

FY27

Cultural Tourism Marketing Plan

Cultural Council FOR PALM BEACH COUNTY | THE PALM BEACHES FLORIDA

DISCOVER FLORIDA'S CULTURAL CAPITAL®



The Palm Beaches, America's Most Stylish Vacation Destination & Florida's Cultural Capital®

In The Palm Beaches, vacationing is an art form. A colorful palette of 39 vibrant cities and towns stretch across the canvas of Palm Beach County, Florida's 2nd largest county by land (2,383 square miles) and 3rd most populous (+1.5 million residents). The Palm Beaches' eastern border boasts 47 miles of pristine coastline along the Atlantic Ocean, and its western region features shoreline along Lake Okeechobee, Florida's largest inland freshwater lake. Thanks to visionaries such as Henry Flagler and Addison Mizner, the county has been en vogue as a tourism destination for more than a century. Today, world-class museums and performing arts centers, iconic historic sites, vibrant public art, lush botanical gardens and countless cultural experiences have earned The Palm Beaches its reputation as Florida's Cultural Capital®.

Cultural Council
FOR PALM BEACH COUNTY

The Designated Local Arts Agency for The Palm Beaches

The Cultural Council for Palm Beach County (CCPBC) nurtures, promotes, and supports a healthy, diverse, and inclusive cultural sector. It serves as a cultural architect, championing and growing cultural organizations and creative professionals so that arts and culture are a part of everyday life, for everyone.

CCPBC was established in 1978 and is a 501(c)(3) nonprofit organization. Its headquarters are in downtown Lake Worth Beach at The Robert M. Montgomery, Jr. Building. CCPBC operates the building and its outdoor Arts & Wellness Space as a free public venue, highlighting works by Palm Beach County-based visual and performing artists. In addition to three galleries and a store, the building also has an Education Training Center and a Visit Florida-certified Visitor Information Center, where tourists and residents can find resources about arts and culture in The Palm Beaches.

In its sustaining effort to foster growth of the cultural sector, CCPBC provides support services to the county's cultural organizations and creative professionals, administers over $7 million annually in public and private grant programs, advocates for cultural funding, enhances local arts education, and promotes cultural tourism.

Tourist Development Taxes Benefit the Community

CCPBC has administered Tourist Development Taxes (TDT, or “bed taxes”) in support of Palm Beach County’s cultural tourism program since 1982. Through a contract with the Palm Beach County Tourist Development Council (TDC), CCPBC invests a portion of locally generated bed taxes in grants that support marketing and select program expenses, sponsorships that foster innovation and new cultural experiences, and destination marketing initiatives including advertising, public relations, and destination development. In collaboration with the TDC and its contracted agencies, these efforts help attract visitors while strengthening Palm Beach County’s cultural sector.

HOW THE 6% TDT DOLLARS ARE ALLOCATED & REINVESTED INTO THE PALM BEACHES

The first and fourth penny of bed tax collections are used for renewal and replacement of facilities that bring national and international tourism to the county, such as Roger Dean Chevrolet Stadium, CACTI Park of the Palm Beaches, and the Palm Beach County Convention Center.

The remaining four pennies are invested in county agencies that promote The Palm Beaches as a premier visitor destination and protect its 47 miles of pristine Florida coastline.

Bed taxes are fees paid by visitors (not residents) staying at hotels or other types of short-term lodgings. Bed taxes are collected by the county and redistributed locally to reinvest in tourism initiatives. Bed taxes are a sustainable funding resource that benefits our community at no cost to residents.

1st penny

4th penny

TOURISM INFRASTRUCTURE

2nd penny

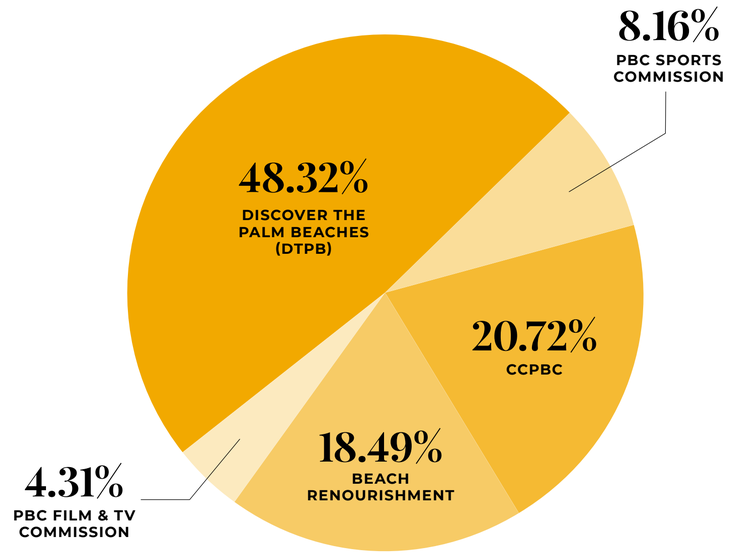
3rd penny

5th penny

6th penny

TOURISM REINVESTMENT

How 4 Pennies of Bed Taxes Are Allocated Among TDC Agencies



THE PALM BEACHES FLORIDA

PALM BEACH COUNTY SPORTS COMMISSION

PALM BEACH COUNTY FLORIDA

PALM BEACH COUNTY FILM AND TELEVISION COMMISSION

Cultural Council FOR PALM BEACH COUNTY

DISCOVER THE PALM BEACHES FLORIDA
Tourist Development Council

State of The Palm Beaches' Cultural Sector



Arts & Culture Work for The Palm Beaches & Florida

The cultural sector in Florida generates $5.7 billion in annual economic impact ($1.1 billion in tax revenue for federal, state and local governments) and supports more than 91,000 jobs, according to a study conducted by Americans for the Arts (AFTA)[1]. More than 63 million people attend arts and cultural events in Florida each year, spending $2.9 billion, or an average of $44.92 per person, per event. Visitors spend more than twice as much as residents ($89.16 vs. $38.86), further demonstrating the value of cultural tourism.

In Palm Beach County, AFTA's study found that the cultural sector welcomes 4 million guests annually, generates more than $335.3 million in annual economic impact ($57.2 million in tax revenue for federal, state and local governments), and supports more than 4,600 jobs. Public interest in the county's arts and cultural offerings also remains strong. Upon publication of this report, CCPBC's online Events Calendar featured more than 2,000 cultural events, and its website attracted more than 540,000 visits in FY26.

Together, these figures demonstrate the significant role arts and culture play in The Palm Beaches' economy and the visitor experience. The sector creates and sustains jobs, improves quality of life for residents, generates lasting economic value, and contributes to the unique sense of place that increasingly attracts travelers seeking authentic, place-based experiences and meaningful connections.

CREATIVE PROFESSIONALS AS PLACE-MAKERS

Visitors don't just experience The Palm Beaches—they experience the people who bring it to life. Palm Beach County is home to a thriving community of creative professionals, with over 800 represented in CCPBC's online Artist Directory alone. Whether through public art that transforms a streetscape, live performances that energize a neighborhood, exhibitions that tell local stories, or handcrafted works that reflect the region's character, artists create authentic experiences that distinguish The Palm Beaches from other destinations. CCPBC believes creative professionals are ambassadors for our destination. Through their work, artists, musicians, writers, dancers, and performers shape the distinct sense of place that travelers increasingly seek while fostering meaningful connections.



Palm Beach County artist Devin Noel's Brightline train wrap celebrates Florida's Cultural Capital®.

[1]Arts & Economic Prosperity Study (AEP6), October 2023

A Season to Celebrate

Palm Beach County continues to strengthen its position as one of the nation's premier cultural destinations through transformative investments, world-class exhibitions and acclaimed performing arts experiences. Throughout FY27, major capital improvements, internationally recognized museum exhibitions, and signature performances will offer residents and visitors compelling new reasons to experience Florida's Cultural Capital®. Together, these initiatives reinforce the arts as a key driver of tourism, economic vitality, and quality of life in The Palm Beaches.

MOSAIC 2027

The Palm Beaches' Month of Shows, Art, Ideas and Culture (MOSAIC) celebrates its 10th year, inviting residents and visitors to discover exclusive experiences, special offers, and unforgettable cultural programming at attractions throughout the county during the month of May.

THE SOCIETY OF THE FOUR ARTS

PALM BEACH

One of Palm Beach's most treasured cultural institutions has embarked on a transformative $250 million campus renovation, modernizing galleries, performance venues and visitor amenities while preserving its historic character. Scheduled for completion in late 2027, the project represents one of the largest cultural investments in Palm Beach County's history.

COX SCIENCE CENTER & AQUARIUM

WEST PALM BEACH

Construction continues on the Center's $150 million expansion, bringing new exhibits, an expanded aquarium and enhanced educational experiences. Scheduled for completion in 2027, it represents one of South Florida's most significant investments in science and cultural tourism.

GLAZER HALL

PALM BEACH

Following its opening late last year, Palm Beach's newest waterfront performing arts venue begins its inaugural full season, expanding opportunities for live performance, arts education and cultural programming on the island.

BOCA RATON MUSEUM OF ART

BOCA RATON

The Museum presents *Tobi Kahn: Quest for the Essence*, a major retrospective celebrating one of America's leading contemporary artists, alongside exhibitions from its renowned permanent collection.

MORIKAMI MUSEUM & JAPANESE GARDENS

DELRAY BEACH

Clifton Karhu: An American in Japan showcases the celebrated artist's vibrant woodblock prints, offering visitors a rare look at one of the most respected interpreters of Japanese culture through an American lens.

KRAVIS CENTER FOR THE PERFORMING ARTS

WEST PALM BEACH

Another blockbuster Broadway season brings acclaimed productions including *The Great Gatsby, Hell's Kitchen, Spamalot, The Sound of Music, BOOP!* and *Oh, Mary!* to The Palm Beaches.

PALM BEACH OPERA

WEST PALM BEACH

The 2027 season features timeless masterpieces including *Aida, The Barber of Seville* and *Pagliacci,* continuing the company's tradition of world-class opera.

Visitor Trends: Florida & The Palm Beaches

While visitation to Florida was almost flat year-over-year (YoY), The Palm Beaches continued its record-breaking upward trajectory in 2025.

CCPBC believes The Palm Beaches' robust arts & cultural scene is an important part of the attraction for both new and returning visitors.

FLORIDA

143.33 million

total visitors to the state of Florida in 2025 (Visit Florida)

+0.2%

increase YOY of total visitors to the state of Florida

THE PALM BEACHES

10.71 million

total visitors to The Palm Beaches in 2025 (Discover The Palm Beaches)

+8.0%

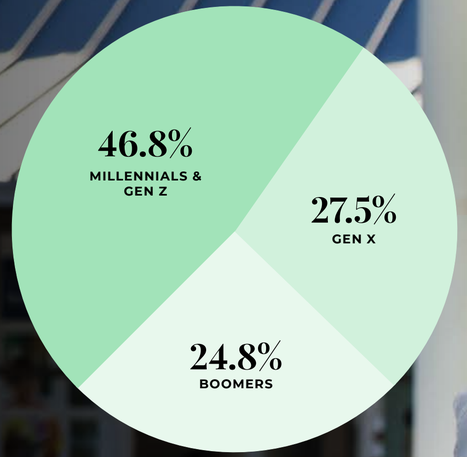
increase YOY of total visitors to The Palm Beaches

Who's Visiting?[1]

#1 Families
#2 Mature Adults
#3 Young & Free

Note: There was notable growth in affluent sub-categories, especially among Families and Mature Adults. Two-thirds of visitors were under the age of 55 (domestic).

Florida Visitors in 2025



Origin Markets[1]

New York, Boston, D.C., Philadelphia, Chicago, Dallas, Houston, Atlanta (domestic);

Canada, Brazil, UK, Colombia, Mexico, Argentina, Germany (international)

[1]Discover The Palm Beaches; Visit Florida Marketing Plan 2026-2027



National Travel Trends That Align with Cultural Tourism[1]

“Sight-doing”—memorable participatory experiences like cooking classes, craft workshops, and photography tours—continue to be important to Millennial and Gen Z travelers who find value in creating something, getting to know a place and its local residents, and learning new skills on trips.

“Slow tourism” and “calmcations”, in which travelers spend more time in fewer places, is still popular, especially with families. Travelers are looking for trips that allow space to relax but also include chances to discover and share experiences together.

The desire for exclusive VIP experiences are being wrapped into **“Wellth”** travel itineraries, where travelers are seeking physical and mental wellness experiences in the luxury travel space.

Traveling for special events—whether it be the big game, a live concert, or a special family moment (weddings, birthdays, anniversaries)—is still a huge trend and influences group bookings.

Pet-friendly as well as **accessible travel experiences** are two growing, yet niche, trends.

[1]American Express Travel 2026 Global Travel Trends

Tourism Master Plan & Destination Development

CCPBC played a key role in developing Palm Beach County's 20-year Tourism Master Plan (TMP), adopted by the County Commission in 2025/26. With its President & CEO serving on the TMP Steering Committee, CCPBC is helping shape the long-term vision for cultural tourism. The FY27 Cultural Tourism Marketing Plan aligns with key recommendations from the TMP.

CCPBC recognizes that destination marketing extends beyond advertising and promotion. This plan focuses on strategies that strengthen the cultural sector, enhance the visitor experience, engage residents, and showcase the unique assets of Palm Beach County. Working collaboratively with the other TDC agencies, CCPBC is helping develop a stronger, more sustainable destination.

CCPBC'S DESTINATION DEVELOPMENT STRATEGY

Over the past few years, CCPBC has evolved its cultural tourism work to respond to a changing philanthropic and legislative landscape, address changes and challenges to a growing cultural tourism marketplace, and position itself for the implementation of the county's 20-year TMP.

In FY26, CCPBC shifted a portion of its dollars from traditional and digital advertising towards initiatives that support cultural organizations and artists to create, deliver, and extend cultural tourism activities both here in Palm Beach County and in our target markets. This reallocation of resources will continue to fund new activations and events in FY27 that highlight The Palm Beaches' arts and cultural sector which, in turn, is enhancing both CCPBC and DTPB's cultural tourism efforts. This shift in how CCPBC stewards its cultural tourism funds allows for more flexible and nimble support of a changing tourism environment working in concert with CCPBC's sister agencies.



CCPBC's FY27 Objectives & Performance Measures

1 Support Palm Beach County's tourism marketing program by serving as expert and advocate to the arts and cultural sector, and stewarding funds and strategies that attract key audiences.

PERFORMANCE MEASURES	GOALS
Number of non-resident audiences reported by Cat. B/CII grants (out-of-county) *(reported 2x/year)*	1,034,602
Number of resident audiences reported by Cat. B/CII grants (in-county) *(reported 2x/year)*	2,610,081
Number of total audiences reported by Cat. CI grants[1] *(reported 1x/year)*	75,000[1]
Number of total audiences reported by Bright Ideas Sponsorships *(reported 2x/year)*	125,000
Total number of cultural audiences[1] *(reported 1x/year)*	3,844,683[1]
Room nights for creative professionals employed by cultural organizations *(reported 2x/year)*	19,332
Number of cultural events promoted on the online Events Calendar *(reported monthly)*	2,500
Partner referrals (clicks to organizations, artists, or tourism agencies) *(reported monthly)*	45,000
Website sessions/visits by cultural audiences (paid and organic) *(reported monthly)*	540,000
Advertising impressions *(reported monthly)*	50,000,000
Number of email subscribers *(reported monthly)*	77,000
Distribution of cultural tourism collateral materials (in-market/out-of-market) *(reported monthly)*	160,000

2 Create unique cultural tourism opportunities to help brand the destination and drive visitation.

PERFORMANCE MEASURES	GOALS
Number of audiences at cultural organizations participating in MOSAIC *(reported 1x/year)*	250,000
Number of attendees at Palm Beach County Open Studios *(reported 1x/year)*	5,000
Number of Palm Beach County artists or organizations that participated in in-market/out-of-market activations *(reported monthly)*	175
Number of sponsorships/partnerships with events that support artists or diverse communities *(reported monthly)*	30

3 Build programs that support the health and growth of the sector so that the arts continue to shine and demonstrate Palm Beach County is Florida's Cultural Capital®.

PERFORMANCE MEASURES	GOALS
Number of participants in professional development/training programs *(reported monthly)*	950
Number of artists in the online Artist Directory *(reported monthly)*	800
Total number of audiences for the Arts in My Backyard program connecting artists and cultural organizations to underrepresented communities *(reported monthly)*	300
Number of sessions to the online Job Bank *(reported monthly)*	6,000
Number of staff site visits, studio visits, and attendance at cultural events *(reported monthly)*	600

4 Promote the Robert M. Montgomery, Jr. Building as a cultural destination and informational hub for the county.

PERFORMANCE MEASURES	GOALS
Visitors to CCPBC *(reported monthly)*	7,000
Percentage of out-of-county visitors annually *(reported 1x/year)*	25%
Number of artists represented in the building (exhibitions, store, musical performances) *(reported 1x/year)*	275

The following pages detail the tactics that CCPBC departments will be implementing in FY27 to achieve these objectives and performance measures.

[1]CCPBC's initial projections included numbers for the Category C1 grant program. For the 2026-2027 fiscal year, the program will be funded from a different source. Therefore, those audience numbers will be tracked internally, but will not be tracked in TDC reports and will not be included in total number of cultural audiences.

Marketing

To promote Florida's Cultural Capital® in FY27, CCPBC's award-winning marketing team will execute an integrated strategy that includes advertising campaigns, promotional events and activations targeting cultural travelers, and curated content and specialty publications that can help visitors plan travel itineraries. CCPBC will also utilize public relations and digital communication strategies to enhance and support the campaigns, events and activations, as well as the local cultural sector itself. Collaborations with TDC sister agencies and sponsorships of tourism-facing cultural events and activations round out the team's plans.

While the ultimate goal is to generate bed taxes and influence occupancy and room rates, CCPBC's marketing tactics are specifically aimed at driving awareness, impressions, and referrals to our cultural partners, nurturing travel intent to our destination by inspiring audiences and developing our destination through new and exciting programs and events.

Cultural Tourism Advertising Tactics

CCPBC's advertising initiatives target cultural travelers through carefully selected audience segments and priority markets. With a focus on awareness and/or impressions as well as generating referrals and email signups, CCPBC's advertising insertions are meant to enhance the work of the county's official destination marketing organization (DTPB) and Palm Beach County cultural organizations' own marketing campaigns.

Advertising creative will showcase the breadth and quality of Palm Beach County's arts and cultural experiences through compelling photography, video, and storytelling. Creative assets will be tailored to support both CCPBC's overarching destination marketing efforts and campaigns that highlight specific initiatives, partners, and seasonal opportunities, which are detailed later in this plan.

Messaging and creative assets will also support extensions such as signage, swag, and other giveaways.

KEY INITIATIVES FOR FY27

- Utilizing paid content creators to add authentic come-with-me videos to CCPBC's visual assets.
- Development of assets to support CCPBC's upcoming 50th Anniversary.
- Exploring opportunities to reach Spanish and Creole-speaking audiences.

Target Markets & Demographics



NATIONAL

- Austin
- Boston
- Chicago
- Dallas
- Houston
- New York
- Philadelphia
- Washington, D.C.



DRIVE MARKETS

- Atlanta
- Ft. Myers/Naples
- Jacksonville
- Miami/Ft. Lauderdale
- Orlando
- Tampa



AUDIENCE PROFILES

Millennials, Gen Xers and Boomers (Age 30+):
HHI: $75K+

Millennials and Gen Zers (Under 30):
HHI: $40K+

Interests:

- Travel + Vacations
- History + Culture
- Arts: Shows and Performances
- Experiences: Outdoor, Family-Friendly, Adventurous, Solo, Couple, etc.



Co-op Advertising

CCPBC plans to offer approximately 100 advertising packages across digital and traditional channels to its TDC grantees and other local cultural organizations as part of its FY27 co-op program. Offered on behalf of the TDC, these curated opportunities provide discounted access to high-value advertising placements that many organizations would not be able to secure independently. By leveraging CCPBC's buying power and strategic partnerships, the program strengthens destination marketing while helping participating organizations maximize their tourism marketing investments.

KEY INITIATIVES FOR FY27

- Explore new strategic media partnerships that expand the value and reach of the co-op advertising program.
- Develop custom co-op advertising opportunities that support destination initiatives, major events, and emerging tourism campaigns.

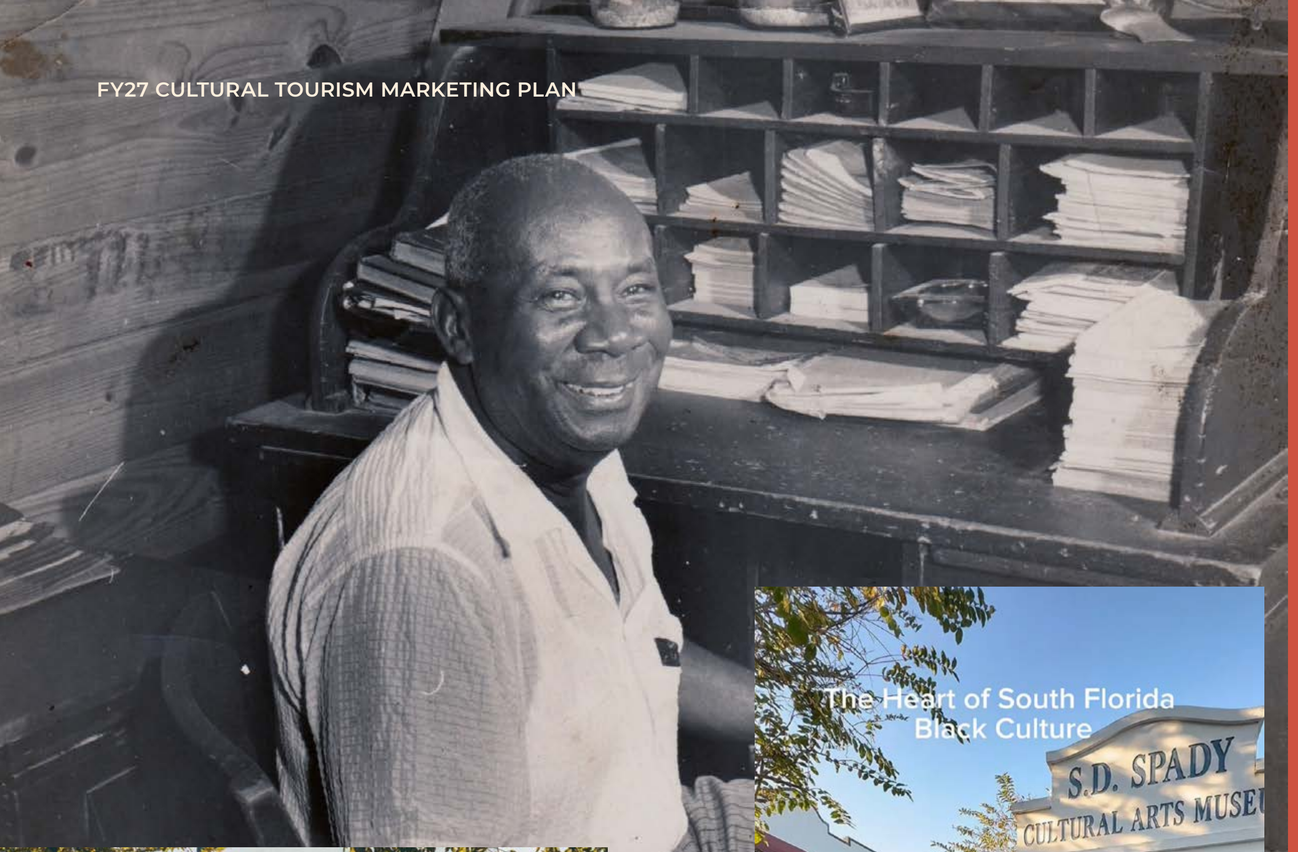
Art Basel Miami Beach

This Flagler Award-winning campaign will be reactivated in November through early December 2026 to target visitors and locals in the Miami market in the weeks surrounding the annual international art festival, Art Basel Miami Beach. The goal is to drive awareness of The Palm Beaches as a cultural destination and encourage visitation by leisure travelers and seekers of high-quality, authentic cultural experiences. Geo-targeted digital ads will be supplemented by out-of-home advertising placements in the Miami area.

KEY INITIATIVES FOR FY27

- Messaging will appear in both English and Spanish.
- OOH ad placements will be heavily focused on transportation networks (billboards, vehicle wraps, train stations) and high-trafficked pedestrian areas near Art Basel or Miami Art Week activities.
- A co-op partnership with the Norton and Boca Museums of Art will be enhanced with exhibition-specific content on the campaign landing page.
- An on-site activation in the Miami area targeting influencers and media during Miami Art Week will be explored in partnership with cultural organizations and DTPB.
- Enhanced itinerary-building tools will be provided on the campaign landing page specific to artful experiences in The Palm Beaches.









 Historical photo courtesy of Spady Cultural Heritage Museum

Palm Beach County Black Cultural Heritage Trail

CCPBC, in partnership with a community-based committee working to create a Black Cultural Heritage Trail for Palm Beach County, launched this campaign in January 2025. The Trail is a self-guided tour of just over a dozen important sites around the county.

In FY27, CCPBC will continue to promote the Trail through digital advertising placements (Google, Meta/Facebook and Instagram) and print collateral placed strategically at Visitor Information Centers, cultural organizations, and other partner locations. Cross-promotional opportunities (special events or activations) will also be utilized to get in front of new audiences.

KEY INITIATIVES FOR FY27

- New visual storytelling and promotional content will be created using social media influencers and content creators.
- A mobile app will be developed to enhance the user experience.
- Cross-promotions with special events, including the National Battle of the Bands at Florida Atlantic University, the re-enactment of the Seminole War Battle of the Loxahatchee in Jupiter, and celebrations relating to the Martin Luther King, Jr. national holiday.

MOSAIC & Palm Beach County Open Studios

Celebrating its 10th iteration, MOSAIC (Month of Shows, Art, Ideas and Culture) will return in May 2027 to encourage residents and drive-market audiences to visit The Palm Beaches. This annual celebration features partnerships with more than 30 local cultural organizations to offer deals and discounts on experiences or admission tickets throughout the month of May. CCPBC will engage with a local creative professional to create a signature artwork for the 2027 celebration and will use it to develop a robust advertising and promotional campaign that will run during April and May.

Also in April, a monthlong campaign to promote Palm Beach County Open Studios (see Artist Services section) will launch, targeting audiences interested in learning about and supporting Palm Beach County creative professionals through advertising (digital, print, OOH) and other promotional strategies.

KEY INITIATIVES FOR FY27

- Solicit more participation from cultural partners, help them improve offers, and train them to track visitation and offer redemptions in order to improve results reporting.
- Consider an out-of-market or in-county extension or activation in partnership with cultural organizations, such as a celebratory drone show to kick off the month.
- Host a kickoff party for local influencers, media, and participating cultural organizations and TDC sister agencies to boost awareness and engagement locally.
- Partner with local hotels and restaurants to enhance the cultural tourism experience and drive awareness through poolside activations and foodie experiences.
- Develop itinerary-building tools and interactive maps hosted on the campaign landing pages.



The MOSAIC Paws-port in 2026 rewarded exploration with collectible pins available at participating venues

Collaborations & Sponsorships

CCPBC sponsors tourism-facing cultural events held in Palm Beach County that align with our mission, such as LagoonFest, ArtiGras Fine Arts Festival, and Lake Worth Beach Street Painting Festival. Collaborations with the TDC and our sister agencies also infuse other types of tourism events or programs (both in-county and out-of-county) with arts and culture, such as Eudēmonia, Ultimate Weeks of Sport, and National Battle of the Bands. Collaborations and sponsorships can be in the form of financial support; in-kind marketing or promotional support through content creation, swag or giveaways; or stipends to a creative professional to participate or perform in an event or program. CCPBC acts as a resource for many established and new programs, festivals and events, and as a connector to the local cultural sector, from nonprofit organizations to creative professionals, including artists, musicians, dancers, and other performers.

KEY INITIATIVES FOR FY27

- Through its Specialty Publications program (noted on the next page), CCPBC will be able to offer more in-kind tourism materials for distribution at local events, conferences, and festivals.
- A sponsorship of the 2027 Art Palm Beach fair at the Palm Beach County Convention Center will celebrate one of the county's most well-known artists, Bruce Helander, through a special retrospective exhibition upon his 80th birthday.
- CCPBC will once again commission a Palm Beach County-based professional artist to create the official poster for the second annual National Battle of the Bands in The Palm Beaches, highlighting local talent through a strategic sponsorship.
- A sponsorship of a new event series and radio show/podcast called *The Culture Circuit* will promote local cultural organizations and highlight performances and exhibitions with a goal to engage with CCPBC's over-30 audiences.



Janeen Talbott, *The Inaugural Whistle* (detail). Official commemorative artwork for the inaugural National Battle of the Bands in The Palm Beaches.

Specialty Publications

CCPBC will continue to elevate The Palm Beaches as Florida's Cultural Capital® through a growing portfolio of visitor-focused editorial content that inspires travel and encourages deeper exploration of the destination. In FY27, CCPBC will celebrate the 20th anniversary of *art&culture* magazine, its award-winning publication that has spent two decades showcasing the people, places, and experiences that define Palm Beach County's vibrant arts and cultural community.

Building on that milestone, CCPBC will continue expanding its collection of specialized visitor guides—including *Collecting Art in The Palm Beaches, Arts & Wellness in The Palm Beaches, Arts & Dining in The Palm Beaches,* and *An Arts Guide for Sports Fans*—while introducing new publications that connect travelers with arts and cultural experiences tailored to their interests.

KEY INITIATIVES FOR FY27

- Launch of the new *Arts & Nature Guide,* highlighting sculpture gardens, botanical experiences, outdoor art, and nature-inspired cultural attractions.
- Launch of the new *Kids Cultural Guide,* connecting families with museums, performances, and hands-on arts experiences designed for young cultural explorers.



Attention-Grabbing Cultural Activations

CCPBC plans to initiate or support special events, activities and programs that will generate buzz about the destination. Some may be curated and executed by CCPBC itself or as a collaboration with its TDC sister agencies.

ART BROS

CCPBC has signed on to collaborate with the Palm Beach County Film and Television Commission and a local production company to create a visually immersive, culture-driven television series called Art Bros. Six energetic and stylish episodes are planned for production in FY27. Each episode will explore The Palm Beaches' thriving art and culture scene through the eyes of young adults Nicolas and Christian Von Breeden who are brothers, athletes, and artistic collaborators.



DANCING BALLERINA UMBRELLAS

"Culture Is Close By" will be the messaging that supports this whimsical cultural installation featuring a dancing ballerina whose skirt doubles as an umbrella. Three Dancing Ballerina Umbrellas will be installed throughout FY27 at strategic locations such as outdoor festivals, beachfront hotels, or sporting events, reminding visitors that there is "So Much More" to see and do at cultural attractions nearby. Each installation will come with signage and/or collateral to support website referrals and to provide more information.



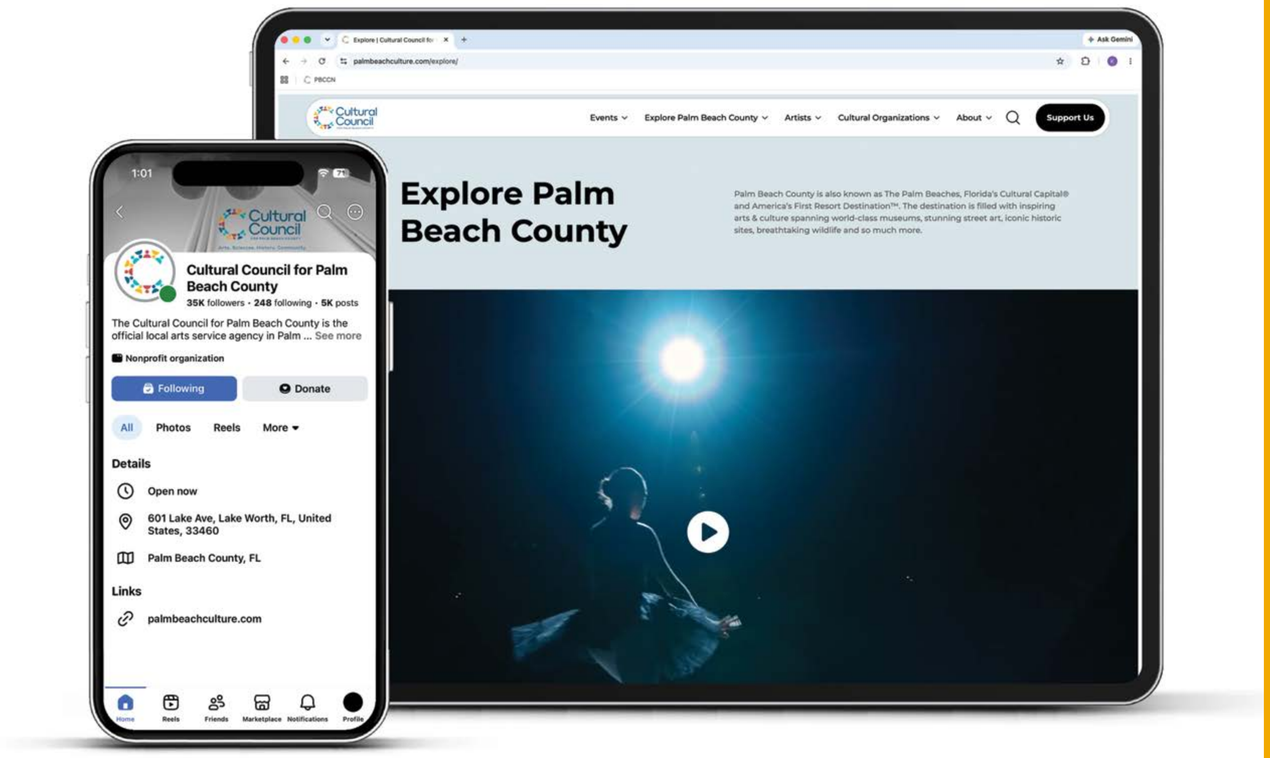
"TASTE OF CULTURE" EXPERIENCE

CCPBC will continue exploring opportunities to introduce a cultural "food truck" experience at tourism-heavy events. The food truck would serve up live painting experiences ("Brushetta"), a dancing ballerina ("BLT" for "Ballet"), or an operatic solo ("Mezzo-rella Sticks"). The food truck would be equipped with destination guides and other cultural tourism information.



SHADES OF CULTURE

The Shades of Culture program is a public-facing strategy to promote the importance of cultural tourism within the destination. A pair of larger-than-life teal sunglasses travel around the county to venues and events that have high visitor traffic between November and May. The images on the lenses change for each location to highlight nearby cultural offerings. Signage and QR codes invite visitors to "See the Arts Through a Different Lens" and engage with CCPBC by tagging photos and content. A smaller pair is also available for pop-up locations at hotels, conventions, or other events.



Digital Marketing & Communications Platforms

CCPBC's integrated digital platforms serve as the primary gateway for discovering arts and culture in The Palm Beaches. A robust website, multiple social media channels and email communications connect visitors with events, attractions, artists and trip-planning resources.

Website

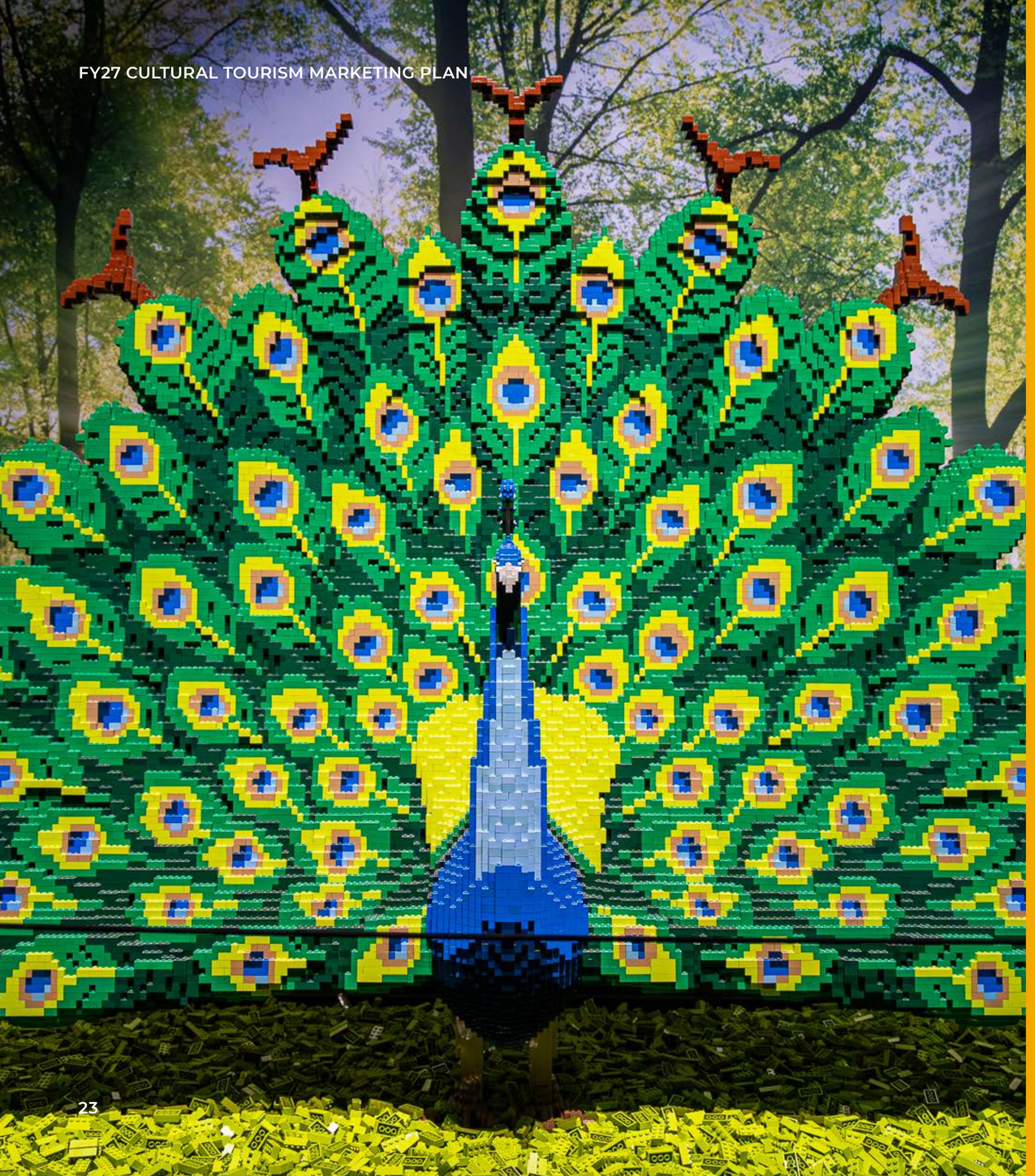
Through palmbeachculture.com, visitors can access a growing collection of visitor resources, including:

- Insider Access, a blog of inspired itineraries and seasonal recommendations.
- The Palm Beach County Black Cultural Heritage Trail.
- Destination guides designed to encourage exploration of The Palm Beaches' different regions.
- Digital editions of *art&culture* magazine.
- Planning tools including the Events Calendar and the Artist Directory.
- CCPBC's Season Guide highlighting its own exhibitions and events.

Social Media

Facebook, Instagram, LinkedIn, and YouTube are utilized to inspire visitors and residents alike to experience Florida's Cultural Capital® through timely, engaging content that highlights:

- Cultural attractions, exhibitions, performances and festivals.
- Signature initiatives including MOSAIC, Palm Beach County Open Studios, and Go Beyond Basel.
- Travel inspiration, itineraries, and recommendations that encourage exploration throughout the destination.
- Artists as cultural ambassadors.
- Advocacy messaging and professional development opportunities to support the cultural arts sector.



Digital Marketing & Communications Platforms

✉ Email Newsletters

CCPBC's tourism-focused email newsletters deliver curated recommendations that encourage cultural exploration through:

- Featured exhibitions, performances, festivals, and seasonal events.
- Travel inspiration and suggested itineraries.
- Direct access to the online Events Calendar and destination planning resources.

KEY INITIATIVES FOR FY27

- Implement a next-generation website accessibility platform through strategic digital partnerships to enhance accessibility and create a more inclusive visitor experience.
- Explore ways to advance the website's visibility through Answer Engine Optimization (AEO) and evolving AI search best practices.
- Continue enhancing CCPBC's online arts and culture database with new features and improvements that make discovering Palm Beach County's creative assets easier than ever.
- Expand CCPBC's social media strategy through increased use of short-form video, creator-driven storytelling, and platform-specific content that inspires cultural exploration and drives engagement with Palm Beach County's arts and cultural offerings.
- Launch and optimize redesigned tourism email templates informed by a recent digital audit with agency partner Push, using performance data to improve engagement, strengthen visitor communications and drive traffic to CCPBC's digital platforms.
- Leverage the weekly "3 to See" feature in *The Palm Beach Post* to drive traffic to CCPBC's social media channels, where audiences can find three more curated arts and cultural experiences each week.

Public Relations

CCPBC will be collaborating with and supporting DTPB in FY27 to engage with international, national, and drive market media to garner earned and paid media attention. FAM tours of the destination will offer engaging itineraries featuring cultural destinations and activities, as well as opportunities to meet with CCPBC and cultural organization representatives. Out-of-market media events will bring Florida's Cultural Capital® to top travel, lifestyle, and arts writers and influencers by sharing information on upcoming exhibitions, performances, and more.

KEY INITIATIVES FOR FY27

- Explore with DTPB an in-state desk side initiative, focusing on engaging with media across Florida.
- Explore opportunities to support or participate in out-of-market activations hosted by Bright Idea Sponsorship recipients (see Grants & Sponsorship section) to garner media attention.
- Increase partnerships with local, drive market, and national influencers to amplify arts and cultural experiences throughout The Palm Beaches.
- Strengthen collaboration with cultural organizations to identify shared media opportunities, amplify major announcements, and support destination storytelling efforts.
- Continue to track PR effectiveness through earned media placements and reach.



Ceramic artist Lani Goodrich created a small exhibition to support the FY26 media mission "Art of the Plate" at the Nobu Hotel in Miami.

Grants & Sponsorships

Grant and major sponsorship funding is vital to nurturing creativity, promoting cultural tourism, and preserving Palm Beach County's cultural heritage. CCPBC's grant and sponsorship programs support cultural organizations of all sizes, as well as artists across all disciplines.

CCPBC's grant programs are recognized models of excellence, designed to uphold the highest standards of fairness, transparency, and impact. Through a thoughtfully developed review process, cultural organizations receive not only funding, but also the guidance and resources needed to strengthen their marketing efforts, expand cultural tourism, and build long-term organizational capacity. Comprehensive workshops, personalized training, and public panel reviews by industry experts and tourism leaders help ensure every applicant has the opportunity to succeed.

New sponsorship programs introduced over the past two years have expanded funding opportunities for cultural organizations and artists while creating pathways for new events, innovative programming, and future grant opportunities.



Grant Categories

CATEGORIES B & C-II

(FUNDED BY PALM BEACH COUNTY TOURIST DEVELOPMENT TAX)

Categories B and C-II are biennial tourism grant programs that support Palm Beach County nonprofit arts and cultural organizations with marketing and program expenses associated with performances, exhibitions, and cultural events. In addition to other criteria, organizations are eligible based on the following annual operating revenues:

Category B: $1.175 million and above
Category C-II: $200,000–$1,174,999

CATEGORY C-I

(FUNDED BY PALM BEACH COUNTY AD VALOREM TAX)

The Category C-I Cultural Development Fund for Small or Emerging Cultural Organizations is an annual grant program open to nonprofit cultural organizations with operating revenues of at least $25,000. The grant program is designed to preserve cultural heritage and traditions through the arts, significantly advance cultural opportunities for children and youth, and create opportunities for Palm Beach County residents to experience culturally diverse, innovative, and excellent cultural programs and projects. This grant program is funded through county ad valorem taxes; however, CCPBC believes this program is a gateway towards eligibility for tourism grants and critical support for smaller organizations.

KEY INITIATIVES FOR FY27

- Track audience numbers (in-county and out-of-county) and direct room night stays for creative professionals for each grantee.
- Automate grant reimbursement review and approval processes with a goal to reduce turnaround time and ensure faster payment to grantees.
- Create training videos to supplement in-person training workshops for grant applicants and existing grantees.
- Explore opportunities to improve the effectiveness and efficiency of CCPBC's grant programs.

Site Visits

In addition to its ongoing work in cultural tourism and destination development on behalf of the TDC and Palm Beach County, CCPBC is deeply committed to strengthening and sustaining the local cultural sector. As part of this mission, CCPBC has a dedicated program—separate from its standard grant cycle—to conduct site visits with cultural organizations across the region.

These visits are designed to go beyond basic grant compliance. They provide an opportunity to gain firsthand insight into each organization's successes and challenges, while offering tailored support, valuable connections, and strategic resources. Conducted by members of CCPBC's grants team alongside representatives from CCPBC board of directors, these visits serve as a vital tool for ongoing communication, collaborative problem-solving, and sector-wide growth. By investing in these relationships and offering targeted assistance, CCPBC helps ensure that the cultural community remains vibrant, resilient, and poised for long-term success.



Bright Idea Sponsorships

Innovation drives cultural tourism. The Bright Idea Sponsorship program supports nonprofit organizations with creative activations, special events, festivals, and MOSAIC programming designed to attract visitors, generate excitement, and strengthen The Palm Beaches as Florida's Cultural Capital®. By providing flexible sponsorship funding, the program empowers organizations to test new ideas, expand successful concepts, and respond to emerging tourism opportunities.

Projects are selected based on their creativity, organizational capacity, financial viability, alignment with tourism goals, and ability to create meaningful visitor engagement. The program also encourages long-term sustainability by allowing successful projects to seek funding for up to three years as they grow and demonstrate impact.

KEY INITIATIVES FOR FY27

- Expand participation in the Bright Idea Sponsorship program by increasing the number of applications and encouraging new nonprofit organizations to apply.
- Refine the sponsorship application process based on applicant feedback and lessons learned during the program's inaugural year.



The inaugural Palm Beach Reggae Music & Arts Festival was a recipient of the first round of Bright Idea Sponsorships.



Recognizing Artists as Tourism Ambassadors

The Artist Innovation Fellowship (AIF) recognizes Palm Beach County's most accomplished professional artists while investing in their artistic and professional growth. Beginning in FY27, the program will be funded through the TDT, reinforcing the important role artists play as ambassadors for Florida's Cultural Capital® and promoting Palm Beach County as a premier cultural destination.

In addition to providing unrestricted funding, the fellowship supports recipients' continued artistic development while equipping them with tools to serve as ambassadors for the destination. New professional development opportunities—including destination messaging, media training, and ambassador resources—will help Fellows confidently share the story of Palm Beach County's vibrant arts and cultural community as they exhibit, perform, participate in residencies, and engage with audiences across the country and beyond.

By supporting artists as both creative leaders and cultural ambassadors, this fellowship extends the destination's reach while strengthening Palm Beach County's reputation as a place where artists can thrive.

Artist Services

CCPBC offers a variety of free services and programs for Palm Beach County's creative professionals, regardless of medium or career stage. The organization provides exhibition, professional development, and retail opportunities at its headquarters in Lake Worth Beach, while also connecting artists to online resources, including the Artist Directory and Calls to Artists.

At their core, professional artists are also small business owners. CCPBC is committed not only to supporting artists in their creative endeavors but also to strengthening the business side of their practice. By providing resources, guidance, and opportunities for professional growth, CCPBC helps build a resilient and sustainable arts community. This investment is key to cultivating an authentic and thriving cultural ecosystem—an essential driver of Palm Beach County's tourism economy.

Brian Wood, *Need for Speed*, 2024 (detail)

Exhibitions

CCPBC's three galleries at the Robert M. Montgomery, Jr. Building in downtown Lake Worth Beach are venues for Palm Beach County-based professional artists to show, share, and sell their work. They are also designed to attract visitors with 12 or more quality exhibitions annually. The largest gallery space, known as the Kruger Family Gallery, will feature the following exhibitions in FY27:

Foodways

(JAN—FEB 2027)

Palm Beach County-based professional artists explore the cultural traditions, social practices, and systems surrounding food. Drawing from cooking, eating, fishing, farming, and food production, the works examine how food reflects identity, labor, memory, and community across generations and cultures. Together, they consider the ways food connects people to place, tradition, and one another.

Biennial 2027

(APRIL—JUNE 2027)

The 2027 Biennial, guest curated by independent curator Ross Karlan, brings together Palm Beach County-based professional artists whose works reflect the evolving ideas, perspectives, and cultural experiences shaping the region today. Presented as CCPBC approaches its 50th anniversary in 2028, the exhibition offers a broad look at contemporary artistic practice in The Palm Beaches while highlighting the diversity and growth of the county's creative community.

Sun, Sand, Surf

(NOV—DEC 2026)

Palm Beach County-based professional artists explore the landscapes, light, and visual culture of coastal South Florida. From shifting reflections and atmospheric skies to surf culture and shoreline environments, the works examine how artists interpret the experiences, rhythms and evolving identity of life along the coast. Across a range of perspectives, the exhibition reflects the enduring influence of the beach on the creative life of The Palm Beaches.

The Short List

(MARCH—APRIL 2027)

The second iteration of a wildly popular exhibition in FY26, the show will be extended to three weeks this season. Curated for collecting, this exhibition of small but excellent works by Palm Beach County artists invites engagement—whether as a supporter, collector, or curious newcomer.

Artist Marketplace

(JULY—AUGUST 2027)

A maker's market where Palm Beach County-based creative professionals showcase their work in an engaging environment with food and musical performances. This unique showcase offers an opportunity to discover new talent, connect with creators, and support the arts through direct purchase.

Palm Beach County Open Studios

Open Studios is an annual event that will be held May 1–2 in 2027 to coincide with the MOSAIC celebration. It invites locals and visitors alike to go behind the scenes and visit Palm Beach County-based creative professionals at their studios, with the chance to purchase art directly from the creators and experience art demonstrations firsthand. Open Studios has grown steadily since it first launched, with more than 150 artists participating in locations across the county and thousands of visitors attending the two-day event.

KEY INITIATIVES FOR FY27

- Capitalize on the popular event to help launch the MOSAIC celebration the first weekend in May 2027.
- Explore the development of a mobile app to enhance visitor navigation, artist discovery, and event engagement.
- Expand artist training to strengthen visitor engagement, storytelling, and cross-promotion throughout the weekend.





Lake Theatre Revival Series

The Lake Theatre Revival Series celebrates the legacy of the historic Lake Theatre, which once operated at the site of CCPBC's headquarters in downtown Lake Worth Beach. Launched in 2025 to commemorate the theatre's 85th anniversary, the series presents classic and culturally significant films paired with special guests, talkbacks, and community partnerships. The series returns for a second season in FY27, creating unique cultural experiences that connect film, local history and the arts while introducing new audiences to CCPBC.

KEY INITIATIVES FOR FY27

- Shift the series to feature films presented in coordination with CCPBC's gallery exhibitions, creating stronger connections across programming.
- Expand partnerships with cultural organizations and community partners to develop special screenings and reach new audiences.
- Continue incorporating guest speakers and post-film conversations that provide additional context and enhance the audience experience.



Community Engagement

CCPBC believes everyone should have the opportunity to experience arts and culture in Palm Beach County. Through strategic partnerships, public programs, and community outreach, the Community Engagement program advances CCPBC's mission to nurture, promote, and support the county's cultural sector. By expanding access to the arts, connecting artists and cultural organizations with valuable resources, and creating meaningful opportunities for participation, these initiatives strengthen community connections while fostering lifelong engagement with arts and culture.

Arts in My Backyard (AIMBY)

AIMBY is CCPBC's umbrella community engagement program. Through community-based arts experiences, AIMBY connects local artists and cultural organizations with communities across the county, encouraging greater participation in Palm Beach County's cultural landscape.

Family Saturdays is AIMBY's art exposure program, which expands opportunities for local cultural organizations and teaching artists to engage new audiences through free, family-friendly arts experiences. CCPBC provides teaching artists and cultural organizations with paid teaching opportunities, including a stipend and supply budget. The series will continue to be available in communities across Palm Beach County, allowing residents and visitors to experience diverse cultural offerings locally.

KEY INITIATIVES FOR FY27

- Utilize Family Saturdays to enhance special events and festivals such as the Lake Worth Beach Street Painting Festival and the Black Gold Jubilee in the Glades, allowing for cultural organizations and teaching artists to expand their reach and audience.
- Engage in new partnerships with local libraries and community organizations to allow for more participation in the arts locally.
- Offer the Arts & Wellness Space as a venue for cultural organizations and professional artists to utilize to bring the arts to the local community.

COMMUNITY SPONSORSHIPS

A small budget has been allocated toward strategic sponsorships of community events to engage with organizations with a goal to build a pipeline for prospective grantees and Bright Idea Sponsorships. Some examples of FY27 sponsorships include Say it Loud, Art & Autism Expo, Black Gold Jubilee, National Poetry Month Youth Festival, and the Ukrainian Cultural Festival.



Professional Development & Capacity Building

The **Institute for Cultural Advancement** (ICA) is CCPBC's signature professional development program for cultural organizations and creative professionals. Each season features free monthly sessions covering a wide variety of topics important to professionals within Palm Beach County's cultural sector. Sessions are led by guest speakers or CCPBC staff.

The series will launch with Coffee & Culture through which professionals new to the sector can learn more about CCPBC programs and resources as well as the role of the TDC. The series will continue monthly and will explore topics including Social Media for Artists, Filing Taxes as an Artist, and MOSAIC Training.

The biennial **Arts Administrators Fellowship** strengthens Palm Beach County's cultural sector by providing emerging arts leaders with professional development, mentorship, and hands-on learning opportunities. Through workshops, networking, and collaboration with experienced professionals, the program helps cultivate the next generation of arts administrators while building capacity across the county's cultural community.

KEY INITIATIVES FOR FY27

- Virtual workshops will be offered to make professional development more accessible to all.
- Launch a new cohort of Arts Administrators Fellows in October 2026, expanding leadership development opportunities for emerging arts professionals.



Advocacy

A thriving arts and cultural sector depends on strong public investment and informed leadership. Through year-round advocacy, education, and relationship building, CCPBC works with elected officials, community partners, and cultural organizations to advance policies and investments that strengthen Florida's Cultural Capital®. By championing the economic, educational, and community impact of arts and culture, these efforts help ensure Palm Beach County remains a premier destination to live, work, and visit.

The State of Public Funding for the Arts

Federal

Due to the efforts of AFTA and arts advocates across the country, Congress funded the National Endowments for the Arts and Humanities (NEA and NEH) at $207 million each in FY26 (level funding from FY25). This is a major win for the sector at a time when public funding support for the arts is shrinking and organizations are navigating uncertainties. While this is positive national news, a large majority of these federal funds are allocated to rural arts initiatives or specific programs. In a recent survey, only 8% of CCPBC's grantees reported that they have received funding from the NEA.

State

Additionally, the State of Florida restored its arts funding in the 2025-26 budget. Over $21 million was approved for the Florida Division of Culture (DAC) grants program, and $1.8 million funded 15 Palm Beach County organizations this year. The Governor approved the state's 2026-27 budget with $20 million allocated for the DAC program, which will fund 121 organizations across the state and 9 in Palm Beach County*.

The state's grant program has not recovered since the Governor's $32 million veto in the 2024-25 budget year. Organizations now compete for roughly half the pre-veto funding, with 70% fewer grants being awarded across Florida. Palm Beach County's state funding has dropped 77% over four years. Many organizations have not received funding for three years in a row.



*Palm Beach County may receive some additional funding through a provision in the budget.
The list of recommended organizations and grant amounts has not been released in time to include in this report.

Property Tax Amendment: Potential Impact on Arts & Culture in Palm Beach County

Local

Based on the constitutional amendment approved by the Legislature for the November 2026 ballot, voters will be asked to consider a substantial expansion of Florida's homestead exemption, potentially reducing local government revenues and creating a framework for future elimination of much of the non-school property tax on homesteads.

The arts sector depends heavily on county and municipal investment, and any significant reduction in property tax revenue could have ripple effects across cultural funding, public facilities, special events, and quality-of-life initiatives. In a survey of CCPBC's grantees, 23 organizations ranging in budget size reported nearly $1.8 million in local government support in 2025-2026 (outside of TDC grants) which could be at risk.

The potential impact extends beyond direct arts funding from the county or a municipality. Arts programs are also funded by taxing districts like CRAs, DDAs, and the Children's Services Council, which will also be impacted by the property tax amendment.

Potential impacts may include:

- Cultural grant programs
- Public art initiatives
- Municipal cultural affairs departments/jobs
- Special events and festivals
- Maintenance of cultural facilities
- Community partnerships
- Arts education programs

Palm Beach County's quality of life is supported by cultural institutions, museums, performing arts venues, festivals, arts education programs, public art, and historic sites. These community assets help attract visitors, businesses, talent, and investment.

Cultural organizations in Palm Beach County are facing a potential "double impact:" declining access to state funding while local government revenues may also be constrained if the amendment passes. Organizations that support tourism, education, quality of life, and economic development could be affected from both directions simultaneously.



Government & Stakeholder Relations

A key piece of CCPBC's advocacy work is engagement with elected officials and other arts advocacy groups. The timing of this work depends on election cycles and legislative sessions. As the November 2026 election includes key races at the state and local levels, and the property tax amendment, this will be an important year.

Last year, CCPBC was successful in securing a Palm Beach County representative on the Florida Council on Arts & Culture, the 15-member statewide governing board appointed by the Governor, Senate President, or House Speaker, to advise the Secretary of State. Palm Beach philanthropist and arts champion Frances Fisher is the first Palm Beach County representative in over 20 years.

KEY INITIATIVES IN FY27

- CCPBC will continue to work closely with TDC leadership on a proactive strategy going into the new legislative session (March 2027) to ensure that statutes around the usage of TDT are protected, and that there is clear communication to decision-makers about the importance of tourism funding to a sustainable destination and the successful model for bed tax allocation being used in Palm Beach County. This work will include sponsoring and attending Palm Beach County Days in The Capitol to communicate as a united front.
- Leverage the Palm Beach County seat on the Florida Council on Arts & Culture to understand the state's priorities and advocate for additional funding for the arts and for Palm Beach County.
- Continue to find ways to engage locally with the Board of County Commissioners, City Council members in the larger municipalities, League of Cities, Business Development Board, Economic Council, and the Chambers of Commerce. This work includes attending and/or sponsoring key meetings, luncheons, award ceremonies, and other events to network and keep the cultural sector top-of-mind.



Frances Fisher and CCPBC President & CEO Dave Lawrence

Community Outreach & Education

As the designated LAA for Palm Beach County, it is CCPBC's mission to keep the arts sector informed about important policies and legislative changes and engaged in communicating the value of arts and culture to residents and stakeholders. This work includes providing tools, resources, and research on CCPBC's website; sending Advocacy Alerts with timely information and action items; and regularly convening cultural leaders to share information and foster dialogue.

KEY INITIATIVES IN FY27

- CCPBC will commission a Palm Beach County-based visual artist to create a signature work that will be used as part of an evergreen advocacy and education campaign focused on the value of arts and culture in the community.
- A comprehensive toolkit using the new artwork will be created with tips and templates (emails, social media, talking points, etc.) for artists and organizations to customize and share.
- CCPBC will lean into LinkedIn as the platform to share more advocacy messaging as well as thought-pieces on topics like the economic impact of arts, cultural tourism, education, public funding, and the creative economy. This content can also be re-purposed for op-eds and other distribution channels to maximize reach.

LAA SUMMIT

Working in partnership with DAC and the Florida Cultural Alliance, CCPBC is exploring the opportunity to host a two-day Summit in Palm Beach County in 2027 for LAAs from around the state. Speakers may include representatives from AFTA, NEA, Visit Florida, and the Florida Association of Museums with discussions around issues and challenges that specifically impact LAAs and a goal of finding shared solutions and a collaborative impact.



"We've done such a great job, now, that much of the attraction of this area is because of the arts."

—Alexander W. Dreyfoos,
Founder, Cultural Council for Palm Beach County

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