May 29, 2007 Staff Report Presentations VIII-1b 1 of 10



Naples, Marco Island, the Everglades TDC Meeting May 29, 2007



May 29, 2007 Staff Report Presentations VIII-1b 2 of 10

Monthly Retrospective

<u>May Print Advertising</u> <u>Edits to Media Plan</u>

Various Projects



May 29, 2007 Staff Report Presentations VIII-1b 3 of 10

May Print Advertising

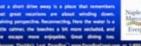
Florida Sportsman

- Undiscovered Florida
- AAA Going Places South
- Gulfshore Business Boating & Fishing Guide
- Successful Meetings
- •FSAE Association Source
- Association News
- Group Travel Planet

The Deserve Stands LAS are builty or sure, start of the satisfy for second











May 29, 2007 Staff Report Presentations VIII-1b 4 of 10

Edits to Media Plan

Virgin Holidays DVD



COLLIER COUNTY CVB 2007 MEDIA RECOMMENDATIONS										
February 20, 2007						Martin Preset			1.0	-
Meria.	Desen,	Sano	Frequence	et Projected	Marrisans	State Perce		1000.00	18	
Consumer Magazines	Villes Hers. C	Manual	18	 Insertion 		0.0+0		-	+	-
Actual Francesch Bartyn Trent Administration Manager	Value Here al	Net Tex Met Antibacilian	25	 Isation Article 		provide provide		of front	+	-
Could Tax Territor	Victor Person	Part Inc. The State		1000		differall.		A Read of Lot of	+	-
Backen Long Texts	14.4 mm	An Al SHT		9074		274758	14.00.00	Market P	-	-
TELEVISION OF THE PARTY OF THE				8 94,000			-	-	-	-
Consumer Porticity							-	_	+-	-
Constitution Constant Constant	Balance Danslaum	Annel						1	-	
You Fundated Terrol Passar	Page & Gifes, Read	And		34000		16/hail#	and by Dama	talked.	-	-
Ken Florida by Tener Spreed County	COLUMN THE REAL PROPERTY OF	Annel		100000		School .		indexed.	+	
You Preside Chard FS Names Confe	PassaGeter	2004	10	1470.00		1000		th family	+	
Con RouteConcern	Prove Caller	April-Separater	15	100		arite-ca		8.40	-	-
National States (Science Solitonics, Sector)	Page 4 Gifter	Ameri	18	All of Max		#chaste		th/amid	-	
WORL.	COVERE A			4 HUR.44			-	-		
Leisure & Martering				-	-					
ing Tranks	Last Casarana	An an Angel		1 17000		States of the	Part	100	-	-
flyidham.	Internal a			etuar-co		rode-off Complex			1=	
70751				8 1.405.00						
Neuroper Demotion (NW)										
THE On-Other have	bally and	March 10, Kulf		1 14075		Ballet OF	Shike of	Robert P		
Descent and Desc	Material and M	dant Jame		10000		00-30-07		30.74hutr		
Matting to Bare toget	Utilities Here all	Personal and a local		Million Million		of bards		induced.		
Photos Out of Bernard	Malfred Here of	Paramiter 11, Kold		HOCE .		at head	tilepit	to be of a		
Seculation have been been followed	Value Here all	And Human		1.50 0		and the state		Balance.		
broghness has been filtered	Valley Hers. 4	Jame 11, Kell?		8,762.00		3000-05	12-340-07	Side of		
76/741				8 (5.85.45						
Deteriority.									1	
Franke Cattle Program.	NAME DISTANCE					die unter	to fee or	is fear		
Perhapsing Telephone				7,000.00						
76/744				4 75,000.00					1	



May 29, 2007 Staff Report Presentations VIII-1b 5 of 10

Various Projects

Weddings eNewsletter

Seasonal Banner











Line of the level of the level

Paradise is just a short drive away.



Click for special Florida resident deals.



May 29, 2007 Staff Report Presentations VIII-1b 6 of 10

Various Projects

Beach Signs

<u>Spa Guide</u>



Today's Beach Condition FLORIDA RED TIDE PRESENT

- Caused by algae
- Naturally occurring
- · May cause eye or skin irritation
- · May cause coughing or sneezing
- If you have a respiratory condition, such as asthma, avoid the beach during Red Tide
- Do not harvest or eat shellfish or mollusks
 Learn more at www.colliergov.net

For health information and questions, call the Collier County Red Tide Hotline: 239-732-2591 Naples Marco Island Everglades



Shells of the Pa



Fighting Conch



Sand Dalla

N

tarfish Horse C

Collection or injury to live shells, starfish and sand dollars is prohibited in Collier County, and is punishable by fine.

Collier County Ordinance #XXXXXXX



May 29, 2007 Staff Report Presentations VIII-1b 7 of 10

Various Projects

Display Installation

Travel Agent Pages















May 29, 2007 Staff Report Presentations VIII-1b 8 of 10

Various Projects

New York & Chicago Sweepstakes

Blueway logos submitted for SM



You could WIN a Florida Getaway. ENTER NOW





May 29, 2007 Staff Report Presentations VIII-1b 9 of 10

Various Projects

Meeting Planner eNewsletter

Flagler Award Submissions

2008 Planning



the Paradise Coast** of Nacies, Marco land & the Evernindes

you have to meet, why not do it in Paradian?

the Paradise Coast** of taples, Marco Island & the

May 29, 2007 Staff Report Presentations VIII-1b 10 of 10



Naples, Marco Island, the Everglades TDC Meeting May 29, 2007