POLK COUNTY FINANCE

BUDGET AMENDMENT: TOURISM SPECIAL REVENUE FUND BALANCE APPROPRIATION

DATE: 7/21/2025 BOC Meeting BATCH #: _____ LINE_____

Dept.: Tourism

Amendment # : 2-F Fund balance

INCREASE EXPENSE			REDUCE FUND BALANCE APPROPRIATED		
GL ACCOUNT #			GL ACCOUNT #		
21-6170-3908-0	Marketing	$ 43,500	21-3991-0000	Fund Balance Approp	$ (43,500)

EXPLANATION: To appropriate fund balance to increase marketing - see attached

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Date approved & entered into the BOC minutes

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COUNTY MANAGER **FINANCE OFFICER**

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Polk County

Paid Media Addendum, estimate

11 July 2025

We've put together a Paid Media overview to support Polk County's late-summer tourism push. Below are a variety of options, with strategy recommendations focused on reaching new audiences through fresh platforms. These suggestions consider cost, timing, and overall reach, and are designed to align with ongoing social media efforts and partner resources for a consistent, high-impact message across channels.

The Team:

BIG SEA + JB MEDIA

- In October 2025, JB Media and Big Sea came together through a mutually agreed-upon acquisition, focused on creating greater opportunities and long-term growth.
- The same trusted Asheville-based team, including Justin, continues to serve Polk County—bringing years of local partnership and insight.
- Our Asheville office remains active and involved, now joined by the broader support of Big Sea's leadership, including their CEO.
- You'll experience the same communication style and workflow you're familiar with—nothing changes there.
- With the added strength of the Big Sea team, we're excited to offer expanded services, tools, and expertise to better support your goals.

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The Idea:

Adding new platforms to your marketing strategy allows you to reach different audience segments at various stages of their buyer's journey, while delivering a consistent, streamlined message across channels. This multi-platform approach also lets you connect with people when you have their full attention—like during rush hour in the car—offering a calm, inviting ad for the First Peak region just when they're most likely to be dreaming of a peaceful escape.

RECOMMENDATION: TO BE FINE-TUNED ONCE ACCEPTED

- (1) **Digital OOH** or Digital Billboards are a great way to reach an audience in larger cities who are interested in travel and tourism.
    - We can target Charlotte, Charleston, and Columbia with not only large scale Billboards, but also smaller screens like gas stations, convenience stores, grocery stores, and liquor stores.
    - Smaller screens: video with Voice Over
    - Ad Spend $3,000/ month for the best visibility and reach (~450K views)
- (1) **Digital Radio** ads are a very cost-effective way to reach targeted, engaged local and regional audiences, making them ideal for driving interest and visits to tourism destinations.
    - Targeting larger cities within a driveable distance: Charlotte, Columbia, Augusta, and Atlanta.
    - Play times could align with rush hour, for example, to create a sense of calm, reflection, and connection.
    - Messaging for Digital Radio and Digital OOH could align to potentially reach the same audiences.
    - Ad Spend: $2,500 / month for best audience capture and reach (~625K ears)
- **Programmatic campaigns** – to be determined
    - Ad Spend: $3,000 / month for best audience capture and reach (~1.8 million)

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ESTIMATED TOTALS (CREATIVE + AD SPEND)

CREATIVE + PRODUCTION: $18,000

AD SPEND: $25,500

INITIAL PLAN: $43,500

TIMELINE

ASSET CREATION Late July > August

LAUNCH AUGUST >> OCTOBER (Late summer Fall focus)

REFRESH LAUNCH IN NOVEMBER >> JANUARY (Holiday, Winter cozy getaway)