is perceived as a declining area. (Pg 46)

If Palmetto's negative image persists, it could be expected that the current level of Downtown use and patronage will deteriorate. Private sector reinvestment will also deteriorate. (Pg 47 related directly to FS 163.345 Encouragement of private enterprise)

Overcoming "past Images" of Palmetto has been a problem... (Pg 51)

The City commercial/retail districts lack a visual theme which is uniform, or creative in the form of signage, lighting... (Pg 54)

An image of safety needs to be created to attract people and business. (pg 53)

**Actions:**

Take advantage of current video production of CRA Board by incorporating its use at the Carmike Cinema.

Carmike Royal palm 20

20 screens= 700 movies per week

One supplied :60 audio/visual spot before every movie= 700 spots per week Pod 1

16 week campaign= \$490 per week= .70 per spot (September - December)

\* Handling/production fee \$450 billed separate

Advertising - \$8000

Handling Production - \$450

<b>Budgeted Amount:</b>	\$25,000.00	<b>Budget Page No(s):</b>	194	<b>Available Amount:</b>	\$0.00	<b>Expenditure Amount:</b>	\$9,000.00
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**Additional Budgetary Information:** Advertisement will run from September to January

<b>Funding Source(s):</b>	190559489 1	<b>Sufficient Funds Available:</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<b>Budget Amendment Required:</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Source:</b>	FY 10
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<b>City Attorney Reviewed:</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> N/A	<b>Advisory Board Recommendation:</b>	<input type="checkbox"/> For <input type="checkbox"/> Against <input type="checkbox"/> N/A	<b>Consistent With:</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	FS 163 CRA Plan
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**Potential Motion/ Direction Requested:** Motion to recommend CRA advertising for \$9,000 for Screenvision Advertising.

**Staff Contact:**

Jeff Burton	Interim CRA Administrator	
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**Attachments:**

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**Jenith Silverio**

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**From:** Damian Fasce [dfasce@screenvision.com]  
**Sent:** Wednesday, July 14, 2010 4:57 PM  
**To:** Jeff Burton  
**Subject:** Requested cinema information: Jeff Burton

Hello Jeff,

Good talking with you and thank you for taking the time to consider cinema marketing as a new, effective way to reach the community.

Screenvision has enhanced and redesigned the cinema medium, launching our digital preshow and is proving effective for all types of businesses and organizations in reaching a large, local, diverse audience in the most captive and distraction free atmosphere available.

Cinema advertising is primarily a medium; designed to create a constant "top of mind awareness" over time, and has a higher recall and attentiveness to other forms of advertising which has made cinema emerge as a sought after medium across the country.

#### Cinema Highlights:

- \* The power of cinema is the audience is truly captive and free of distractions, they are attentive, relaxed, local, and have discretionary money to spend.
- \* Cinema ads are recalled more than 2 to 1 versus traditional mediums and are the has the highest attentiveness over all mediums (Nielson Research)
- \* Cinema is second only to the internet in advertising growth (14% in 2009), while many traditional mediums are becoming more cluttered, fragmented and diminished in value.
- \* Movie going is by far the number one leisure activity in the country; three times more people attend movies than all sporting events, concerts and theme parks combined.
- \* Consumers are overwhelmed with advertisements on television, radio, newspaper/magazine, and billboards; much of it is glossed over, ignored and become somewhat mundane.
- \* Cinema ads are viewed as "cutting edge" and "outside the box" marketing, resulting in a higher image and name recall than many traditional mediums provide.
- \* Cinema will allow you to reach many demographics with one investment; all types of people attend movies.
- \* Cinema will allow you to reach multiple decision makers in a captive setting; husbands and wives, friends and families attend movies together.
- \* Over the course of a year, 7 out of 10 people will attend a movie, average movie goer is 8 a year.
- \* 2010 is projected to be the highest grossing and attended year in Hollywood's history.
- \* Hollywood spends Billions of dollars promoting their films year round in order to drive people to theaters and view your ad.
- \* Screen space is extremely limited in each market, few businesses will have the opportunity to utilize the power of Hollywood; about ten local businesses will be featured; cinema is an effective, unique way to separate your message from others and build a strong, branded community presence over time.

#### The Preshow:

Screenvisions new show starts approximately 20 minutes before every movie consisting of three 6-7 minute segments; theater announcements, Coca Cola promotions and E Entertainment hosted trivia, music videos, celebrity interviews etc...The segments are rotated evenly with

advertisers strategically placed throughout in order to gain and keep the audiences attention on the screen, thus providing maximum exposure for our clients.

One advantage with Screenvisions digital preshow is our entertainment rich content with few advertisers for a higher impact along with our onscreen host to actively engage the audiences attention throughout the show.

The Program:

Screenvisions Digital theaters are capable of featuring a :10 animated slide; a :15 animated slide with voiceover or a client supplied :30 or :60 audio.visual television spot.

Based on our conversation, below are the program options to feature your supplied :60 audio/visual spot in either pod 1 (up to 5 minutes before published ShowTime) or pod 3 pre-emptible (up to 15 minutes before published ShowTime)

Carmike Royal palm 20

20 screens= 700 movies per week

One supplied :60 audio/visual spot before every movie= 700 spots per week Pod 1

52 week campaign= \$415 per week= .59 per spot

28 week campaign= \$490 per week= .70 per spot

One supplied :60 audio/visual spot before every movie= 700 spots per week Pod 3 pre-emptible

52 week campaign= \$300 per week= .42 per spot

28 week campaign= \$375 per week= .53 per spot

\* Handling/production fee \$450 billed separate

\* to secure space, first four weeks required then you are invoiced every four weeks after going to screen.

Value wise, cinema delivers. For about the cost of one or two newspaper ads a week or a fraction of a radio or television campaign; you can be one of about ten select local businesses to receive hundreds and hundreds color, sight sound and motion ads on a forty foot screen where the audience has to look at!

Please contact me with any questions otherwise I'll be in touch tomorrow.

Thanks again!

For more information visit [www.screenvision.com](http://www.screenvision.com)<<http://www.screenvision.com/>>

Damian Fasce  
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Screenvision Direct

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Grow your business at the movies...the most captive audience anywhere!

"It's more important to reach the people that count, than count the people you reach!"