

Daily Activity	Business cards, labels data bases shared from shows attended			
Date	Fams etc.	Type of show	# of leads	Comments
	Show Name			
1/2/2007	Select Huddle Appts.,	Wholesale leisure	140	Set appointmentnets, FAM, Communication buyers
1/2/2007	Brochure Distribution Visit FLA	Travel Agents		Participation in brochure Dist. Travel Professionals of Color Ft. Lauderdale April 19-22
1/2/2007	Leads to hotels and golf courses for Wholesale golf rate request	Wholesale leisure		Golf leads Golf Holidays Int.
1/2/2007	Brochures to Travel Agents sent	Travel Agents		Carlson Wagon lit Plymouth, WI
1/2/2007	Brochures to Travel Agents sent	Travel Agents		Integrity Travel Hartland WI
1/3/2007	Resent Dairy Farmers RFP at Planners request	Meeting Planner		Planner amended program so resent out to partners
1/4/2006	Contact with Janapense Tour operators	leisure		To prepare for influx of possible Japan tourists to Red Sox spring train in Ft. Myers
1/4/2006	Golf Fee International contracts out to hotels	leisure		wholesale contractor to use destination for golf tours
1/5/2006	FAM planning for Wholesale tour operator	leisure		GTA wants Fam in destination will plan
1/4/2006	Brainstorm with staff meeting for 2007 packages	leisure		Banners, dates and packages for website sales
1/4/2006	Lisa Simundson Interview	Meeting Planner		for meeting magazine , comments for article
1/7/2007	Proof Visitor Guide 2007			
1/4/2006	Letter out to ASAE	Meeting Planner		invite them to reception and welcome for great ideas conference Marriott Marco
1/10/2007	Sent out leads to partners from Worth Intl - fulfilled w/ letter & VG	Meeting Planner	86	Ad in Worth International FI Official Mtg Planner Guide Nov. 2006
1/10/2007	Assisted AAA agent Alicia Fleming w/ brochures from Destination	Travel Agents		Sent 50 promotional pieces to AAA office
1/10/2007	Assisted Mtg Plnr Aron Steck with DMC & Vendors for 3/2008 program	Meeting Planner	350 ppl	Sent out RFP to DMC and Vendors to assist Mtg Planner
1/12/2007	Prepare Power point for training airport volunteers	leisure		Will train Feb 6 & 7 Volunteers at RSW on destination sales
1/9/2007	Meeting Japanese tour operator Loknath Wosti	leisure		Japanese Tourist information possible lead share
1/11/2007	Conference with Japanese JTB wholesalers	leisure		passed on information to partners, sent letters, requested rates and contracts
1/10/2007	MPI committee meeting Ft. Lauderdale	Meeting Planner		recruit new member incentives, present to FGCU students MPII membership ops
1/10/2007	Meeting with Touneau promotions	promotions		gift certificates to use for value added - watch purchase - shopping
1/11/2007	Bass Pro shops meeting with Janet Courtney	promotions		shopping promotions, fishing tournaments, calendar events, listing VG & brochure dist.
1/12/2007	Meeting with Luxury Resorts	all marketing		how to promote us to luxury and work with those hotels, what do they want from CVB
1/16/2007	TDC meetings till 2:30	TDC		TDC
1/16/2007	set up site itinerary for Shauney Wilson			scheduled sites for overflow rooms for May convention 1500 Debi brought to destination
1/17/2007	RSW meeting with airport officials	promotions		meet with airlines discuss now and future business prospects - show of hands
1/18/2007	noon - 6 sites with Shauney Wilson	Meeting Planner		awarded contracts for 2008 2009 1500 attendees found overflow rooms view destination
1/19/2007	Robert Staples EDC meeting	IT		brainstorm how to bring IT techs to area
1/19/2007	final chnges and stuff bags (Niccole) for Huddle FAM			constant changes in attendee list final prep for huddle fam
1/21/2007	Sunday drive to Sarasota Huddle begins	Wholesale leisure		set up booth, night event networking
1/22/07-1/23/07	Huddle trade show	Wholesale leisure		day and night events working 12 hour days
1/24/07 -1/27/07	Huddle FAM here escort and drive	Wholesale leisure		3 days destination itinerary of events 13 operators with Niccole & Debi
Monthly recap	I answer average of 75 emails 6 phone calls daily			all associated with work, follow up, new projects, changes, brainstorm, promo, ads, etc.
1/29/2007	Contact inquirey from website	leisure		Christine Russell info needed
	Contact inquirey from website	Meeting Planner		Marilyn Calrk membership info
1/29/	inquirey cvb services	Meeting Planner		Jennifer Mazza requested service available I assisted with info
28-Jan	rfp sent Kathy Schrupf medical meetings	Meeting Planner		sent rfp
1/30/2007	M& C meetings publicationl	Meeting Planner		sent for free listing of CVB
1/28/2/6	proof Meeting planner guide & proof upcoming ads	meeting planner		Proofing / edits
000001/29/07	Marlane Bundock Convention South seeks CVB input for article	meeting planner info		answered questions and quotes and sent info and photos for her article in Convention South mag
1/31/2007	NAJ website listing	leisure		updated itinerary on site NAJ for leisure group market
1/31/2007	provided wedding assistance	leisure		Ramsey White Bride assist
1/31/2007	Solicit group hotels to consider being MPI meeting hosts	Meeting Planner		
2/2/2007	sent VG to travel agent request	leisure		J Hale @ctscentral.net
2/3/2007	added two new partners to website	Meeting planner		Cappelli's and Creative Events
2/6/2007	Collected rfp determine business not right here for her need	meeting planner		needed airport hotel with free shuttle few minutes from airport
2/6/2007	Travel Impresssions contact from Huddle	leisure		sent VG to 30 agents
2/6/2007	sales call set up for chicago	mp		called and emailed meeting planners in Chicago to meet this week for sales calls
2/6/2007	Pow Wow flight and arrangements	Wholesale leisure		booked flight etc.
2/3/2007	post huddle meeting	Wholesale leisure		met with partners follow up strategy
2/4/2007	Huddle follow up	Wholesale leisure		contacted Fam participants, sent out leads 3 weeks to partners as follow up
2/3/2007	Meeting with Paradise / Staff discuss packages and AMEX	leisure		summer promotions CVB strategy
2/12/2007	Coordinating MPI meetings to attend and host	meeting planner		taking a group to next meeting, finding hosts for our meeting here
2/12/2007	Conferen Follow up	meeting planner		sending VG and follow emails to leads met

2/7/2006	Chicago Conferon meeting and Chicago sales calls	meeting planner		attended conference with Conferon Sales people and did sales calls in Chicago
2/14/2007	Coordinating coupon books for VIP CVB summer promo	leisure		coordinate new summer promo - gather info and requests
all month	planning sales trips	all marketing		ship stuff, sign up registration, travel plans, booth plan
2/9/2007	Create power point for Florida Live	Travel Agents		attend in Feb.
2/9/2007	Sent 50 VG to new travel agent - patty stewart	Travel Agents		
2/14/2007	Advisory Roundtable	partners		attend and host
2/15/2007	Grand opening of Naples Bay Resort	partners	q	attended conference with Conferon Sales people and did sales calls in Chicago
2/15/2007	Assisted mtg planner Wayne Mininger w/ information - possible site	Meeting Planner		National Onion Association
2/16/2007	working on CVB summer promotions	partners		forms and info on CVB AMEX and VIP summer promotions, solicit partners, coordinate
17-Feb	working on CVB coupon booklet	partners		collection of coupons for additions to coupon book for VIP summer promo
14-Feb	assisted mtg Plnr Jim Marzullo w/ finding restaurant venue	Meeting planner		
2/21/2007	Pow Wow Appointments, booth etc	Wholesale leisure		appointment requests, changes delegates, ordered booth, final details
2/23/- March 1	In New York for Florida Live and Nytimes travel show	Travel Agents		3 days of Travel consumer show 2 days of Travel agent presentation events w/ VF
3/1/2007	Sent UK based tour operator Saranna Lynch Pass to Paradise maps	Tour Operator		
3/5/2007	Registered for Florida Encounter	meeting planners		submitted 30 planners and registered for 2007 Florida Encounter
3/5/2007	proposals out to planner Maple Leaf	meeting planner		sent from several hotels
3/7/2007	Chicago for Florida VIP Meeting Planner Event	meeting planner		in Chicago to present to 60 Meeting planners hosted event with VF
3/8/2007	support to National Fastpitch Conference	meetings		Marriott pitch to Fast pitch sent letter to support CVB funds for conference
3/9/2007	follow up Florida Live NY			send VG letter
3/9/2007	follow up Florida VIP Chicago planners			send MP guide and letter
3/12/2007	Golf leads sent out from 3 city tours Play FLA Golf	leisure		sent leads to co-op partners
3/12/2007	Jet Air Wholesale contractor for TUI Belgium tour op	leisure		sent memo and support \$500 info page in marketing booklet with them
3/9/2007	working on Toursim week luncheon	partners		sent rfp, secure venue, nomination forms, time line complete, theme, meeting.
2/25/2007	working on hosting MPI event in Collier	meeting planner		got board working on it and host and transport trying to get date.
	Assisted high end group from Germany find tour guide	tour group		
Monthly recap	Feb. 13 - March 13 assisted several calls and thousands of emails	all marketing		busy daily
3/12/2007	Assisted meeting planner, Brian Reiser, with the Impression Group Sc	meeting planner		
3/18/2007	Researched Association of Collecting Clubs	meeting planner		Group has an interest in connecting CVB's w/ planners of collection clubs
3/19/2007	Set up site and FAM for our German rep, Juliana	Germany		Set up itinerary, travel arrangements, activity, hotel, etc
3/20/2007	Contacted & assisted potential leisure visitor, Mr. Archibald	leisure		sent info on camping, RV parks and local hotels
3/20/2007	Assisted marketing coordinator for Stonewood Grill with CVB involvem	partner		
3/21/2007	Assisted mtg planner, Cheryl Barry, with theme nights for conference	meeting planner		sent out activity / theme RFP to DMC's
3/27/2007	followed up on meeting lead sent to Krista at NALA	meeting planner		recvd lead from Tracey Mancinin, member of NALA
3/27/2007	sent email & MP guide to Meetings South leads for 1st qtr 2007	meeting planner		
3/30/2007	Assisted French Tour Operator w/ plan visit	Tour Operator		sent collateral, solicited more information
4/2/2007	CVB website - worked on getting themed packages for Spring			
4/2/2007	Worked with Paradise Agency on Sweepstake Prizes	leisure		
4/2/2007	Promoted VISIT FLORIDA promo oppty for LA radio show to hotel par	leisure		
4/3/2007	Installed brochure racks at all 3 Chambers, Naples Depot			
4/5/2007	Assisted mtg planner, Aron Steck, with DMC information for			



News

PR & Communications April 2007 Submitted by: JoNell Modys

Activities for this time period culminated with the annual Pow Wow International Travel Conference in Anaheim, California, the activity which is responsible for my being away for this month's TDC meeting. On Monday, April 23, Pow Wow holds its Travel Media Marketplace. This is a trade show within the trade show just for the international travel media to meet with public relations representatives from U.S. destinations, resorts and attractions. This is one of the most significant opportunities I have each year to meet with a core group of both international travel media along with media from the host destination, in this case Southern California.

Prop to departing for the conference I worked on and distributed several news releases tied to the kick off of our annual Spring/Summer marketing campaign. One was a targeted business release to our campaign's target markets announcing our increased presence on television and the Internet; and the second was a consumer news release highlighting special activities and values to entice late spring and summer visitation.

Final preparations continue for the Society of American Travel Writers Central States Chapter post-conference FAM to the Paradise Coast, scheduled for May 6-9, 2007. The FAM has five SATW active writer participants and two spouses.

Our newest employee is scheduled to join the CVB on April 30 serving as a part time assistant in the public relations department. The RFP for public relations agency support has been submitted to County purchasing and is in process. We are in the process of evaluating responses to the RFP for the Paradise Coast Blueway Web site development.

The PR department is working along with film and area partners on the upcoming Virgin Holidays DVD project, with dates now slated for mid June for production in our destination.

Travel media in the destination included New York-1 News Channel – a CVB sponsored trip the last weekend in March resulted in a travel story airing today, April 23, to a huge New York audience, along with carriage onboard JetBlue airlines. CVB also assisted Naples Grande with showing a writer from Spa magazine the Naples area. CVB developed an itinerary for a freelance golf writer from Montreal, Canada, and we met with media in the destination for the Marriott rededication event.

Coastal Living's identification of Naples as the #1 Top Romantic destination a few months ago resulted in a huge spike in visitation to our Web site, when CNN.com carried the story in early February, with approximately 10,000 hits directly attributed to links from CNN.com and Coastal Living's Web site. Weather.com is carrying four wonderful segments shot in the Everglades and Marco Island areas a few months ago in advance of a full feature show by the Road Crew to air this October.

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Naples Marco Island Everglades
The Paradise Coast

**COLLIER COUNTY
FILM COMMISSION
ACTIVITIES
APRIL 23, 2007
TDC Meeting**

PRODUCTION NOTES

- n magazine – print
- ALEVE® - TV/Internet commercial campaign
- David Everson Photography – still shoot
- ADR Creative – print
- Island Girl Productions – print
- ABC News (local) - video

WORKING LEADS

- HBO- TV segment
- “Cooking On Location” – TV series
- Foundation Design – print
- Haverty’s – TV commercial
- Mills James Productions - print
- “Thirteen Hours” – independent TV spec pilot
- Craig Singer Productions – feature film
- Once Upon A Time Films – feature film
- Virgin Holidays – promo DVD (CVB)
- Crossroads Films – TV commercial
- The Travel Channel – TV series
- Belladonna Productions – TV commercial
- “Gourmet Gone Wild” – TV series

- **Kimi Takesue - independent feature [IFP]**
- **FX TV pilot/series – in development**
- **ALL CURRENT PRODUCTION**

OPERATIONS

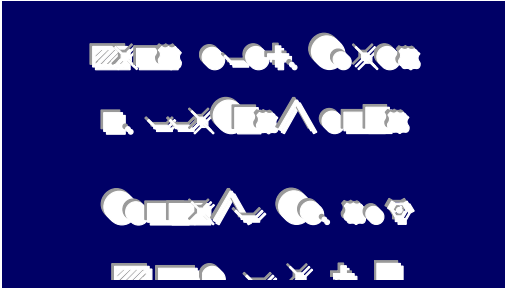
- **Lead/inquiry response**
- **Monthly Revenue Tracking**
- **-Polled participants for production activity**
- **-Followed-up with activity worksheets to clients**
- **-Recorded data**
- **Client Management**
- **Issued film permits**
- **-Opened a production file for each inquiry**
- **Updating/pre-production new production guide**
- **Scanning/Up-loading photo library to REEL-SCOUT**
- **Prepare Production Hurricane Plan (*see attached*)**
- **Meetings with internet-based location photography suppliers, L.A.**
- **Meeting with FX pilot writers**
- **Meeting with “Thirteen Hours” producers**
- **Prepared FV 2008 budget**
- **Finalized publisher draft for production guide**
- **Follow-up on SXSW contacts**

TRADESHOWS

- **AFCI LOCATIONS 2007 – Los Angeles, CA**

MEDIA

- *Gulfshore Life* – feature article



HURRICANE PREPAREDNESS FOR YOUR FILM PRODUCTION

Collier County, Florida is a film-friendly community with a variety of unique locations, skilled production crew and support services. If your production is planned to shoot between June 1st and November 30, there are a few things you need to know about our Hurricane Season. In the unlikely event that a tropical storm occurs during your time in Florida, you will be prepared to minimize its effects on your company by following a few simple precautions. Upon arrival please send your contact information to the Collier County Emergency Operations Center - JaimeSarbaugh@colliergov.net Ask to be put on their e-mail news release list so you will receive all storm announcements and warnings in a timely manner, and so that you will be invited to any press briefings.

HURRICANE FACTS

What is a Hurricane?

A hurricane is a type of tropical cyclone, which is a generic term for a low pressure system that generally forms in the tropics. The cyclone is accompanied by thunderstorms and, in the Northern Hemisphere, a counterclockwise circulation of winds near the earth's surface. Tropical cyclones are classified as follows:

Tropical Depression

An organized system of clouds and thunderstorms with a defined surface circulation and maximum sustained winds* of 38 mph (33 kt**) or less.

Tropical Storm

An organized system of strong thunderstorms with a defined surface circulation and maximum sustained winds of 39-73 mph (34-63 kt).

Hurricane

An intense tropical weather system of strong thunderstorms with a well-defined surface circulation and maximum sustained winds of 74 mph (64 kt) or higher.

During hurricane season, which runs from **June 1st to November 30th**, conditions in the tropics become optimal for the development of hurricanes. Each year, an average of 10 tropical storms develop in the tropics. Of these, 6 are likely to become hurricanes. While many of these storms do not

affect the U.S. coastline, the threat of a major impact from a hurricane is still a real concern.

The severities of hurricanes (and the potential damage they can cause) are classified in different categories according to the Saffir-Simpson Hurricane Scale. A Category 1 storm has the lowest wind speeds, while a Category 5 hurricane has the strongest. These are relative terms, because lower category storms can sometimes inflict greater damage than higher category storms, depending on where they strike and the particular hazards they bring. In fact, tropical storms can also produce significant damage and loss of life, mainly due to flooding.

Category 1: Winds 74-95mph - Minimal damage to building structures. Damage primarily to unanchored mobile homes, shrubbery, and trees. Also, some coastal road flooding and minor pier damage.

Category 2: Winds 96-110mph - Some roofing material, door, and window damage to buildings. Considerable damage to vegetation, mobile homes, and piers. Coastal and low-lying escape routes flood 2-4 hours before arrival of center. Small craft in unprotected anchorages break moorings.

Category 3: Winds 111-130 mph - Some structural damage to small residences and utility buildings with a minor amount of curtain wall failures. Mobile homes are destroyed. Flooding near the coast destroys smaller structures with larger structures damaged by floating debris. Terrain continuously lower than 5 feet ASL may be flooded inland 8 miles or more.

Category 4: Winds 131-155 mph - More extensive curtain wall failures with some complete roof structure on small residences. Major erosion of beach areas. Major damage to lower floors of structures near the shore. Terrain continuously lower than 10 feet ASL may be flooded requiring massive evacuation of residential areas inland as far as 6 miles.

Category 5: Winds greater than 155 mph - Complete roof failure on many residences and industrial buildings. Some complete building failures with small utility buildings blown over or away. Major damage to lower floors of all structures located less than 15 feet ASL and within 500 yards of the shoreline. Massive evacuation of residential areas on low ground within 5 to 10 miles of the shoreline may be required.

*** Sustained winds**

A 1-minute average wind measured at about 33 ft (10 meters) above the surface.

** 1 *knot* = 1 nautical mile per hour or 1.15 statute miles per hour.
 Abbreviated as "kt".

In order to give you a better idea of the months of the year, which historically

Table 8. Tropical storms and hurricanes in the Atlantic, Caribbean and Gulf of Mexico by month of origin, [updated from Neumann et al. (1999)], and for hurricanes striking the U.S. mainland 1900-2000 [updated from Hebert et al. (1997)].

MONTH	1944-2000 TROPICAL STORMS AND HURRICANES		1944-2000 HURRICANES		1900-2000 U.S. HURRICANES	
	Total	Average	Total	Average	Total	Average
JANUARY-APRIL	3	0.1	0	0.0	0	0.00
MAY	8	0.1	2	*	0	0.00
JUNE	31	0.5	11	0.2	11	0.11
JULY	50	0.9	22	0.4	18	0.18
AUGUST	151	2.6	95	1.6	42	0.42
SEPTEMBER	198	3.5	129	2.3	65	0.64
OCTOBER	100	1.8	60	1.1	25	0.25
NOVEMBER	26	0.5	16	0.3	4	0.04
DECEMBER	4	0.1	2	*	0	0.00
YEAR	571	10.0	337	5.9	165	1.63

¹ Includes subtropical storms after 1967. See Neumann et al. (1999) for details.
 * Less than 0.05.

have had the most hurricanes, please see the chart below.

WATCH VS. WARNING - KNOW THE DIFFERENCE

- A **HURRICANE WATCH** issued for your part of the coast indicates the possibility that you could experience hurricane conditions within 36 hours. This watch should trigger your production's disaster plan, and protective measures should be initiated, especially those actions that require extra time such as securing equipment, leaving a barrier island, etc.
- A **HURRICANE WARNING** issued for your part of the coast indicates that sustained winds of at least 74 mph are expected within 24 hours or less. Once this warning has been issued, your production should be in the process of completing protective actions and deciding the safest location to be during the storm.

When the threat of a storm becomes real, it is imperative to have a plan in place to help you make timely and useful preparations in case disaster should strike. Always stay tuned to local television and radio stations for the

county manager's bulletins. For up to the minute information, visit <http://www.colliergov.net> and go to "Emergency Management"

- **VOLUNTARY VS MANDATORY EVACUATIONS**

Local Emergency Management officials have the authority to direct **Voluntary** Evacuations, or to order **Mandatory** Evacuations.

If you are told to evacuate, whether the order is voluntary or mandatory, you should take that order seriously and act immediately.

Failure to follow a Mandatory Evacuation Order means placing your life in severe danger. It also means stranding yourself in an area that will most likely not have access to food, water or basic services for an extended period of time.

THE KEY: BE PREPARED

If your production is taking place during hurricane season, which runs from **June 1st to November 30th**, there are few things you will need to know in the event of a hurricane. Hurricanes are one of the most devastating and costly natural disasters to experience, and a fact of life that your production should be ready to face in the unlikely event that a Hurricane Warning is issued while your production is in town.

It is important to be prepared in the event of a storm and to know what to do before, during and after a hurricane should strike. **The most important thing that you can do is to be informed and prepared.** Disaster prevention includes both being prepared as well as reducing damages. Tropical storms by nature are both predictable yet erratic. Please allow enough time to put your plan in to action. The following are specific recommendations on how you can prepare your production for a hurricane. They can save your life and your property, and help mitigate your cost of windstorm insurance.

Begin with a solid **HURRICANE PLAN**. Production companies should consider putting a hurricane plan in writing so that employees have a clear understanding of how the company will operate before, during and after a storm. Businesses and individuals alike need to identify vulnerabilities ahead of time and take protective measures.

YOUR HURRICANE PLAN SHOULD INCLUDE:

1. Production information and dates

- ⇒ Describe the type of production in detail
- ⇒ Describe the dates your production will be filming in Collier county
- ⇒ Describe your locations and offices as to hurricane readiness

2. Evacuation Plans

- ⇒ Determine if your production is in an evacuation zone, whether for accommodations, locations, or offices.
- ⇒ If you are in an evacuation zone, make evacuation plans.
 - For cast and crew, determine where they will go. Keep in mind that local crew will probably have personal hurricane plans, but will require time to implement them.
 - For cast and crew who are not local, production should make plans to shelter them in a safe place, or to relocate them away from the hurricane.
 - Make plans for your equipment and vehicles, to protect them from wind and flood hazards.
 - Make plans to secure your locations and production offices. Determine alternates for these facilities in the event any are damaged by the storm.
 - Assemble emergency contact information for all cast and crew, and make a plan as to how you will re-contact them after the hurricane has passed.

3. Disaster Kits

- ⇒ Information about disaster kits should be disseminated to all cast and crew. Disaster kits should include at a minimum, 3 days of supplies such as cash, fuel, first aid and medicines, food and water, flashlights and spare batteries, clothing and

bedding. Production itself may wish to assemble some of these necessities for cast and crew members who will need them.

4. **Designate Hurricane Plan Coordinator**

- ⇒ Determine a member of the production team who will be responsible for activating the hurricane plan, and for monitoring the weather advisories. Determine which production department heads will assist in implementing the plan, if necessary.

IF A HURRICANE WATCH IS DECLARED:

- ⇒ Monitor weather advisories continuously. Major advisories are issued by the National Hurricane Center at 5 and 11 AM, and 5 and 11 PM, with supplemental advisories as needed.
- ⇒ Begin fueling all vehicles
- ⇒ Re-check evacuation plans
- ⇒ Re-check disaster kits
- ⇒ Prepare to secure locations, production offices, equipment and vehicles.

IF A HURRICANE WARNING IS DECLARED:

- ⇒ Continue to monitor weather advisories and official emergency announcements.
- ⇒ Secure locations, production offices, equipment and vehicles against wind and flood damage.
- ⇒ Evacuate cast and crew to pre-designated safe shelter or away from the hurricane affected area.
- ⇒ Distribute disaster kits to those who need them.
- ⇒ Assemble cast and crew emergency contact information and the post-storm communications plan.

RECOVERY FROM THE STORM:

- ⇒ Re-establish contact with all cast and crew.
- ⇒ Assess damage, if any, to locations, production offices, equipment and vehicles.
- ⇒ Assess any safety issues related to these facilities.
- ⇒ Begin clean up of any damage to your facilities.
- ⇒ Implement contingency plans, if necessary, for alternate locations, offices, etc.
- ⇒ Contact local film commission to resume film permits.

SAFETY AFTER THE STORM:

- ⇒ Car accidents are the main cause of injury after a hurricane; treat all intersections like a 4-way stop. Combine your trips and drive only if it's absolutely necessary.
- ⇒ Stay away from all downed utility lines and do not drive over them. Do not wade in floodwaters after a storm.
- ⇒ Limit your phone calls to absolute necessity and only call 911 for life threatening emergencies.

USEFUL INFORMATION

- **Useful websites:**

- ⇒ National Hurricane Center www.nhc.noaa.gov
- ⇒ Collier County Office of Emergency Management www.colliergov.net
- ⇒ American Red Cross Miami/Keys Chapter www.westfla-redcross.org/
- ⇒ Florida Division of Emergency Management www.floridadisaster.org
- ⇒ The Weather Channel www.weather.com

- **Important Contact Numbers:**

DISASTER PREPAREDNESS

Fl Dept. of Emergency Management - 850-413-9900
Citizen Information Line when EOC is activated - 850-651-7560

DISASTER RESPONSE & RECOVERY AGENCIES

Red Cross - 850-314-0332
FEMA - 1-800-525-0321 or 660-8005

Collier County

Emergency Hotline – 311 or 239-774-8444
Collier County Sheriff's Dept – 239-774-4434
Collier County Film Commission – 239-659-3456

Naples Police - 239-213-4844

Florida Power and Light - 800-468-8243

• **WEATHER AND INSURANCE LINKS:**

- ⇒ Accuweather: www.accuweather.com
- ⇒ CNN Weather News: www.CNN.com
- ⇒ Insurance Education & Information: www.insureonline.org
- ⇒ Insuring Florida: www.insuringflorida.org
- ⇒ National Hurricane Center: www.nhc.noaa.gov
- ⇒ NOAA Stormtracker: www.stormtracker.noaa.gov
- ⇒ The Weather Channel: www.weather.com
- ⇒ Weather Underground: www.weatherunderground.com
- ⇒ CompuWeather: www.Compuweather.com



Collier County - Call Summary by Type
For the Month of March, 2007 and 2006

	<u>Current Year</u>	<u>Previous Year</u>	
Call-Live	353	220	
Data Entry	7448	6,206	
Data Import	6674	5,153	
Data Entry- Manual	774	1,053	
Collier County	1		1
RDR Response	702		1,023
RR-Fulfilled	62		25
Website	9		4
Total Calls	<u>7,801</u>	<u>6,426</u>	

Greater Naples, Marco Island & The Everglades CVB

Call Summary by Purpose

For the month of March 2007

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>
ACCOMMODATIONS INFORMATION	5	15.33
Collier County CVB Office	1	1.72
Guest Click - Reservations	13	53.05
Help Desk	81	240.43
MEETING PLANNER	2	1.63
Partner Pack CD	1	1.33
VISITORS GUIDE	7,623	1,473.02
Grand Total:	7,726	1,786.52

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Source

For the months of March 2007 and March 2006

<u>SOURCE</u>	<u>CURRENT YEAR</u>		<u>LAST YEAR</u>	
	<u>REQUESTS</u>	<u>%</u>	<u>REQUESTS</u>	<u>%</u>
Consumer Magazines	39	1%	0	0%
Consumer Directories	114	1%	0	0%
Leisure E-Marketing	867	11%	0	0%
Newspaper Domestic NE/MW	1320	17%	0	0%
Television	0	0%	5	0%
Target Markets	1	0%	0	0%
Niche Markets (Bridal/Honeymoon)	683	9%	0	0%
Niche Markets (ECO)	278	4%	0	0%
Niche Markets (Senior)	4186	55%	0	0%
Travel Agent Directories	1	0%	0	0%
Collier County CVB Office	52	1%	4	0%
Friend/Relative	14	0%	8	0%
Magazine	0	0%	5495	87%
Newspaper	5	0%	137	2%
Niche Markets (Golf)	2	0%	0	0%
Other/Unknown	48	1%	19	0%
Travel Agent	12	0%	5	0%
Website	1	0%	613	10%
Grand Total:	7623		6286	

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Magazines

For the month of March 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
Southern Living June 06	13	33%
Southern Living July 06	12	31%
Florida Sun	8	21%
AAA Going Places May/June 07	2	5%
Women's World	2	5%
Arthur Frommers Bgt Tvl Feb 07	1	3%
Conde Nast Traveler May 07	1	3%
Grand Total:	39	

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Directories

For the month of March 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
2006 Official FL Vac Guide	101	89%
2007 Official FL Vac Guide	11	10%
2005 Official FL Vac Guide	2	2%
Grand Total:	114	

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Leisure E-Marketing

For the month of March 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
24-7Vacations.com	386	45%
ParadiseCoast.com	239	28%
www.ParadiseCoast.com	208	24%
DestinationBrochures.com	27	3%
Visit USA - UK	4	0%
COLLIER COUNTY CVB OFFICE	1	0%
VisitFlorida.com	1	0%
VisitFlorida.com - Germany	1	0%
Grand Total:	867	

Greater Naples, Marco Island & The Everglades CVB Request Summary by Newspaper Domestic NE/MW

For the month of March 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
PrePrint Out State Fall 2006	1,139	86%
PrePrint In State Fall 2006	180	14%
OTHER/UNKNOWN	1	0%
<u>Grand Total:</u>	<u>1,320</u>	

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Television

For the month of March 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
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Grand Total: _____

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Target Markets

For the month of March 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
Miami/Ft Laud WFOR - TV CH 4	1	100%
Grand Total:	1	

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Niche Market

For the month of March 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>
Niche Markets (Senior)	
AARP Mar/Apr 07	4,186
<hr/>	
Niche Markets (Senior)	4,186
Niche Markets (Bridal/Honeymoon)	
FL Wedding&Honeymoon Jan/Feb06	1
FL Wedding&Honeymoon Jan/Feb07	67
FL Wedding&Honeymoon Jul/Aug06	37
FL Wedding&Honeymoon Mar/Apr06	4
FL Wedding&Honeymoon Mar/Apr07	536
FL Wedding&Honeymoon May/Jun07	38
<hr/>	
Niche Markets (Bridal/Honeymoon)	683
Niche Markets (ECO)	
Audubon Mar/Apr 07	2
Audubon Nov/Dec 06	1
Audubon/Corkscrew Mar/Apr 07	168
Audubon/Corkscrew Nov 06	18
Echo Encounter Mar 07	1
FL Echo In State Spring 2007	86
FL Echo IS & OS Fall 2006	2
<hr/>	
Niche Markets (ECO)	278

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Niche Market

For the month of March 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>
Niche Markets (Golf)	
Golf Magazine	1
OTHER/UNKNOWN	1
<hr/>	<hr/>
Niche Markets (Golf)	2
<u>Grand Total:</u>	<u>5,149</u>

Greater Naples, Marco Island & The Everglades CVB Request Summary by Travel Agent Directories

For the month of March 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
FL Official Tvl Ind Jan-Dec 07	1	100%
Grand Total:	1	

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Group Business

For the month of March 2007

PUBLICATION NAME

OF REQUESTS

Grand Total: _____

Greater Naples, Marco Island & The Everglades ~~CVB~~ ⁹⁰¹³

Requests by State

For the Month of March 2006 & 2007

<u>STATE</u>	<u>CurrentYear</u>		<u>PreviousYear</u>	
FL	589	7.92%	412	6.73%
NY	569	7.66%	630	10.29%
PA	420	5.65%	336	5.49%
OH	414	5.57%	341	5.57%
IL	408	5.49%	341	5.57%
TX	342	4.60%	246	4.02%
MI	337	4.53%	308	5.03%
IN	307	4.13%	233	3.80%
CA	298	4.01%	227	3.71%
NJ	266	3.58%	271	4.42%
WI	232	3.12%	184	3.00%
MA	225	3.03%	217	3.54%
VA	206	2.77%	115	1.88%
GA	199	2.68%	148	2.42%
MO	199	2.68%	154	2.51%
NC	182	2.45%	149	2.43%
TN	164	2.21%	122	1.99%
MN	149	2.00%	136	2.22%
MD	142	1.91%	97	1.58%
KY	136	1.83%	119	1.94%
AL	106	1.43%	69	1.13%
WA	105	1.41%	103	1.68%
CT	94	1.26%	101	1.65%
CO	93	1.25%	74	1.21%
IA	91	1.22%	68	1.11%
LA	91	1.22%	70	1.14%
AR	89	1.20%	55	0.90%
SC	85	1.14%	75	1.22%
AZ	84	1.13%	63	1.03%
OK	77	1.04%	54	0.88%
KS	73	0.98%	51	0.83%
WV	68	0.91%	42	0.69%
OR	62	0.83%	43	0.70%
ME	57	0.77%	46	0.75%
NH	57	0.77%	57	0.93%
MS	56	0.75%	43	0.70%
NE	47	0.63%	29	0.47%
NV	39	0.52%	50	0.82%
DE	35	0.47%	23	0.38%
RI	35	0.47%	55	0.90%
UT	32	0.43%	16	0.26%
VT	26	0.35%	20	0.33%

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Greater Naples, Marco Island & The Everglades SOCVB

Requests by State

For the Month of March 2006 & 2007

<u>STATE</u>	<u>CurrentYear</u>		<u>PreviousYear</u>	
NM	23	0.31%	25	0.41%
SD	20	0.27%	18	0.29%
MT	19	0.26%	16	0.26%
ID	17	0.23%	25	0.41%
AK	15	0.20%	5	0.08%
PR	13	0.17%	9	0.15%
ND	12	0.16%	15	0.24%
HI	11	0.15%	6	0.10%
DC	7	0.09%	4	0.07%
WY	7	0.09%	5	0.08%
VI	2	0.03%	0	0.00%
AE	1	0.01%	3	0.05%
AP	0	0.00%	1	0.02%
<u>Grand Total:</u>	<u>7433</u>		<u>6125</u>	

Greater Naples, Marco Island & The Everglades CVB

Requests by Country

For the Month of March 2006 & 2007

<u>COUNTRY</u>	<u>Current Year</u>		<u>Previous Year</u>	
USA	7,433	97.51%	6,125	97.44%
Canada	69	0.91%	66	1.05%
Germany	63	0.83%	29	0.46%
United Kingdom	22	0.29%	0	0.00%
England (Great Britian)	8	0.10%	27	0.43%
France	5	0.07%	3	0.05%
Italy	3	0.04%	1	0.02%
Netherlands	3	0.04%	0	0.00%
Pakistan	3	0.04%	4	0.06%
Belgium	2	0.03%	4	0.06%
Denmark	2	0.03%	2	0.03%
Iran	2	0.03%	2	0.03%
Ireland	2	0.03%	0	0.00%
Sweden	2	0.03%	2	0.03%
Australia	1	0.01%	1	0.02%
Bulgaria	1	0.01%	0	0.00%
Philippines	1	0.01%	0	0.00%
Switzerland	1	0.01%	1	0.02%
Argentina	0	0.00%	1	0.02%
Bangladesh	0	0.00%	2	0.03%
Croatia	0	0.00%	1	0.02%
Georgia	0	0.00%	2	0.03%
Ghana	0	0.00%	2	0.03%
Guatemala	0	0.00%	1	0.02%
Hungary	0	0.00%	1	0.02%
India	0	0.00%	3	0.05%
Iraq	0	0.00%	1	0.02%
Nigeria	0	0.00%	1	0.02%
Russia	0	0.00%	1	0.02%
Spain	0	0.00%	2	0.03%
United Arab Emi	0	0.00%	1	0.02%
Grand Total:	7,623		6,286	

		October		November		December		January		February		March		April		May		June		July		August		September		Total	
		2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007
Chicago Sun Times	Newspaper Domestic NE/MW	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	5	0
Florida Sun	Newspaper Domestic NE/MW	46	0	11	0	22	0	13	0	0	0	24	0	20	0	26	0	20	0	18	0	0	0	17	0	217	0
Ft. Lauderdale Sun Sentinel	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	3	0	0	0	1	0	0	0	5	0	
Miami Herald Apr - Sept 06	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	3	0	
Miami Herald TVL May 06	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	4	0	
Naples Daily News - Editorial	Newspaper Domestic NE/MW	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	2	1	
Orlando Sentinel 06	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	1	0	1	0	1	0	0	0	8	0	
Palm Beach Post	Newspaper Domestic NE/MW	2	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	
Preprint In-State Nov 05	Newspaper Domestic NE/MW	0	0	0	0	1,120	0	651	0	1,366	0	138	0	0	0	0	233	0	0	0	0	0	0	0	3,508	0	
St. Petersburg Times	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	2	0	
Tampa Tribune	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	3	0	
Vacation Values Sunbelt (Valassis)	Newspaper Domestic NE/MW	0	0	0	0	1,941	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,941	0	
Valassis	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,795	0	45	0	0	0	0	0	3,840	0	
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	0	1	0	0	0	0	0	0	0	0	178	0	142	0	55	0	58	0	15	0	14	0	9	0	471	1
Audubon/Corkscrew Nov/Dec 05	Niche Markets (ECO)	0	0	157	0	91	0	235	0	178	0	108	0	65	0	26	0	13	0	2	0	1	0	0	0	876	0
National Geographic Traveler Jul/Aug 06	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	42	0	0	0	42	0	
National Geographic Traveler May 06	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	0	0	483	0	293	0	105	0	60	0	2	0	943	0	
Undiscovered Florida May 06	Niche Markets (ECO)	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	3	0	
VF Lead Generation - Boating	Niche Markets (Fishing)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	5	0	
Visit Florida Lead Generation - Boating	Niche Markets (Fishing)	0	0	0	0	10,029	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10,029	0	
Reader's Digest June 06	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	15	0	541	0	95	0	37	0	13	0	701	0	
Miami/Palm Beach Apr-Jun 06	Target Markets (Miami/Palm Beach)	0	0	0	0	0	0	0	0	0	0	0	8	0	3	0	1	0	0	0	0	0	0	0	12	0	
Adelphia Cable	Television	0	0	0	0	0	0	0	1	0	0	0	1	0	4	0	1	0	0	0	1	0	0	0	8	0	
Cable TV - Fishing Apr-Jun 06	Television	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	2	0	
Chicago TV/Cable Apr-Jun 06	Television	0	0	0	0	0	0	0	0	0	0	0	3	0	10	0	12	0	0	0	0	0	0	0	25	0	
CNN Headline News - Chicago	Television	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	1	0	0	0	4	0	
Everglades Angler	Television	0	0	0	35	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	5	35	
German TV/Swamp	Television	0	0	0	0	0	0	0	0	0	0	0	1	0	20	0	3	0	5	0	3	0	0	0	32	0	
Miami - WBZL WB	Television	23	0	0	0	0	0	0	0	0	0	0	1	0	12	0	6	0	1	0	4	0	0	0	47	0	
Miami/Ft Laud WPLG	Television	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	3	0	2	0	1	0	0	0	9	0	
New York WABC Apr-Jun 06	Television	0	0	0	0	0	0	0	0	0	0	0	20	0	67	0	20	0	1	0	0	0	0	0	108	0	
New York WNBC Apr-Jun 06	Television	0	0	0	0	0	0	0	0	0	0	0	17	0	110	0	27	0	0	0	0	0	0	0	154	0	
Orlando - Brighthouse	Television	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	4	0	3	0	0	0	1	0	13	0	
Orlando - WF TV	Television	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	6	0	1	0	3	0	0	0	15	0	
Orlando - WRDQ	Television	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	1	0	0	0	5	0	
Tampa/St Pete - Brighthouse	Television	0	0	0	0	0	0	0	0	0	0	0	2	0	11	0	3	0	1	0	2	0	0	0	19	0	
Tampa/St Pete - WTOG	Television	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	2	0	1	0	1	0	0	0	7	0	
Tampa/St Pete - WTVT	Television	0	0	0	0	0	0	0	0	0	0	0	2	0	7	0	3	0	3	0	1	0	0	0	16	0	
Travel Channel	Television	1	0	1	0	0	0	0	0	1	0	1	0	4	0	4	0	2	0	0	0	0	0	0	0	14	0
FL Official Travel Industry Guide 05	Travel Agent Directories	0	0	0	0	1	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
FL Official Travel Industry Guide 06	Travel Agent Directories	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	4	1	
See America	Travel Agent Directories	0	0	14	0	8	0	0	0	0	0	0	0	27	0	0	0	0	0	0	0	0	0	0	49	0	
2006 LEADS TOTAL:		74	5	215	36	23,359	0	11,800	0	1,914	0	946	0	373	0	1,137	0	5,445	0	8,272	0	9,512	0	955	0	64,002	41