

## **AGENDA ITEM: Present 2021-2022 Media Results and 2022-2023 Paid Media Strategy**

### **BACKGROUND**

In 2021, Miles Partnership was selected as the agency of record for media buying services to promote Galveston as a premier year-round tourism destination. Miles currently works with over 200 destination marketing organizations across the country, including other Gulf Coast destinations such as Visit Florida, St. Pete Clearwater, Visit Sarasota, and Gulf Shores & Orange Beach Tourism. The agency solely focuses on travel, and purchases more than \$100 million annually in paid media. Staff is pleased with the services provided, added-value and the ability to shift media channels and geographic targets for better optimization.

Miles provides a dashboard that integrates and analyzes data to measure the value of each media channel to determined KPIs. Their core services include:

- Media Planning & Buying
- Strategic Consulting
- Content Creation & Distribution
- Digital Development & Optimization
- Development of Coop Programs

The Miles Team will give an overview of 2021-2022 paid media results and discuss strategies, media channels and geographic targets for next fiscal year.

#### **Funding Source:**

Media Placement funding is part of the 2022-2023 operational budget from TD 62-5305.