



**Report of**  
**Economic Development Efforts**  
**Fiscal Year 2012-2013**

**Submitted to: Jason Brown, Director of Management and Budget**  
**Indian River County**

**By: Barbara Hoffman, Chairman of the Board**

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## Funds

The CCIRC received Tourist Development Funds from Indian River County through the recommendation of the Tourist Development Council and approved by the Board of County Commissioners in the amount of \$60,000 for the Fiscal Year October 1, 2012 through September 30, 2013.

### Tourist Development Funds

The Cultural Council's definition of cultural tourism is travel directed at experiencing the arts, heritage, and special character of a place. This year's work on cultural tourism focused on serving the visitors to our county with information on the abundance of quality cultural events and activities. The **Direct Impact** on the visiting tourist was that they were able to use the Cultural Council's website calendar of events, both before and during their visit. The 2012-2013 Fiscal Year Arts and Cultural Event Guide was available for their use and events and activities were reinforced through local advertising. The Cultural Council's Arts and Cultural Information Center provided information on the many cultural events and made recommendations to visiting tourists as has the new Cultural Concierge Service.

The **Indirect Impact** on tourism through promoting the cultural industry shows an industry that remains healthy and viable, engaging the visitors who come to our area and spend their monies in galleries, festivals, theatres, museums and concerts.

TDC funds were used in the following way...40% advertising, 30% website/calendar of events, weekly e-newsletters, 25% Arts and Cultural Information Guide and its distribution, 5% Arts and Cultural Information Center.

This year the Cultural Council continued its previous practice of advertising and use of its website. However, with enhancements and newly added initiatives we accomplished the following:

- Placed over 30 advertisements in a variety of print publications
- Produced weekly full color one/half page advertisements in the Press Journal
- Broadcast over 15 1-minute advertisements weekly on 107.9 FM, 1370
- Broadcast weekly live 8 minute interviews on 1490 WTTB
- Sent weekly Cultural e-Newsletter to over 1,400 individuals
- Created and maintained an event calendar on the CCIRC website
- Daily update our FACEBOOK page with Arts and Cultural events going on all over the County
- Website statistics: annually 57,573 visitors viewed 151,055 pages
- Website statistics: monthly 6,274 visitors viewed 17,111 pages
- Website statistics: 42 Countries visited the CCIRC website
- Updated the Arts & Cultural Information Center
- Our Outreach program includes an Information booth which travels all over the county to festivals and markets.
- Published 25,000 2013-2014 Arts and Cultural Information Guides

The Chairman of the Board and acting Executive Director was an active participant in the Chamber of Commerce's Tourism Division Meetings to coordinate and maximize efforts with other local tourism businesses. She also participated in the Chamber's cultural marketing strategic planning sessions.