



FORT PIERCE AUTHENTIC TOURS (FPAT)

SUMMARY OF ACTIVITIES

For the period January 1 to December 31, 2018

COMMITTEE/BOARD INFORMATION

Members:

No Active Board
Members

Staff:

Libby Woodruff
Caleta Scott

Meeting Information:

The FPAT Board is
currently not meeting
regularly.

OBJECTIVES

1. To act as a liaison between eco/agri/nature-related tourism business owners, and the community;
2. To coordinate activities with other public and private organizations, including arts, historic or cultural organizations or agencies, educational entities and any other organizations/entities in the promotion of Fort Pierce or the enhancement of the quality of life in Fort Pierce.
3. To increase visitor numbers, trip duration and visitor sales by promoting the City of Fort Pierce as an all-season tourism destination;
4. To create awareness of the City of Fort Pierce as a refuge or oasis for peace, tranquility, and serenity that will leave visitors feeling refreshed, rejuvenated and inspired;
5. To advocate the eco/agri/nature-related tourism industry while protecting the environment and representing the best interests of the City of Fort Pierce on issues of public interest and policy;
6. To pursue relationships with organizations and tourism providers that foster mutual goals, provide cooperative marketing and funding mechanisms, and offer partnership opportunities to increase tourism to the City of Fort Pierce;
7. To provide quality, timely, up-to-date information to those seeking eco/agri/nature and related cultural tourism information on Fort Pierce by telephone, internet, mail or in person and to collect tourism data to assist with market analysis and research;
8. To encourage and assist new and appropriate eco/agri/nature and related cultural tourism developments or events in Fort Pierce to complement current tourism offerings; and
9. To conduct such other related functions as may be deemed necessary or beneficial to promote tourism business in the City of Fort Pierce.

ACCOMPLISHMENTS

Due to decreased funding for the program, Grants Admin staff oversees the annual CDBG funding approved for this program by the City Commission. Funding goes directly for social media, TV, and radio marketing and advertising to promote more than 45 small locally owned Fort Pierce via Visit Florida Welcome Centers, TV Commercials, and marketing materials and supplies for our two visitor centers - Indian River Drive and Lenzi's Diner.

The Grants Administration Division provides oversight for these marketing and promotional initiatives as well as the tasks listed in the Objectives listed above and outreach to small locally-owned businesses to increase participation in the program. The Division will be providing this info to the Commission in the near future to request the FPAT Board be officially disbanded.