

**Naples Marco Island Everglades CVB Sales Report**  
**7/16/2012 - 10/31/2012**

September 24, 2012  
 Detailed Staff Reports 11  
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Event Type: All

**Sales Rep: Debi DeBenedetto**

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: CURRENT TENTATIVE</b>											
Allied Solutions	Incentive Trips	RFP Rcvd	Corporate-Other		5/1/2014 5/3/2014		\$5,000.00	0	25	75	0
American Copper Council	Fall 2012	RFP Rcvd	0	Music Oct. 2011 FAM	11/6/2012 11/10/2012	National	\$250,000.00	0	280	825	0
American Copper Council	2013 Fall meeting	RFP Rcvd	0	Connect	11/4/2013 11/7/2013		\$93,775.00	0	280	775	0
American Financial Services Association	2015 AFSA	RFP Rcvd	0	Networking	4/5/2015 4/11/2015		\$173,000.00	0	250	845	0
American Osteopathic Board of Radiology	2013 Annual Board Meeting	RFP Rcvd	0	Website	1/17/2013 1/19/2013		\$6,800.00	0	14	42	0
American Society of Concrete Contractors	2013 ASCC Annual Conference	RFP Rcvd		Connect	9/18/2013 9/21/2013		\$43,430.00	0	124	393	0
American Society of Concrete Contractors	2014 CEO Forum	RFP Rcvd		Connect	6/19/2014 6/21/2014		\$23,220.00	0	60	180	0
Anthony J. Jannetti, Inc	2013 NNCC spring mtg	RFP Rcvd	0	Website	3/22/2013 3/24/2013		\$7,200.00	0	13	31	0
Applied Meetings and Incentives, LLC	2013 University Mtg	RFP Rcvd	0	Networking	1/30/2013 1/31/2013		\$3,888.00	0	12	24	0
Assoc. of Procurement Technical Assistance Centers	2013 summer board meeting	RFP Rcvd		Connect	7/10/2013 7/13/2013		\$6,741.00	0	20	63	0
Association for Retail Environments	2013 Design Awards Judging	RFP Rcvd	0	Website	2/6/2013 2/8/2013		\$4,580.00	0	12	20	0
BDP International	2013 Management Meeting	RFP Rcvd	0	Networking	3/7/2013 3/9/2013		\$70,500.00	0	100	300	0
Brentwood Baptist Church	Ministers Spouses Retreat 2012	RFP Rcvd	0	Rejuvenate	9/24/2012 9/25/2012	National	\$5,160.00	0	20	40	0
BuilderMT	BuilderMT Client Conference 2013	RFP Rcvd	Corporate-Other	Music Oct. 2011 FAM	9/10/2013 9/13/2013		\$80,000.00	0	100	280	0
CFA Institute	Chartered Financial Exam 2013	RFP Rcvd	0	Destination Showcase - DC	5/30/2013 6/1/2013		\$6,450.00	0	50	125	0
CGA Shows	CGA Shows Suncoast	RFP Rcvd	0	CVENT	3/28/2013 3/29/2013		\$6,110.00	0	15	26	0
Church of Christ Written in Heaven	2013 Women's Retreat	RFP Rcvd	0	Connect	4/25/2013 4/27/2013		\$13,530.00	0	22	66	0
ConferenceDirect / M. Ronacher	WU week event	RFP Rcvd		Chesney Denver 2011	1/31/2013 2/8/2013		\$590,000.00	0	521	2,422	0

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<b>Status: CURRENT TENTATIVE</b>											
Council on Occupational Education	COE annual mtg & COE Candidate Academy-Nov 2013	RFP Rcvd	0	Encounter	11/5/2013 11/9/2013		\$90,750.00	0	245	750	0
Debi's Itineraries	Site Lee Hotels	CVB Sponsored	0	Networking	1/20/2012 1/21/2012		\$0.00	0	1	1	0
Debi's Itineraries	CANUSA Fam May 2012	CVB Sponsored	0	Huddle	5/10/2012 5/13/2012	International	\$0.00	0	10	40	0
Debi's Itineraries	October 2011 Music Fam	CVB Sponsored	0	ASTA Nov. 2011 FAM	10/27/2011 10/30/2011		\$0.00	0	25	76	0
Debi's Itineraries	September Journey through Florida's Paradise Coast	CVB Sponsored	0	Networking	9/16/2012 9/18/2012	Local	\$0.00	0	126	150	0
Debi's Itineraries	Willy Fam German	CVB Sponsored	0	POW WOW	10/20/2012 10/23/2012		\$0.00	0	7	21	0
Debi's Itineraries	Ancoradouro Brazilian Fam	CVB Sponsored	0	South America Sales Mission	9/14/2012 9/16/2012		\$0.00	0	0	0	0
Defenders LEMC	2014 Homecoming	RFP Rcvd	0	Website	6/27/2014 6/29/2014		\$64,500.00	0	500	1,500	0
Delaney Meeting & Event Management	SE Assn Fish & Wildlife Agencies annual Conf	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	10/5/2014 10/9/2014		\$151,850.00	0	275	870	0
Desoto High School Reunion	10 year reunion Desoto High	RFP Rcvd	SMERF	Website	10/6/2012 10/6/2012		\$12,000.00	0	10	10	0
Destination Showcase DC	2012 Destination Showcase DC	Trade Show	0	Destination Showcase - DC	2/27/2012 3/1/2012		\$0.00	0	0	0	0
Experient / D. Borel-Ploeger	2015 AICD Annual meeting	RFP Rcvd	0	Connect	5/14/2015 5/20/2015		\$59,305.00	0	100	390	0
First Amendment Lawyers Association	Winter Meeting 2015	RFP Rcvd	0	Smart Meetings	2/4/2015 2/7/2015		\$34,350.00	0	37	148	0
Florida Health Care Social Workers Association	2013 Annual Conference	RFP Rcvd	0	Networking	7/7/2013 7/9/2013		\$23,500.00	0	80	220	0
FSA Management Group	2014 Society for Foodservice Mgmt	RFP Rcvd	0	Connect	9/15/2014 9/17/2014		\$60,600.00	0	150	450	0
FSA Management Group	2016 AHF conference	RFP Rcvd	0	Connect	6/6/2016 6/9/2016		\$261,000.00	0	450	1,800	0
Hannover Life Reassurance Comp. of America	Underwriting Seminar 2013	RFP Rcvd	0	Website	2/19/2013 2/21/2013		\$23,000.00	0	45	135	0
HelmsBriscoe / A.Donnelly	2013 Finit Annual Meeting	RFP Rcvd	0	HelmsBriscoe	4/2/2013 4/7/2013		\$43,000.00	0	42	210	0
HelmsBriscoe / C. Faust	Retirement Services Planning	RFP Rcvd	0	Repeat Planner contact	11/3/2013 11/6/2013		\$0.00	0	100	310	0
HelmsBriscoe / C. Faust	2013 Legend National Advisors Conference	RFP Rcvd	0	CVENT	11/2/2013 11/5/2013		\$37,510.00	0	100	310	0
HelmsBriscoe / J. Mattes	2014 Trane Strategic Partner Exchange	RFP Rcvd	0	CVENT	4/4/2014 4/9/2014		\$183,270.00	0	271	883	0

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<b>Status: CURRENT TENTATIVE</b>											
HelmsBriscoe / M. Moliver	2015 FSGA	RFP Rcvd	0	CVENT	7/22/2015 7/25/2015		\$30,388.00	0	156	284	0
HelmsBriscoe / N. Riley	2014 CSI Master Specifiers Retreat	RFP Rcvd	0	CVENT	1/15/2014 1/19/2014		\$29,800.00	0	75	184	0
HelmsBriscoe / R. Ayers	2014 Assoc. of Anatomy, cell biology	RFP Rcvd		CVENT	2/5/2014 2/8/2014		\$59,500.00	0	65	260	0
HelmsBriscoe / S. Compton	Davey National managers mtg 2013	RFP Rcvd	0	CVENT	2/2/2013 2/5/2013		\$164,193.00	0	225	717	0
HelmsBriscoe /V. Schlosser	2014 Group West Coast FL	RFP Rcvd	SMERF	CVENT	4/12/2014 4/21/2014		\$461,250.00	0	255	2,550	0
Hospitality Performance Network	Insurance CAm 2013	RFP Rcvd	0	Collaborate	9/15/2013 9/21/2013	National	\$200,000.00	0	390	885	0
Hyland Software	2014 and 2015Team on Base Conf	RFP Rcvd	0	Collaborate	2/11/2013 2/13/2013		\$180,000.00	0	230	616	0
IMN Solutions	2013 NCSC COSCA mid year mtg	RFP Rcvd	0	CVENT	12/3/2013 12/7/2013		\$39,440.00	0	60	245	0
Informed Meetings Exchange	2013 AFSA	RFP Rcvd	0	Networking	1/17/2013 1/19/2013		\$5,800.00	0	20	36	0
Marco Island Marriott Beach Resort, Golf Club & Spa	Warehouse Logistics Assn	RFP Rcvd	0	RFP Enhancement	2/15/2015 2/19/2015	National	\$359,925.00	0	187	747	0
Max vantage Meetings	2013 Presidents incentive awards	RFP Rcvd	Corporate- Medical/Pharmaceutical	Repeat Planner contact	6/9/2013 6/14/2013		\$20,000.00	0	25	150	0
Meeting Expectations, Incorporated	2014 ISBN	RFP Rcvd	0	Repeat Planner contact	5/2/2014 5/7/2014	National	\$125,000.00	0	140	477	0
Meeting Expectations, Incorporated	Honey Baked ham Franchise Conf 2013	RFP Rcvd	0	Repeat Planner contact	6/6/2013 6/13/2013	National	\$150,000.00	0	171	754	0
Mercedes Benz Club of America	StarTech Technical event 2015	RFP Rcvd	0	DC 2012	6/4/2015 6/8/2015		\$59,540.00	0	100	260	0
Mercedes Benz Club of America	StarTech Technical event 2017	RFP Rcvd	0	DC 2012	6/8/2017 6/12/2017		\$59,540.00	0	100	260	0
National Association of Guardsman	NAG Social Club 2013	RFP Rcvd	SMERF	Phone	7/9/2013 7/14/2013	National	\$100,000.00	0	250	830	0
National Black Public Relations Society	NBPRS National conf & Career Fair	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Destination Showcase - Chicago	10/9/2013 10/13/2013		\$40,000.00	0	75	182	0
National Collegiate Table Tennis Association	College Table Tennis National Championships	RFP Rcvd	0	Connect	4/18/2013 4/21/2013		\$82,000.00	0	150	600	0
NGALA	DTS Technologies Site	CVB Sponsored	0	Networking	10/17/2012 10/19/2012		\$24,000.00	0	75	162	0
North American Millers' Association	March Divison Meetings	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	DC 2012	3/27/2015 3/31/2015	National	\$200,000.00	0	135	465	0

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<b>Status: CURRENT TENTATIVE</b>											
Panamerican Surety Association	2013 APFPASA	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	South America Sales Mission	4/21/2013 4/24/2013	International	\$150,000.00	0	250	850	0
Select Meeting Sites, Incorporated	2013 GE Americas Sponsor Finance mtg	RFP Rcvd	0	CVENT	3/5/2013 3/6/2013		\$117,500.00	0	250	500	0
Sentergroup, Inc	2014 International Society of Appraisers	RFP Rcvd	0	Website	4/2/2014 4/9/2014		\$83,845.00	0	87	398	0
Site Search, Incorporated	2013 Florida Attractions Assoc. conference	RFP Rcvd	0	Networking	6/1/2013 6/5/2013		\$32,895.00	0	85	255	0
Site Search, Incorporated	2012 BOD	RFP Rcvd	0	FSAE	11/6/2012 11/9/2012		\$0.00	0	36	77	0
Site Search, Incorporated	FSAE Winter Conference	RFP Rcvd	0	FSAE Annual Conference	11/6/2012 11/9/2012		\$10,527.00	0	38	87	0
Society for the Scientific Study of Sexuality	2015 Annual Meeting	RFP Rcvd		Connect	11/11/2015 11/15/2015		\$66,550.00	0	158	550	0
Solutions+ of New York	WBASNY 2013	RFP Rcvd	0	Successful Meetings	5/16/2013 5/19/2013		\$36,250.00	0	80	260	0
Southeastern Section of the American Urological Association, Incorporated	2013 SES 77th annual meeting	RFP Rcvd	Association-Health & Medical	RFP's received - Out of Florida	3/12/2013 3/17/2013		\$0.00	0	316	1,286	0
Southern Association Colleges & Schools	2015 March Board mtg	RFP Rcvd	0	Connect	3/18/2015 3/19/2015		\$3,400.00	0	17	34	0
Southern Association Colleges & Schools	2015 June Commission Meeting	RFP Rcvd	0	Connect	6/17/2015 6/19/2015		\$48,375.00	0	125	375	0
Spin	2013 SPINcon	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Spin Conference	6/26/2013 6/27/2013		\$21,400.00	0	200	400	0
Stadium Managers Association	Tempnet 2014	RFP Rcvd	0	Connect	2/25/2014 3/1/2014		\$63,891.00	0	75	265	0
Syncopate meetings & events,llc	NASC 2013	RFP Rcvd	Corporate-Other	Website	5/6/2013 5/10/2013	National	\$90,000.00	0	175	410	0
Temple Aron HaKodesh	Annual Messianic Women's Conference & Retreat	RFP Rcvd	SMERF	Website	8/15/2013 8/18/2013	Regional	\$7,500.00	0	45	98	98
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	1/22/2013 2/1/2013		\$350,000.00	0	20	220	0
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	2/18/2013 3/1/2013		\$350,000.00	0	20	240	0
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	3/11/2013 3/22/2013		\$350,000.00	0	20	240	0
The Fellowship of Christian Cheerleaders	2013 FCC Cheerleaders Competition Championships	RFP Rcvd	SMERF	Rejuvenate	12/7/2013 12/8/2013	National	\$30,000.00	0	125	250	0
The Global Group Inc.	Premier Logistics and Corporate Planners	RFP Rcvd		Meetings Focus-NBH FAM 2011	3/11/2013 3/15/2013		\$226,000.00	0	200	805	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Affected Rooms	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: CURRENT TENTATIVE</b>											
The Little Gym	2013 Little Gym	RFP Rcvd	SMERF	Planner Inquiry via Phone or Email	5/2/2013 5/4/2013		\$100,000.00	0	175	525	0
The Planning Mode	2013 Worldwide Express Conf	RFP Rcvd	0	Website	1/14/2013 1/19/2013		\$170,000.00	0	344	1,150	0
Travel and Transport Vacations	Bank Executive Conference 2013	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	2/20/2013 2/24/2013		\$81,000.00	0	70	300	0
US-Canada MICE	Nov. 2012 group trip excursion	RFP Rcvd	0	MPI Dallas & Sales Mission 2012	11/26/2012 11/28/2012		\$7,260.00	0	30	65	0
Vacon	Vacon North America Drives conf	RFP Rcvd	0	Destination Showcase - Chicago	2/10/2013 2/16/2013		\$200,000.00	0	250	960	0
Visit Florida Events	2012 VIP event in Chicago	Trade Show	0	Visit FL Chicago	4/30/2012 5/3/2012		\$0.00	0	0	0	0
Wire Fabricators Association	WFA Winter meeting	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	1/23/2013 1/26/2013		\$20,000.00	0	20	60	0
					<b>Event Count:</b>	86	\$7,440,788.00	0	10,587	36,130	98

**Status: ITINERARIES**

Council on Occupational Education	COE annual mtg & COE Candidate Academy-Nov 2013	RFP Rcvd	0	Encounter	11/5/2013 11/9/2013		\$90,750.00	0	245	750	0
Debi's Itineraries	September Journey through Florida's Paradise Coast	CVB Sponsored	0	Networking	9/16/2012 9/18/2012	Local	\$0.00	0	126	150	0
Debi's Itineraries	Willy Fam German	CVB Sponsored	0	POW WOW	10/20/2012 10/23/2012		\$0.00	0	7	21	0
Debi's Itineraries	Ancoradouro Brazilian Fam	CVB Sponsored	0	South America Sales Mission	9/14/2012 9/16/2012		\$0.00	0	0	0	0
HelmsBriscoe / C. Faust	2013 Legend National Advisors Conference	RFP Rcvd	0	CVENT	11/2/2013 11/5/2013		\$37,510.00	0	100	310	0
NGALA	DTS Technologies Site	CVB Sponsored	0	Networking	10/17/2012 10/19/2012		\$24,000.00	0	75	162	0
					<b>Event Count:</b>	6	\$152,260.00	0	553	1,393	0

**Status: LEADS SENT**

American Copper Council	2013 Fall meeting	RFP Rcvd	0	Connect	11/4/2013 11/7/2013		\$93,775.00	0	280	775	0
American Financial Services Association	2015 AFSA	RFP Rcvd	0	Networking	4/5/2015 4/11/2015		\$173,000.00	0	250	845	0
American Osteopathic Board of Radiology	2013 Annual Board Meeting	RFP Rcvd	0	Website	1/17/2013 1/19/2013		\$6,800.00	0	14	42	0

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<b>Status: LEADS SENT</b>											
American Society of Concrete Contractors	2013 ASCC Annual Conference	RFP Rcvd		Connect	9/18/2013 9/21/2013		\$43,430.00	0	124	393	0
American Society of Concrete Contractors	2014 CEO Forum	RFP Rcvd		Connect	6/19/2014 6/21/2014		\$23,220.00	0	60	180	0
Anthony J. Jannetti, Inc	2013 NNCC spring mtg	RFP Rcvd	0	Website	3/22/2013 3/24/2013		\$7,200.00	0	13	31	0
Applied Meetings and Incentives, LLC	2013 University Mtg	RFP Rcvd	0	Networking	1/30/2013 1/31/2013		\$3,888.00	0	12	24	0
Assoc. of Procurement Technical Assistance Centers	2013 summer board meeting	RFP Rcvd		Connect	7/10/2013 7/13/2013		\$6,741.00	0	20	63	0
BDP International	2013 Management Meeting	RFP Rcvd	0	Networking	3/7/2013 3/9/2013		\$70,500.00	0	100	300	0
CGA Shows	CGA Shows Suncoast	RFP Rcvd	0	CVENT	3/28/2013 3/29/2013		\$6,110.00	0	15	26	0
Conference Direct / D. Herbers	2013 CAP 2/13 CLA Cmtes	RFP Rcvd	0	CVENT	2/21/2013 2/23/2013		\$42,823.00	0	80	187	187
ConferenceDirect / M. Ronacher	WU week event	RFP Rcvd		Chesney Denver 2011	1/31/2013 2/8/2013		\$590,000.00	0	521	2,422	0
Delaney Meeting & Event Management	SE Assn Fish & Wildlife Agencies annual Conf	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	10/5/2014 10/9/2014		\$151,850.00	0	275	870	0
Elizabeth Duncan Events	2013 CUFSLP meeting	RFP Rcvd	0	Website	1/8/2013 1/11/2013		\$21,870.00	0	50	135	0
Experient / D. Borel-Ploeger	2015 AICD Annual meeting	RFP Rcvd	0	Connect	5/14/2015 5/20/2015		\$59,305.00	0	100	390	0
FSA Management Group	2014 Society for Foodservice Mgmt	RFP Rcvd	0	Connect	9/15/2014 9/17/2014		\$60,600.00	0	150	450	0
FSA Management Group	2016 AHF conference	RFP Rcvd	0	Connect	6/6/2016 6/9/2016		\$261,000.00	0	450	1,800	0
HelmsBriscoe / C. Faust	Retirement Services Planning	RFP Rcvd	0	Repeat Planner contact	11/3/2013 11/6/2013		\$0.00	0	100	310	0
HelmsBriscoe / C. Faust	2013 Legend National Advisors Conference	RFP Rcvd	0	CVENT	11/2/2013 11/5/2013		\$37,510.00	0	100	310	0
HelmsBriscoe / D. Killian	2012 Retreat Acute Care	RFP Rcvd	0	CVENT	9/11/2012 9/13/2012		\$3,939.00	0	13	39	0
HelmsBriscoe / J. Mattes	2014 Trane Strategic Partner Exchange	RFP Rcvd	0	CVENT	4/4/2014 4/9/2014		\$183,270.00	0	271	883	0
HelmsBriscoe / M. Moliver	2015 FSGA	RFP Rcvd	0	CVENT	7/22/2015 7/25/2015		\$30,388.00	0	156	284	0
HelmsBriscoe / N. Riley	2014 CSI Master Specifiers Retreat	RFP Rcvd	0	CVENT	1/15/2014 1/19/2014		\$29,800.00	0	75	184	0
HelmsBriscoe / R. Ayers	2014 Assoc. of Anatomy, cell biology	RFP Rcvd		CVENT	2/5/2014 2/8/2014		\$59,500.00	0	65	260	0

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<b>Status: LEADS SENT</b>											
HelmsBriscoe / S. Compton	Davey National managers mtg 2013	RFP Rcvd	0	CVENT	2/2/2013 2/5/2013		\$164,193.00	0	225	717	0
IMN Solutions	2013 NCSC COSCA mid year mtg	RFP Rcvd	0	CVENT	12/3/2013 12/7/2013		\$39,440.00	0	60	245	0
Informed Meetings Exchange	2013 AFSA	RFP Rcvd	0	Networking	1/17/2013 1/19/2013		\$5,800.00	0	20	36	0
Meeting Expectations, Incorporated	Honey Baked ham Franchise Conf 2013	RFP Rcvd	0	Repeat Planner contact	6/6/2013 6/13/2013	National	\$150,000.00	0	171	754	0
National Black Public Relations Society	NBPRS National conf & Career Fair	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Destination Showcase - Chicago	10/9/2013 10/13/2013		\$40,000.00	0	75	182	0
Select Meeting Sites, Incorporated	2013 GE Americas Sponsor Finance mtg	RFP Rcvd	0	CVENT	3/5/2013 3/6/2013		\$117,500.00	0	250	500	0
Select Meeting Sites, Incorporated	2013 National Animal Health	RFP Rcvd	0	CVENT	3/6/2013 3/8/2013		\$10,340.00	0	20	44	0
Site Search, Incorporated	2013 Florida Attractions Assoc. conference	RFP Rcvd	0	Networking	6/1/2013 6/5/2013		\$32,895.00	0	85	255	0
Society for the Scientific Study of Sexuality	2015 Annual Meeting	RFP Rcvd		Connect	11/11/2015 11/15/2015		\$66,550.00	0	158	550	0
Southern Association Colleges & Schools	2015 March Board mtg	RFP Rcvd	0	Connect	3/18/2015 3/19/2015		\$3,400.00	0	17	34	0
Southern Association Colleges & Schools	2015 June Commission Meeting	RFP Rcvd	0	Connect	6/17/2015 6/19/2015		\$48,375.00	0	125	375	0
Spin	2013 SPINcon	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Spin Conference	6/26/2013 6/27/2013		\$21,400.00	0	200	400	0
Stadium Managers Association	Tempnet 2014	RFP Rcvd	0	Connect	2/25/2014 3/1/2014		\$63,891.00	0	75	265	0
The Global Group Inc.	Premier Logistics and Corporate Planners	RFP Rcvd		Meetings Focus-NBH FAM 2011	3/11/2013 3/15/2013		\$226,000.00	0	200	805	0
The Ritz-Carlton, Naples	Strayer University	CVB Sponsored	0	Networking	4/16/2013 4/19/2013		\$300,000.00	0	250	600	0
<b>Event Count:</b>						39	\$3,256,303.00	0	5,225	16,965	187

**Status: TURNED CANCELLED**

Axiom Corporation	Axiom Executive Summit Feb 2012	RFP Rcvd	0	Meetings Focus-NBH FAM 2011	1/31/2012 2/2/2012		\$13,740.00	0	30	90	0
Booz Allen Hamilton, Incorporated	USMCmax ISC/CCB	RFP Rcvd	0	Meetings Focus-NBH FAM 2011	4/7/2013 4/18/2013		\$69,000.00	0	65	260	0
The Ritz-Carlton, Naples	Strayer University	CVB Sponsored	0	Networking	4/16/2013 4/19/2013		\$300,000.00	0	250	600	0

<b>Status:                      TURNED DEFINITE</b>										
Conference Direct / D. Herbers	2013 CAP 2/13 CLA Cmtes	RFP Rcvd	0	CVENT	2/21/2013 2/23/2013	\$42,823.00	0	80	187	187
Ladies, Let's Go Fishing	Fish Chokoloskee	RFP Rcvd	0	Networking	10/12/2013 10/15/2013	\$10,000.00	0	10	0	0
Waldorf Astoria Naples	Ansell Protective Products	RFP Rcvd	0	RFP Enhancement	11/2/2012      National 11/10/2012	\$150,000.00	0	125	660	0
				<b>Event Count:</b>	3	\$202,823.00	0	215	847	187

<b>Status:                      TURNED LOST</b>										
Allied Solutions	National Sales Meeting 2014	RFP Rcvd	Corporate-Other		2/17/2014 2/19/2014	\$35,000.00	0	125	335	0
American Copper Council	2012 Copper College	RFP Rcvd	0	RFP's received - Out of Florida	4/10/2012 4/14/2012	\$0.00	0	175	600	0
ConferenceDirect / G. Rapoport	2013 Praxair Global Leadership Conference	RFP Rcvd	0	CVENT	1/1/2013 1/4/2013	\$115,344.00	0	306	700	0
Elizabeth Duncan Events	2013 CUFSLP meeting	RFP Rcvd	0	Website	1/8/2013 1/11/2013	\$21,870.00	0	50	135	0
Florida Chess Association	2012 FL State Chess Championship	RFP Rcvd	0	RFP's received - Florida	8/31/2012 9/1/2012	\$0.00	0	75	150	0
HelmsBriscoe (Naples)	FRAA Annual Meeting 2013	RFP Rcvd	0	CVENT	7/17/2013 7/20/2013	\$18,083.00	0	75	169	0
HelmsBriscoe / C. Pierson	2012 Sunny Delight Sales Meeting	RFP Rcvd	0	HelmsBriscoe	4/15/2012 4/19/2012	\$61,500.00	0	105	285	0
HelmsBriscoe / D. Brownlee	2013 Farm Credit Services of America	RFP Rcvd	0	HelmsBriscoe	3/11/2013 3/14/2013	\$45,825.00	0	75	195	0
HelmsBriscoe / D. Killian	2012 Retreat Acute Care	RFP Rcvd	0	CVENT	9/11/2012 9/13/2012	\$3,939.00	0	13	39	0
HelmsBriscoe / K. Hedlund	NAMIC 2013 Claims Conference	RFP Rcvd	0	CVENT	2/19/2013 2/23/2013	\$89,997.00	0	180	393	0
HelmsBriscoe / V.Corder	National Shooting Sports Foundation 2012	RFP Rcvd	0	HelmsBriscoe	2/21/2012 2/24/2012	\$41,220.00	0	50	180	0
IMN Solutions	2014 IFEBP Investments Institute	RFP Rcvd	0	CVENT	2/28/2014 3/6/2014	\$135,125.00	0	135	575	0
IQPC Exchange	Corporate Counsel Exchange 2012	RFP Rcvd	0	CVENT	6/17/2012 6/18/2012	\$9,030.00	0	70	140	0
Mary Lea Nations (Sm Bus. Ins.)	SBI Annual Conference 2014	RFP Rcvd	0	Connect	2/12/2014 2/15/2014	\$45,800.00	0	60	200	0
Meetings Management Group	2012 ASPEN Fellows Conference	RFP Rcvd	0	Destination Showcase - DC	4/26/2012 4/28/2012	\$75,850.00	0	175	370	0
Metal Construction Association	MCA 2014 Annual	RFP Rcvd	0	Repeat Planner contact	1/17/2014 1/22/2014	\$120,000.00	0	110	425	0
Moor Media Services	2013 National Sales Meeting	RFP Rcvd	0	Website	1/24/2013 1/25/2013	\$0.00	0	12	24	0



Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Affected Rooms	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: TURNED LOST</b>											
Radiometer America Incorporated	2013 Meeting	RFP Rcvd	Corporate-Medical/Pharmaceutical	Visit Florida	2/10/2013 2/12/2013		\$125,000.00	0	175	360	0
Recreation Adventure Tours	2012 motorcoach tour	RFP Rcvd		Website	2/23/2012 2/23/2012		\$6,410.00	0	28	28	0
Select Meeting Sites, Incorporated	2013 National Animal Health	RFP Rcvd	0	CVENT	3/6/2013 3/8/2013		\$10,340.00	0	20	44	0
Site Search, Incorporated	fsae amc fORUM	RFP Rcvd	0	Repeat Planner contact	10/5/2012 10/7/2012		\$0.00	0	28	56	0
Site Selection & Meeting Consultants, Inc	Power in Pumps 2012	RFP Rcvd	0	Repeat Planner contact	10/11/2012 10/13/2012	Local	\$20,000.00	0	50	120	0
Smilow Family	Smilow Succos 2012	RFP Rcvd	SMERF	Website	9/30/2012 10/9/2012		\$100,000.00	0	75	750	0
The Florida Bar	Meeting 2 April 2013	RFP Rcvd	0	Repeat Planner contact	4/24/2013 4/27/2013		\$60,000.00	0	15	50	0
					<b>Event Count:</b>	24	\$1,140,333.00	0	2,182	6,323	0

<b>Status: TURNED TENTATIVE</b>											
American Copper Council	2013 Fall meeting	RFP Rcvd	0	Connect	11/4/2013 11/7/2013		\$93,775.00	0	280	775	0
American Financial Services Association	2015 AFSA	RFP Rcvd	0	Networking	4/5/2015 4/11/2015		\$173,000.00	0	250	845	0
American Osteopathic Board of Radiology	2013 Annual Board Meeting	RFP Rcvd	0	Website	1/17/2013 1/19/2013		\$6,800.00	0	14	42	0
American Society of Concrete Contractors	2013 ASCC Annual Conference	RFP Rcvd		Connect	9/18/2013 9/21/2013		\$43,430.00	0	124	393	0
American Society of Concrete Contractors	2014 CEO Forum	RFP Rcvd		Connect	6/19/2014 6/21/2014		\$23,220.00	0	60	180	0
Anthony J. Jannetti, Inc	2013 NNCC spring mtg	RFP Rcvd	0	Website	3/22/2013 3/24/2013		\$7,200.00	0	13	31	0
Applied Meetings and Incentives, LLC	2013 University Mtg	RFP Rcvd	0	Networking	1/30/2013 1/31/2013		\$3,888.00	0	12	24	0
Assoc. of Procurement Technical Assistance Centers	2013 summer board meeting	RFP Rcvd		Connect	7/10/2013 7/13/2013		\$6,741.00	0	20	63	0
BDP International	2013 Management Meeting	RFP Rcvd	0	Networking	3/7/2013 3/9/2013		\$70,500.00	0	100	300	0
CGA Shows	CGA Shows Suncoast	RFP Rcvd	0	CVENT	3/28/2013 3/29/2013		\$6,110.00	0	15	26	0
Conference Direct / D. Herbers	2013 CAP 2/13 CLA Cmtes	RFP Rcvd	0	CVENT	2/21/2013 2/23/2013		\$42,823.00	0	80	187	187
ConferenceDirect / M. Ronacher	WU week event	RFP Rcvd		Chesney Denver 2011	1/31/2013 2/8/2013		\$590,000.00	0	521	2,422	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attended Rooms	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: TURNED TENTATIVE</b>											
Debi's Itineraries	Willy Fam German	CVB Sponsored	0	POW WOW	10/20/2012 10/23/2012		\$0.00	0	7	21	0
Debi's Itineraries	Ancoradouro Brazilian Fam	CVB Sponsored	0	South America Sales Mission	9/14/2012 9/16/2012		\$0.00	0	0	0	0
Delaney Meeting & Event Management	SE Assn Fish & Wildlife Agencies annual Conf	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	10/5/2014 10/9/2014		\$151,850.00	0	275	870	0
Elizabeth Duncan Events	2013 CUFSLP meeting	RFP Rcvd	0	Website	1/8/2013 1/11/2013		\$21,870.00	0	50	135	0
Experient / D. Borel-Ploeger	2015 AICD Annual meeting	RFP Rcvd	0	Connect	5/14/2015 5/20/2015		\$59,305.00	0	100	390	0
FSA Management Group	2014 Society for Foodservice Mgmt	RFP Rcvd	0	Connect	9/15/2014 9/17/2014		\$60,600.00	0	150	450	0
FSA Management Group	2016 AHF conference	RFP Rcvd	0	Connect	6/6/2016 6/9/2016		\$261,000.00	0	450	1,800	0
HelmsBriscoe / C. Faust	Retirement Services Planning	RFP Rcvd	0	Repeat Planner contact	11/3/2013 11/6/2013		\$0.00	0	100	310	0
HelmsBriscoe / C. Faust	2013 Legend National Advisors Conference	RFP Rcvd	0	CVENT	11/2/2013 11/5/2013		\$37,510.00	0	100	310	0
HelmsBriscoe / D. Killian	2012 Retreat Acute Care	RFP Rcvd	0	CVENT	9/11/2012 9/13/2012		\$3,939.00	0	13	39	0
HelmsBriscoe / J. Mattes	2014 Trane Strategic Partner Exchange	RFP Rcvd	0	CVENT	4/4/2014 4/9/2014		\$183,270.00	0	271	883	0
HelmsBriscoe / M. Moliver	2015 FSGA	RFP Rcvd	0	CVENT	7/22/2015 7/25/2015		\$30,388.00	0	156	284	0
HelmsBriscoe / N. Riley	2014 CSI Master Specifiers Retreat	RFP Rcvd	0	CVENT	1/15/2014 1/19/2014		\$29,800.00	0	75	184	0
HelmsBriscoe / R. Ayers	2014 Assoc. of Anatomy, cell biology	RFP Rcvd	0	CVENT	2/5/2014 2/8/2014		\$59,500.00	0	65	260	0
HelmsBriscoe / S. Compton	Davey National managers mtg 2013	RFP Rcvd	0	CVENT	2/2/2013 2/5/2013		\$164,193.00	0	225	717	0
IMN Solutions	2013 NCSC COSCA mid year mtg	RFP Rcvd	0	CVENT	12/3/2013 12/7/2013		\$39,440.00	0	60	245	0
Informed Meetings Exchange	2013 AFSA	RFP Rcvd	0	Networking	1/17/2013 1/19/2013		\$5,800.00	0	20	36	0
Meeting Expectations, Incorporated	Honey Baked ham Franchise Conf 2013	RFP Rcvd	0	Repeat Planner contact	6/6/2013 6/13/2013	National	\$150,000.00	0	171	754	0
National Black Public Relations Society	NBPRS National conf & Career Fair	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Destination Showcase - Chicago	10/9/2013 10/13/2013		\$40,000.00	0	75	182	0
Select Meeting Sites, Incorporated	2013 GE Americas Sponsor Finance mtg	RFP Rcvd	0	CVENT	3/5/2013 3/6/2013		\$117,500.00	0	250	500	0

**Sales Rep: Debi DeBenedetto**

September 24, 2012  
Detailed Staff Reports 11

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attended Rooms	Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: TURNED TENTATIVE</b>												
Select Meeting Sites, Incorporated	2013 National Animal Health	RFP Rcvd	0	CVENT	3/6/2013 3/8/2013		\$10,340.00	0	20	44	0	
Site Search, Incorporated	2013 Florida Attractions Assoc. conference	RFP Rcvd	0	Networking	6/1/2013 6/5/2013		\$32,895.00	0	85	255	0	
Society for the Scientific Study of Sexuality	2015 Annual Meeting	RFP Rcvd		Connect	11/11/2015 11/15/2015		\$66,550.00	0	158	550	0	
Southern Association Colleges & Schools	2015 March Board mtg	RFP Rcvd	0	Connect	3/18/2015 3/19/2015		\$3,400.00	0	17	34	0	
Southern Association Colleges & Schools	2015 June Commission Meeting	RFP Rcvd	0	Connect	6/17/2015 6/19/2015		\$48,375.00	0	125	375	0	
Spin	2013 SPINcon	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Spin Conference	6/26/2013 6/27/2013		\$21,400.00	0	200	400	0	
Stadium Managers Association	Tempnet 2014	RFP Rcvd	0	Connect	2/25/2014 3/1/2014		\$63,891.00	0	75	265	0	
The Global Group Inc.	Premier Logistics and Corporate Planners	RFP Rcvd		Meetings Focus-NBH FAM 2011	3/11/2013 3/15/2013		\$226,000.00	0	200	805	0	
The Ritz-Carlton, Naples	Strayer University	CVB Sponsored	0	Networking	4/16/2013 4/19/2013		\$300,000.00	0	250	600	0	
						<b>Event Count:</b>	41	\$3,256,303.00	0	5,232	16,986	187
						<b>Event Count:</b>	202	\$15,831,550.00	0	24,339	79,594	659

**Naples Marco Island Everglades CVB**  
**Task Report**  
**Created - Between 7/16/2012 - 9/13/2012**

September 24, 2012  
Detailed Staff Reports 11  
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**Task Assigned User: Debi DeBenedetto**

<b>Create Date</b>	<b>Account Name Contact Name</b>	<b>Task Type</b>	<b>Status</b>	<b>Due Date</b>	<b>Closed Date</b>	<b>Closed by User</b>
7/16/2012	The Ritz-Carlton, Naples Jeremy Hinds	Sales - Partner Contact	Closed	7/16/2012	7/16/2012	Debi DeBenedetto
	<i>Debi met with Janet and Jeremv today re: 2013 sales plan ideas and idss report.</i>					
7/16/2012	HelmsBriscoe / C. Faust	Event Sales Task	Open	9/14/2012		
	<i>ask if they have short listed us and want a site</i>					
7/17/2012	HelmsBriscoe / C. Faust	Event Sales Task	Open	9/15/2012		
	<i>ask if they have short listed us and want a site</i>					
7/17/2012	Council on Occupational Education Tami Maynard		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
7/17/2012	Inn on Fifth Cathy Christopher		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
7/17/2012	Debi's Itineraries Debi DeBenedetto		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
7/17/2012	LaPlaya Beach & Golf Resort David Martorana		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
7/17/2012	The Ritz-Carlton, Naples Constanza Thornton		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
7/17/2012	Waldorf Astoria Naples Lisa Buss		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
7/17/2012	Marco Island Marriott Beach Resort, Golf Club & Spa Tracy Tirrell		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
7/17/2012	Hilton Marco Island Beach Resort & Spa Jim Glionna		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
7/17/2012	Naples Princess Jenny Foegen		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
7/17/2012	Naples Transportation, Tours and Event Planning Randy Smith		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
7/17/2012	LaPlaya Beach & Golf Resort Claudia Jonsson		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participating in</i>					
7/17/2012	Waldorf Astoria Naples Jennifer Westley		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participating in</i>					
7/17/2012	Waldorf Astoria Naples Jennifer Westley		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participating in</i>					
7/17/2012	Marco Island Ski & Watersports Mark Bahr		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participating in</i>					
7/17/2012	Marco Island Marriott Beach Resort, Golf Club & Spa Tracy Tirrell		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participating in</i>					
7/17/2012	Marco Island Ski & Watersports Mark Bahr		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participating in</i>					
7/17/2012	Hilton Naples Niccole Haschak Neebling		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participating in</i>					
7/17/2012	Council on Occupational Education Tami Maynard		Closed	7/17/2012	7/17/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participating in</i>					
7/18/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	7/18/2012	7/15/2012	Debi DeBenedetto
	<i>Attended Spin Planner Conference in Telluride with 54 planners and some sponsors - 3 day event -</i>					
7/18/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Fam Itinerary	Closed	7/18/2012	8/2/2012	Debi DeBenedetto
	<i>Confirmed with sponsors and itinerrv complete</i>					
7/18/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	7/18/2012	7/18/2012	Debi DeBenedetto
	<i>This week I had industrv sales meetinas with Ritz-Carlton, LaPlava, Casino, NBH</i>					
7/18/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - site with client	Closed	7/18/2012	8/2/2012	Debi DeBenedetto
	<i>4 site itineraries and sites completed. We know for sure of at least two NGALA bookinas so if they book that they must be bookina hotels.</i>					
7/18/2012	Debi's Activity Tracking Account Debi DeBenedetto	General - Proof /review/edit copy	Closed	7/18/2012	8/2/2012	Debi DeBenedetto
	<i>review aaency plans for marketing</i>					
7/18/2012	Debi's Activity Tracking Account	Sales - RFP follow up	Open	7/18/2013		
	<i>secured sponsorship for Aua 2013 sports event 10 K 1500 room nihts</i>					
7/18/2012	Delaney Meeting & Event Management	Sales - sent rfp to partner	Closed	7/18/2012	7/18/2012	Debi DeBenedetto

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Jody Delany <i>sent Rfp to hotels. assisted planner</i>					
7/18/2012	Delaney Meeting & Event Management	Event Sales Task	Open	9/16/2012		
	<i>ask if they have short listed us and want a site</i>					
7/19/2012	The Ritz-Carlton, Naples Desiree Reyes-Smith <i>Subject: This is a CVB itinerarv site that vou are participating in</i>		Closed	7/19/2012	7/19/2012	Note
7/19/2012	Select Meeting Sites, Incorporated	Event Sales Task	Open	9/17/2012		
	<i>ask if they have short listed us and want a site</i>					
7/20/2012	National Black Public Relations Society <i>Sent Rfp to hotels</i>	Sales - sent rfp to partner	Closed	7/20/2012	7/20/2012	Debi DeBenedetto
7/20/2012	National Black Public Relations Society	Event Sales Task	Open	9/18/2012		
	<i>ask if they have short listed us and want a site</i>					
7/23/2012	The Ritz-Carlton, Naples Desiree Reyes-Smith <i>Subject: This is a CVB itinerarv site that vou are participating in</i>		Closed	7/23/2012	7/23/2012	Note
7/24/2012	The Global Group Inc.	Sales - sent rfp to partner	Closed	7/24/2012	7/24/2012	Debi DeBenedetto
	<i>sent rfp</i>					
7/24/2012	Meeting Expectations, Incorporated	Event Sales Task	Open	9/22/2012		
	<i>ask if they have short listed us and want a site</i>					
7/24/2012	Brunswick Marine Debbie Baker <i>RE: site tour</i>	Sales - site with client	Closed	7/24/2012	8/2/2012	Debi DeBenedetto
7/24/2012	The Global Group Inc.	Event Sales Task	Open	9/22/2012		
	<i>ask if they have short listed us and want a site</i>					
7/24/2012	The Global Group Inc. Toni Harrison <i>RE: Can vou ioin me in Marco Island - I need your help</i>	Sales - Assisted Mtg Planner	Closed	7/24/2012	7/24/2012	Debi DeBenedetto
7/24/2012	Naples Princess Jenny Foegen <i>Subject: This is a CVB itinerarv site that vou are participating in</i>		Closed	7/24/2012	7/24/2012	Note
7/26/2012	Applied Meetings and Incentives, LLC	Event Sales Task	Open	9/24/2012		
	<i>ask if they have short listed us and want a site</i>					
7/26/2012	CGA Shows	Event Sales Task	Open	9/24/2012		

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>ask if they have short listed us and want a site</i>						
7/27/2012	HelmsBriscoe / R. Ayers	Event Sales Task	Open	9/25/2012		
<i>ask if they have short listed us and want a site</i>						
7/27/2012	Informed Meetings Exchange	Event Sales Task	Open	9/25/2012		
<i>ask if they have short listed us and want a site</i>						
7/27/2012	Naples Transportation, Tours and Event Planning Randy Smith		Closed	7/27/2012	7/27/2012	Note
<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>						
7/27/2012	Naples Transportation, Tours and Event Planning Randy Smith		Closed	7/27/2012	7/27/2012	Note
<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>						
7/27/2012	Waldorf Astoria Naples Lisa Buss		Closed	7/27/2012	7/27/2012	Note
<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>						
7/27/2012	Waldorf Astoria Naples Lisa Buss		Closed	7/27/2012	7/27/2012	Note
<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>						
7/27/2012	Naples Marco Island Everglades CVB Debi DeBenedetto		Closed	7/27/2012	7/27/2012	Note
<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>						
7/27/2012	The Ritz-Carlton, Naples Jeremy Hinds		Closed	7/27/2012	7/27/2012	Note
<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>						
7/27/2012	LaPlaya Beach & Golf Resort Kimber DeMoya		Closed	7/27/2012	7/27/2012	Note
<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>						
7/27/2012	Pure Naples Robin Rosario		Closed	7/27/2012	7/27/2012	Note
<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>						
7/27/2012	Inn on Fifth Cathy Christopher		Closed	7/27/2012	7/27/2012	Note
<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>						
7/27/2012	Inn on Fifth Cathy Christopher		Closed	7/27/2012	7/27/2012	Note
<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>						
7/27/2012	Inn on Fifth Cathy Christopher		Closed	7/27/2012	7/27/2012	Note
<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>						
7/27/2012	Inn on Fifth Cathy Christopher		Closed	7/27/2012	7/27/2012	Note
<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>						
7/27/2012	Naples Marco Island Everglades CVB		Closed	7/27/2012	7/27/2012	Note

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Jennifer Leslie <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
7/27/2012	Marco Island Marriott Beach Resort, Golf Club & Spa Tracy Tirrell <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	7/27/2012	7/27/2012	Note
7/27/2012	Marco Island Princess Robin Shifflett <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	7/27/2012	7/27/2012	Note
7/27/2012	Marco Island Marriott Beach Resort, Golf Club & Spa Tracy Tirrell <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	7/27/2012	7/27/2012	Note
7/30/2012	Marco Island Marriott Beach Resort, Golf Club & Spa Steve Lawrence <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	7/30/2012	7/30/2012	Note
7/30/2012	HelmsBriscoe / D. Killian <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	9/28/2012		
8/1/2012	HelmsBriscoe / N. Riley <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	9/30/2012		
8/1/2012	Naples Transportation, Tours and Event Planning Randy Smith <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	8/1/2012	8/1/2012	Note
8/1/2012	Naples Transportation, Tours and Event Planning Sharon Johnson <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	8/1/2012	8/1/2012	Note
8/1/2012	Waldorf Astoria Naples Lisa Buss <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	8/1/2012	8/1/2012	Note
8/1/2012	Waldorf Astoria Naples Jennifer Dumouchel <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	8/1/2012	8/1/2012	Note
8/1/2012	The Ritz-Carlton, Naples Jeremy Hinds <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	8/1/2012	8/1/2012	Note
8/1/2012	LaPlaya Beach & Golf Resort Danielle Walls <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	8/1/2012	8/1/2012	Note
8/1/2012	Pure Naples Robin Rosario <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	8/1/2012	8/1/2012	Note
8/1/2012	Inn on Fifth Cathy Christopher		Closed	8/1/2012	8/1/2012	Note

\* Task is assigned to multiple people



Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
8/1/2012	Marco Island Marriott Beach Resort, Golf Club & Spa Steve Lawrence <i>Subject: This is a CVB itinerarv site that vou are participating in</i>		Closed	8/1/2012	8/1/2012	Note
8/1/2012	Marco Island Princess Robin Shifflett <i>Subject: This is a CVB itinerarv site that vou are participating in</i>		Closed	8/1/2012	8/1/2012	Note
8/2/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>Working on a Brazil travel agent Fam with Tampa CVB two days in Naples MI 12 agents part of South American sales efforts</i>	Sales - Fam Itinerary	Closed	8/2/2012	9/11/2012	Debi DeBenedetto
8/2/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>Sales &amp; Marketing retreat with partners attended - working on 2013 Sales plan now</i>	General - Meeting	Closed	8/2/2012	7/31/2012	Debi DeBenedetto
8/2/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>Site Tami Mavnard all dav</i>	Sales - site with client	Closed	8/2/2012	7/26/2012	Debi DeBenedetto
8/2/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>Joined Leadership Marco attend bi monthlv all dav meetinas. Great education and networkina locally!</i>	General - Meeting	Closed	8/2/2012	7/25/2012	Debi DeBenedetto
8/2/2012	Ladies, Let's Go Fishing <i>Assisted in aettina a group fishina event here for Everalades Citv Chokoloskee booked</i>	Sales - Assisted Mtg Planner	Closed	8/2/2012	8/2/2012	Debi DeBenedetto
8/2/2012	ConferenceDirect / M. Ronacher <i>ask if thev have short listed us and want a site</i>	Event Sales Task	Open	10/1/2012		
8/3/2012	aps Tracy Taylor <i>assisted planner with offsite venue choices</i>	Sales - Assisted Mtg Planner	Closed	8/3/2012	8/3/2012	Debi DeBenedetto
8/3/2012	IMN Solutions <i>ask if thev have short listed us and want a site</i>	Event Sales Task	Open	10/2/2012		
8/7/2012	Marco Island Ski & Watersports Mark Bahr <i>Subject: This is a CVB itinerarv site that vou are participating in</i>		Closed	8/7/2012	8/7/2012	Note
8/9/2012	The Ritz-Carlton, Naples Jacques Brial <i>For Rfn enhancement make sure this aot booked and send reauest for service invoice</i>	Sales - Partner Contact	Open	5/1/2013		
8/9/2012	The Ritz-Carlton, Naples Constanza Thornton <i>Ask if booked and for service invoice for rfn enhancment</i>	Sales - Partner Contact	Open	3/3/2013		
8/9/2012	The Ritz-Carlton, Naples Jeremy Hinds <i>If this aroup contracted aet service estimate from Jeremv</i>	Sales - Partner Contact	Open	10/5/2012		
8/9/2012	The Ritz-Carlton, Naples	Sales - Partner Contact	Open	4/15/2013		

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Jeremy Hinds <i>rfo enhancement request service estimate and confirm booking</i>					
8/9/2012	The Ritz-Carlton, Naples Jeremy Hinds <i>Contact for Rfo enhancment service invoice this was booked and \$10 K is aranted and due.</i>	Sales - Partner Contact	Open	9/15/2013		
8/9/2012	The Ritz-Carlton, Naples Constanza Thornton <i>rfo enhancment contact for service invoice</i>	Sales - Partner Contact	Open	3/15/2013		
8/10/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>Weeklv tasks include</i>	General - Email	Closed	8/10/2012	8/10/2012	Debi DeBenedetto
8/13/2012	Debi's Activity Tracking Account <i>This week working on Scop of Meetinas site website corrections to meetinas etc.</i>	General - Website update	Closed	8/13/2012	8/13/2012	Debi DeBenedetto
8/14/2012	Naples Marco Island Everglades CVB Frauke Groth <i>Your assistance in our Promotion "Roadtrip to Florida"</i>	Sales - Fam Itinerary	Closed	8/14/2012	8/14/2012	Debi DeBenedetto
8/14/2012	Conference Direct / D. Herbers <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	10/13/2012		
8/15/2012	Site Search, Incorporated <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	10/14/2012		
8/15/2012	Wire Fabricators Association Roseanne Hoban <i>WFA Site visit</i>	Sales - site with client	Closed	8/15/2012	8/15/2012	Debi DeBenedetto
8/16/2012	Debi's Activity Tracking Account <i>contacted new planner for site visit and assisted with info on our area.</i>	Sales - Assisted Mtg Planner	Closed	8/16/2012	8/16/2012	Jennifer Leslie
8/21/2012	BDP International <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	10/20/2012		
8/21/2012	Anthony J. Jannetti, Inc <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	10/20/2012		
8/23/2012	The Ritz-Carlton, Naples Jeremy Hinds <i>Make sure you aet service estimate for this aroup if booked so pav Rfo enhancement</i>	Sales - Partner Contact	Open	3/15/2013		
8/23/2012	The Ritz-Carlton, Naples Jeremy Hinds <i>CVB Fundina</i>	Sales - RFP follow up	Closed	8/23/2012	8/23/2012	Debi DeBenedetto
8/23/2012	HelmsBriscoe / J. Mattes <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	10/22/2012		
8/23/2012	The Ritz-Carlton, Naples	Sales - site with client	Closed	8/23/2012	8/23/2012	Debi DeBenedetto

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Jeremy Hinds <i>FW: Site visit</i>					
8/23/2012	Tampa Bay & Company Marisol Berrios <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	8/23/2012	8/23/2012	Note
8/23/2012	Tampa Bay & Company Marisol Berrios <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	8/23/2012	8/23/2012	Note
8/23/2012	DoubleTree Suites by Hilton Naples Trish Williams <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	8/23/2012	8/23/2012	Note
8/23/2012	Carey Limousine of Tampa Bay Michele O'Hara <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	8/23/2012	8/23/2012	Note
8/23/2012	Inn at Pelican Bay Steven Gyorkos <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	8/23/2012	8/23/2012	Note
8/23/2012	The Ritz-Carlton, Naples <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	10/22/2012		
8/24/2012	HelmsBriscoe / C. Faust Cheryl Faust <i>RE: site thanks</i>	General - Followup Call	Closed	8/24/2012	8/24/2012	Debi DeBenedetto
8/24/2012	Select Meeting Sites, Incorporated <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	10/23/2012		
8/24/2012	FSA Management Group <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	10/23/2012		
8/24/2012	Experient / D. Borel-Ploeger <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	10/23/2012		
8/24/2012	American Society of Concrete Contractors <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	10/23/2012		
8/24/2012	Society for the Scientific Study of Sexuality <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	10/23/2012		
8/24/2012	Reliable Facility Placement Cody Short <i>Pre-Plannina Site Inspection for Ansell Healthcare</i>	Sales - site with client	Open	9/5/2012		
8/28/2012	American Society of Concrete Contractors <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	10/27/2012		

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
8/28/2012	Assoc. of Procurement Technical Assistance Centers	Event Sales Task	Open	10/27/2012		
	<i>ask if they have short listed us and want a site</i>					
8/28/2012	American Osteopathic Board of Radiology	Event Sales Task	Open	10/27/2012		
	<i>ask if they have short listed us and want a site</i>					
8/28/2012	Waldorf Astoria Naples	Event Sales Task	Open	8/29/2012		
	<i>ask if they want opp or mads for attendee welcome</i>					
8/30/2012	Stadium Managers Association	Event Sales Task	Open	10/29/2012		
	<i>ask if they have short listed us and want a site</i>					
8/30/2012	FSA Management Group	Event Sales Task	Open	10/29/2012		
	<i>ask if they have short listed us and want a site</i>					
8/30/2012	Southern Association Colleges & Schools	Event Sales Task	Open	10/29/2012		
	<i>ask if they have short listed us and want a site</i>					
8/30/2012	Southern Association Colleges & Schools	Event Sales Task	Open	10/29/2012		
	<i>ask if they have short listed us and want a site</i>					
8/30/2012	American Copper Council	Event Sales Task	Open	10/29/2012		
	<i>ask if they have short listed us and want a site</i>					
8/31/2012	Conference Direct / D. Herbers	Event Sales Task	Closed	9/1/2012	9/11/2012	Debi DeBenedetto
	<i>ask if they want opp or mads for attendee welcome</i>					
9/7/2012	Spin	Event Sales Task	Open	11/6/2012		
	<i>ask if they have short listed us and want a site</i>					
9/10/2012	Debi's Activity Tracking Account Debi DeBenedetto Bill Davenport	Sales - Assisted Mtg Planner	Open	11/15/2012		
9/10/2012	FSA Management Group David Minks	Sales - RFP follow up	Open	10/30/2012		
	<i>ask in October about rfp</i>					
9/10/2012	Naples Beach Hotel & Golf Club Charles Mullins		Closed	9/10/2012	9/10/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
9/10/2012	Hospitality Performance Network Derek Brinkman		Closed	9/10/2012	9/10/2012	Note
	<i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
9/10/2012	Debi's Itineraries		Closed	9/10/2012	9/10/2012	Note

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Jeanne Vogelzang <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>					
9/10/2012	Debi's Itineraries Penelope Marsh <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/10/2012	9/10/2012	Note
9/10/2012	Debi's Itineraries Debra Lucus <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/10/2012	9/10/2012	Note
9/11/2012	Naples Transportation, Tours and Event Planning Randy Smith <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/11/2012	9/11/2012	Note
9/11/2012	Carey Limousine of Tampa Bay Michele O'Hara <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/11/2012	9/11/2012	Note
9/11/2012	Tampa Bay & Company Marisol Berrios <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/11/2012	9/11/2012	Note
9/11/2012	Naples Transportation, Tours and Event Planning Randy Smith <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/11/2012	9/11/2012	Note
9/11/2012	Naples Transportation, Tours and Event Planning Beth Fromm <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/11/2012	9/11/2012	Note
9/12/2012	Naples Bay Resort Brian Dunne <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	Tampa Bay & Company Marisol Berrios <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	DoubleTree Suites by Hilton Naples Trish Williams <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	Naples Bay Resort Brian Dunne <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	Go Platinum Transportation, LLC Brandy Ollie <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	Marco Island Marriott Beach Resort, Golf Club & Spa Tracy Tirrell <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	Marco Island Marriott Beach Resort, Golf Club & Spa		Closed	9/12/2012	9/12/2012	Note

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Tracy Tirrell <i>Subject: This is a CVB itinerarv site that vou are participatino in</i>					
9/12/2012	Go Platinum Transportation, LLC Brandy Ollie <i>Subject: This is a CVB itinerarv site that vou are participatino in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	Hilton Marco Island Beach Resort & Spa Cliff Dworkin <i>Subject: This is a CVB itinerarv site that vou are participatino in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	The Ritz-Carlton, Naples Jeremy Hinds <i>Subject: This is a CVB itinerarv site that vou are participatino in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	Hilton Naples Niccole Haschak Neebling <i>Subject: This is a CVB itinerarv site that vou are participatino in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	Naples Transportation, Tours and Event Planning Randy Smith <i>Subject: This is a CVB itinerarv site that vou are participatino in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	Naples Beach Hotel & Golf Club Charles Mullins <i>Subject: This is a CVB itinerarv site that vou are participatino in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	Waldorf Astoria Naples Lisa Buss <i>Subject: This is a CVB itinerarv site that vou are participatino in</i>		Closed	9/12/2012	9/12/2012	Note
9/12/2012	Inn on Fifth Cathy Christopher <i>Subject: This is a CVB itinerarv site that vou are participatino in</i>		Closed	9/12/2012	9/12/2012	Note
9/13/2012	Debi's Activity Tracking Account Sales - Assisted Mtg Planner  <i>Assisted Tom Morono with site and dinner for Waldorf group 2015</i>		Closed	9/13/2012	9/13/2012	Debi DeBenedetto
9/13/2012	Debi's Activity Tracking Account Sales - site with client  <i>Site all dav with Tami Mavnard</i>		Closed	9/13/2012	7/26/2012	Debi DeBenedetto
9/13/2012	Debi's Activity Tracking Account Sales - Fam Itinerary  <i>Final work on 3 fams - takes lots of time and changes and communication with so manv.</i>		Closed	9/13/2012	9/11/2012	Debi DeBenedetto
9/13/2012	Debi's Activity Tracking Account Sales - Meeting / Show / Conference  <i>Leadership Marco</i>		Closed	9/13/2012	9/5/2012	Debi DeBenedetto
9/13/2012	Debi's Activity Tracking Account General - FAM  <i>Meeting Planner Fam here hostina next 3 davs and film video</i>		Open	9/13/2012		
9/13/2012	Debi's Activity Tracking Account General - FAM  <i>Brazil Fam her meet for dinner and cruise and dinner 9/14-9/15</i>		Open	9/13/2012		

\* Task is assigned to multiple people

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
9/13/2012	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/13/2012	7/25/2012	Debi DeBenedetto
<i>Leadership Marco all dav</i>						
9/13/2012	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/13/2012	7/24/2012	Debi DeBenedetto
<i>Attend FAC conference 2 days Airport council here Waldorf</i>						
9/13/2012	Debi's Activity Tracking Account	Sales - RFP follow up	Closed	9/13/2012	9/6/2012	Debi DeBenedetto
<i>All follow up complete from Connect - leads sent to hotels and re-connect with planners</i>						
9/13/2012	Debi's Activity Tracking Account	Sales - Fam Itinerary	Closed	9/13/2012	9/13/2012	Debi DeBenedetto
<i>Contracted Visitor TV to film video for our fam</i>						
9/13/2012	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/13/2012	8/13/2012	Debi DeBenedetto
<i>Connect appointments and prep for trip</i>						
9/13/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - RFP follow up	Open	9/20/2012		
<i>Spin planners Rfo out for hostina 2013 Spin Con here - Big deal - send proposals from hotels out 9/20</i>						
9/13/2012	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/13/2012	7/30/2012	Debi DeBenedetto
<i>Meeting with Inn on Fifth</i>						
9/13/2012	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/13/2012	8/18/2012	Debi DeBenedetto
<i>Attend Connect show in New Orleans last 3 days and nights.</i>						
9/13/2012	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/13/2012	8/8/2012	Debi DeBenedetto
<i>Leadership Marco all dav</i>						
9/13/2012	Debi's Activity Tracking Account	Sales - site with client	Closed	9/13/2012	8/14/2012	Debi DeBenedetto
<i>Chervla Faust site all dav HelmsBriscoe and client Donna</i>						
9/13/2012	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Open	9/13/2012		
<i>Chamber conference all dav</i>						
9/13/2012	Debi's Activity Tracking Account	General - Proof /review/edit copy	Closed	9/13/2012	9/13/2012	Debi DeBenedetto
<i>Proof VG and map info</i>						
9/13/2012	HelmsBriscoe / M. Moliver	Event Sales Task	Open	11/12/2012		
<i>ask if they have short listed us and want a site</i>						
9/13/2012	American Financial Services Association	Event Sales Task	Open	11/12/2012		

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
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*ask if they have short listed us and want a site*

**Total Tasks: 172**



<b>Date</b>	<b>Daily People Talking About This</b>	<b>Weekly People Talking About This</b>	<b>28 Days People Talking About This</b>	<b>Daily Page Stories</b>	<b>Weekly Page Stories</b>	<b>28 Days Page Stories</b>	<b>Lifetime Total Likes</b>
	Daily The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's Wall, liking, commenting on or sharing one of your Page posts, answering a Question you posted, RSVPing to one of your events, mentioning your Page, phototagging your Page or checking in at your Place. (Unique Users)	Weekly The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's Wall, liking, commenting on or sharing one of your Page posts, answering a Question you posted, RSVPing to one of your events, mentioning your Page, phototagging your Page or checking in at your Place. (Unique Users)	28 Days The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's Wall, liking, commenting on or sharing one of your Page posts, answering a Question you posted, RSVPing to one of your events, mentioning your Page, phototagging your Page or checking in at your Place. (Unique Users)	Daily The number of stories created about your Page. (Total Count)	Weekly The number of stories created about your Page. (Total Count)	28 Days The number of stories created about your Page. (Total Count)	Lifetime The total number of people who have liked your Page. (Unique Users)
7/19/12	28	242	640	35	281	791	3353
7/20/12	10	242	638	11	277	786	3355
7/21/12	10	241	643	10	268	790	3363
7/22/12	3	237	641	3	264	788	3366
7/23/12	7	239	645	7	265	793	3368
7/24/12	129	332	728	154	410	945	3373
7/25/12	13	197	730	13	233	939	3375
7/26/12	36	197	605	40	238	772	3381
7/27/12	21	205	592	21	248	756	3386
7/28/12	6	201	585	7	245	748	3391
7/29/12	8	207	585	9	251	748	3398

7/30/12	15	214	511	18	262	675	3403
7/31/12	7	101	505	7	115	659	3408
8/1/12	23	112	520	23	125	673	3429
8/2/12	9	87	519	15	100	679	3433
8/3/12	23	89	533	28	107	700	3437
8/4/12	9	91	536	11	111	707	3441
8/5/12	7	90	536	10	112	706	3446
8/6/12	9	85	541	10	104	713	3451
8/7/12	18	95	546	31	128	734	3460
8/8/12	55	122	569	59	164	779	3460
8/9/12	16	124	572	47	196	815	3463
8/10/12	8	112	568	11	179	811	3465
8/11/12	2	105	561	2	170	794	3466
8/12/12	5	103	558	6	166	793	3469
8/13/12	13	104	560	14	170	801	3473
8/14/12	1	89	553	1	140	793	3474
8/15/12	3	44	423	6	87	609	3477
8/16/12	31	58	420	36	76	610	3481
8/17/12	26	74	429	31	96	630	3486
8/18/12	29	100	437	36	130	656	3487
8/19/12	4	100	439	5	129	658	3488
8/20/12	13	100	444	14	129	665	3493
8/21/12	1	99	340	1	129	512	3492
8/22/12	4	99	333	4	127	503	3492
8/23/12	4	78	313	5	96	468	3494
8/24/12	4	56	304	6	71	453	3497
8/25/12	17	45	311	19	54	465	3499
8/26/12	23	64	324	29	78	485	3510
8/27/12	166	212	453	211	275	678	3521
8/28/12	1114	1294	1500	1236	1510	1907	3552
8/29/12	222	1503	1688	251	1757	2135	3558
8/30/12	40	1535	1715	44	1796	2164	3562
8/31/12	27	1555	1723	31	1821	2167	3571
9/1/12	15	1558	1730	17	1819	2173	3576

9/2/12	153	1655	1824	167	1957	2330	3577
9/3/12	65	1571	1864	74	1820	2394	3578
9/4/12	14	521	1863	15	599	2378	3581
9/5/12	40	343	1862	44	392	2363	3593
9/6/12	43	333	1879	59	407	2375	3604
9/7/12	23	327	1888	27	403	2391	3607
9/8/12	13	342	1901	14	400	2403	3617
9/9/12		212					
9/10/12		286					
9/11/12		287					



## Naples, Marco Island, Everglades - Paradise Coast

### Timeline

All dates and times are in Pacific Time

- Total Likes<sup>2</sup>Total LikesThe number of unique people who like your Page.

**3,626** ↑ 1.26%

- Friends of Fans<sup>2</sup>Friends of FansThe number of unique people who were friends with people who liked your Page as of 9/9/12.

**1,399,005** ↑ 1.21%

- People Talking About This<sup>2</sup>People Talking About ThisThe number of unique people who have created a story about your Page from 9/5/12 to 9/11/12. A story is created when someone likes your Page; posts to your Page Wall; likes, comments on or shares one of your Page posts; answers a question you posted; responds to your event; mentions your Page; tags your Page in a photo; checks in at your Place; or recommends your Place.

**287** ↓ -44.91%

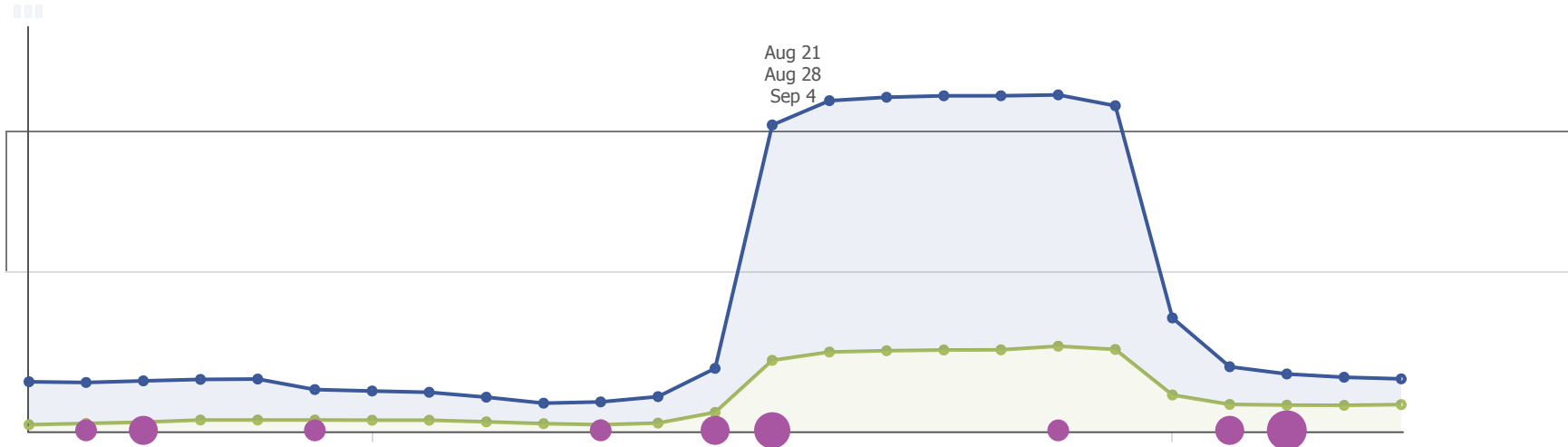
- Weekly Total Reach<sup>2</sup>Weekly Total ReachThe number of unique people who have seen any content associated with your Page from 9/2/12 to 9/8/12. This includes Ads and Sponsored Stories that point to your Page.

**4,276** ↓ -91.73%



**Posts<sup>2</sup>Posts**The size of the bubbles represents the number of posts your Page published each day (based on Pacific Time) from 8/14/12 to 9/10/12. Page posts are the simplest way to encourage people to talk about your Page.

**People Talking About This<sup>2</sup>People Talking About This**The number of unique people who have created a story about your Page in the last 7 days, for each day from 8/14/12 to 9/10/12. Getting more people talking about your Page is one of the best ways to reach more people.

**Weekly Total Reach<sup>2</sup>Weekly Total Reach**The number of unique people who have seen any content associated with your Page in the last 7 days, for each day from 8/14/12 to 9/10/12. This includes Ads or Sponsored Stories that point to your Page.



9/1 0/1 2	Golfers, want to come and try to recreate Arnie's skip-across-the-water technique? The Lely Flamingo Island public course has plenty of water to try this! His amusing commentary kind of reminds us of the Tin Cup, never give up style. His blame-it-on-the-ball comments are priceless!	461	9	5	1.08 %
9/1 0/1 2	If you visit Marco Island and don't see dolphins, then you must be spending the entire time in your hotel room. Here's a great shot of one of our favorite "locals."	1,565	181	145	9.27 %
9/1 0/1 2	Norman Love Confections, with chocolate salons in Naples and Ft. Myers, is a finalist in the Martha Stewart American Made Awards. Their artful artisan chocolates are highly revered nationwide. Please help this local entrepreneur win by voting up to once a day until Sept. 24. They pledge to donate the \$10,000 top prize to a local charity if they win!	546	9	4	0.73 %
9/6 /12	Marco Island Rocks!	914	69	45	4.92 %
9/6 /12	We're having a great time at Florida Governor's Conference on Tourism visiting with other great Florida destinations. Besides the Paradise Coast, what are your other favorite cities in the state to visit?	632	11	3	0.47 %
9/6 /12	Florida residents - come and get it!	720	27	8	1.11 %
9/5 /12	Did you or someone you know used to visit Marco Island? If so, dig out those old pictures and enter the "Next Generation" Photo contest at the Marco Island Marriott Beach Resort for a chance to win the Grand Prize trip! This is the last week to enter before voting starts Monday! Learn more: <a href="http://a.pgtb.me/51M9Q4">http://a.pgtb.me/51M9Q4</a>	725	21	6	0.83 %
9/5 /12	The Gulf Coast Everglades is truly an angler's paradise. If you've never experienced the shallow water magic there, check out this report from our friends at Saltyshores.com, with spectacular tailing redfish images from Honson Lau. <a href="http://saltyshores.com/wordpress/2012/09/04/flyfishing/summer-dol-drums-in-the-glades/">http://saltyshores.com/wordpress/2012/09/04/flyfishing/summer-dol-drums-in-the-glades/</a>	946	25	9	0.95 %
9/2 /12	Beautiful moon set over the Naples Pier.	2,035	243	207	10.17 %
8/2 8/1 2	Any way you look at it, it's business as usual on the Paradise Coast!	1,990	1,365	1,207	60.65 %
8/2 8/1 2	The sun is shining, the beach is beautiful, and it's still paradise on the Paradise Coast! Why not pay us a visit soon?	2,118	289	155	7.32 %
8/2 7/1 2	Our Coast is Clear: Isaac was a no-show. It's still paradise here! <a href="http://bit.ly/Pnr0Cp">http://bit.ly/Pnr0Cp</a>	1,797	255	213	11.85 %
8/2 7/1 2	Good news if you are looking to dine out tonight after the wet weekend and enjoy great food! Get down to 3rd Street South - Sea Salt and Barbatella are open for business...Yay! Join them for Happy Hour Daily 3-6pm, featuring half off all cocktails, beer and wine by the glass.	1,082	16	8	0.74 %
8/2 5/1 2	Due to Tropical Storm Isaac, our coastal areas including the beaches of Naples and Marco Island and Everglades City are under a voluntary evacuation advisory. There are many inland hotels available. If you're evacuating from the Keys or South Florida or want to move inland, call 1-800-785-8252 for availability advice or check online. <a href="http://www.paradisecoast.com/emergency/">http://www.paradisecoast.com/emergency/</a>	1,175	87	24	2.04 %
8/2 0/1 2	Here's a great opportunity for a FUN outdoors learning experience. Ladies, Let's Go Fishing!	966	28	8	0.83 %
8/1	Wall Photos	1,672	72	38	2.32 %

7/1 2					40		%	
8/1 7/1 2	 Amazing photo showing the rare wildlife of Florida's Paradise Coast!				505	34	21	4.16 %
8/1 6/1 2	 In addition to the "super ghost," which is now displaying two blooms and several buds - ANOTHER rare ghost orchid has been found at Audubon's Corkscrew Swamp Sanctuary! This week would be a great time to visit!				1,480	55	30	2.03 %

# DAILY NEWS

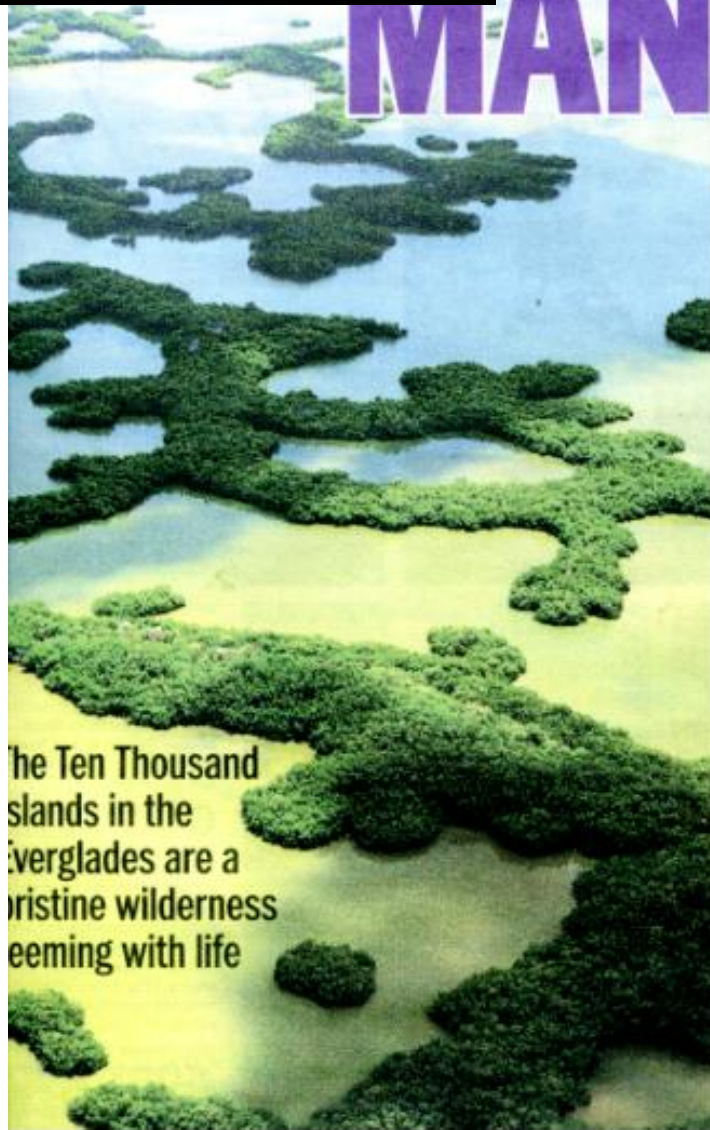
# MAZE OF

August 12, 2012  
UMV: 118,228  
Circulation:660,918



Kayaks are one of the best ways to travel the rivers that wind through the mangrove islands.

# MANGROVE



The Ten Thousand Islands in the Everglades are a pristine wilderness teeming with life

BY PAUL SCHULTZ  
NEW YORK DAILY NEWS

America has beaches, forests, plains, deserts and mountains all over the place. But there's only one Everglades.

Southern Florida's immense marshy wilderness is like nowhere else in the country, part of a complex ecosystem that begins up near Orlando. There, the Kissimmee River flows down into huge, shallow Lake Okechobee. In the wet season, water from the lake then flows south in a 60-mile swath across the interior into Florida Bay. In the dry season much of that marshy peninsula becomes a "river of grass" or specifically sawgrass, punctuated by cypress groves and swamps, and home to a multitude of wildlife.

But that's just part of it: Sitting at the western edge of the Everglades on the Gulf of Mexico are the Ten Thousand Islands, one of the most mystical and remote places you can go (and still get Internet, that is).

The Ten Thousand Islands — a vast collection of mangrove inlets and overgrown shell mounds — are a storied, hidden-away seascape: the area's inaccessibility has long been attractive to escapees and renegades, those seeking a low profile regarding law enforcement. During the '70s drug smugglers made it their

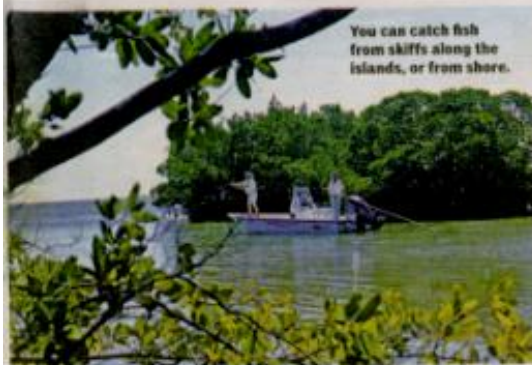
way station. Today it attracts anglers, paddlers, birders and anyone interested in a pristine natural setting. The inshore rivers among the mangroves and the offshore shallows are home to a world of gamefish: tarpon, permit, snook and redfish. And sailing above the water — or nesting on channel markers — you're apt to see any of the Islands' winged denizens: roseate spoonbills, heron, white ibis, snowy egrets, black skimmers, bald eagles.

First, where to stay. For a home base, there are a few motels in Everglades City, but a fun choice would be a cabin at Glades Haven ([gladeshaven.com](http://gladeshaven.com)). The cozy wooden structures let you rough it with AC, cable, full kitchen and a nice pool. Best yet, they're directly across from Everglades National Park and boast their own marina, with boat and kayak rental, bait shop and liquor store (any place you can get frozen squid, live shrimp and vodka under one roof is okay by me). The Oyster

**TRAVEL**  
[NYDailyNews.com/lifestyle](http://NYDailyNews.com/lifestyle)

## The infamous Edgar Watson

One of the most critically acclaimed books of the past 25 years, "Killing Mister Watson" by Peter Matthiessen, tells of the murderous Edgar Watson, who ran from the law in northern Florida and settled in the Ten Thousand Islands. People who came into contact with him frequently ended up dead (he was rumored to have killed the bandit queen Belle Starr), and he was eventually gunned down by his neighbors in 1910. The remains of the Watson



You can catch fish from skiffs along the islands, or from shore.

BOAT: SEV FORKAL; SHIRT: DUBNER; SKIFF: JEFFREY B. ROZDOLNA

fishing charters, kayak eco tours in the mangroves and inland canal trips in canoes.

In the Ten Thousand Islands, especially for your first journey, you want a guide, and you can't go wrong with Capt. Charles Wright (chokoloskeecharters.com, evergladesecotours.com). The voluble and expert seaman, based on nearby Chokoloskee Island, does inshore and off-shore fishing trips year-round. He took me out bright and early one morning, and after winding through a maze of mangrove islets and treating me to a quick natural history lesson, anchored our skiff at a seemingly unexceptional spot.

"Cast here," he says. Sure enough, within a few

seconds... Plah on! Sea trout after sea trout.

Then, as I was reeling in one of the trout, a massive grayish-brown shape flies out of nowhere and engulfs the fish. A shark! I now have a huge shark — call it a bonus.

For a more serene take on the scene, an eco-tour via kayak is perfect. You get a lift on a boat to the outer edges of the Park and then board your 'yaks to get up close and personal with dolphins, manatees and osprey. My guide was one of one of Wright's captains, naturalist-photographer Bruce Hitchcock; he took me out to one of the many "shell mounds" (small barrier islands

## An antidote to rustic

If you want a pampered re-entry into civilization, shoot up northwest on the Tamiami Trail (Route 41) to Naples. The upscale city (inset below) boasts immaculate streets, tons of cool shops (like a huge his-and-hers Tommy Bahama) and some of the best beaches in all Florida. For a real treat head to the Naples Municipal Pier at 12th Ave. S. and the Gulf, and try your luck for black drum, cobia or permit (no license required). For the ultimate in relaxation,

splurge on the Ritz-Carlton in North Naples (280 Vanderbilt Beach Road, ritzcarlton.com/naples). The luxe hotel smack on the beach boasts killer restaurants (the one right in the massive lobby is affordable and fun), supercomfy rooms and excellent amenities (a host of shops and a 5-star educational kids program).



opportunities here (look up for the vultures), white-tailed deer, all kinds of critters.

For a mesmerizing art fix in

the middle of the wilderness drive straight across Tamiami Trail to Clyde Butcher's gallery (mile marker 54.5). The world-renowned nature photographer — he's famous for wading waist deep into swamps for the perfect shot — shows off his spectacular black-and-white work here, and even if you don't buy a print or a book, it's definitely worth a stop. The country's smallest post office — essentially a hut in the blazing sun — is along this same road, in Ochopee.

If you just want a lazy day, buy a dozen or so shrimp and head to the bridge between Everglades City and Chokoloskee. I managed to catch quite a few in the space of two hours. Locals also simply fish off the side of the road. Pull over next to the mangrove, find an opening and cast your line. Easy.

With all these marvels in the Everglades there's one thing you won't have to deal with: a lot of other humans. Even in the so-called "high" season (winter), it's sparse. So whenever you go, it's a private experience, the most inspiring and rare: just you and the natural world.

(For info on the Ten Thousand Islands, contact paradisecoast.com; for Everglades National Park: nps.gov/ever.)



# Naples, Marco Island, Everglades CVB

## Call Summary by Toll Free Number

For the month of August 2012

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	36	72.02
PR-Editorial (800-688-3600)	27	111.13
Film Commission (800-349-5770)	0	0.00
International (239-225-1013)	6	22.00
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	1	2.22
Naples #1 (800-455-2604)	0	0.00
Travel Agent (888-409-1403)	0	0.00
<b><u>Grand Total:</u></b>	<b><u>70</u></b>	<b><u>207.37</u></b>

# Naples, Marco Island, Everglades CVB

## Inquiry Summary by Purpose

For the month of August 2012

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	14	41.55
Special Fulfillment	13	19.37
Sports Council of Collier County Information	0	0.00
Guide Request	915	181.65
Arts Culture & Heritage Guide	0	0.00
CVB Office Referral	2	6.68
Hang up	14	3.47
Wrong Number	14	10.12
eNewsletter Signup	125	0.00
Meeting Planner	0	0.00
Storm Accommodations Info	0	0.00
Update Accommodations Info	61	235.95
<b><u>Grand Total:</u></b>	<b><u>1,158</u></b>	<b><u>498.78</u></b>

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Guide

For the month of August 2012

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Bridal Post Card	7	7
Fishing & Boating Guide	1	1
German Visitor's Guide	1	1
Golf Guide	1	1
Paradise Coast Blueway Kayaking Trail Guide	1	1
Passport to Paradise	3	3
Rack Brochure	17	17
Visitor's Guide	889	1388
<b><u>Grand Total:</u></b>	<b><u>920</u></b>	<b><u>1419</u></b>
Unigue requests for guides:	915	

**Naples, Marco Island, Everglades CVB****Guide Request Summary by Source**

For the month of August 2012

<b>Source</b>	<b>Current Year</b>			<b>Last Year</b>		
	<b>Month</b>	<b>YTD</b>	<b>% YTD</b>	<b>Month</b>	<b>YTD</b>	<b>% YTD</b>
Leisure Markets	600	19,555	56.87%	820	25,133	51.66%
Winter Northern Campaign	0	2	0.01%	0	175	0.36%
Spring/Summer In-State Campaign	0	22	0.06%	13	225	0.46%
Niche Markets	300	14,257	41.46%	1,414	22,240	45.71%
Group Markets	0	32	0.09%	0	1	0.00%
International Markets	0	5	0.01%	0	4	0.01%
Miscellaneous	15	511	1.49%	19	873	1.79%
<b>Grand Total:</b>	<b>915</b>	<b>34,384</b>		<b>2,266</b>	<b>48,651</b>	

\* YTD = Fiscal Year to Date

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Leisure Markets

For the month of August 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Consumer Magazines</b>			
AAA Florida TourBook 2009 Edition	0	4	0%
Arthur Frommer's Budget Travel February 2009	0	2	0%
Arthur Frommer's Budget Travel June 2011	0	2	0%
Coastal Living (Added Value) April 2012	26	460	2%
Coastal Living April 2012	4	471	2%
Florida Travel & Life May/June 2011	0	5	0%
Florida Travel & Life May/June 2012	11	235	1%
Midwest Living January/February 2010	0	1	0%
Other/Unknown	4	54	0%
Redbook Midwest October 2011	0	1,477	8%
Southern Living January 2012	16	2,733	14%
<b>Consumer Magazines</b>	<b>61</b>	<b>5,444</b>	
<b>Consumer Directories</b>			
2009 Official Florida Vacation Guide	0	1	0%
2010 Florida Insider Guide - Quick Check	0	51	0%
2010 Florida Insider Guide - Specific Target	0	13	0%
2010 Naples, Marco Island & the Everglades Visitors Guide	0	3	0%
2010 Visit Florida Magazine	0	7	0%
2010 Visit Florida Magazine - Quick Check	0	33	0%
2010 Visit Florida Magazine - Specific Target	0	6	0%
2011 Florida Insider Guide - Quick Check	1	28	0%
2011 Florida Insider Guide - Specific Target	0	10	0%
2011 Naples, Marco Island & the Everglades Visitors Guide	0	3	0%
2011 Visit Florida Magazine - Quick Check	0	859	4%
2011 Visit Florida Magazine - Specific Target	0	331	2%

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Leisure Markets

For the month of August 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Consumer Directories</b>			
2012 Florida Insider Guide - Quick Check	0	241	1%
2012 Florida Insider Guide - Specific Target	2	96	0%
2012 Visit Florida Magazine - Quick Check	159	972	5%
2012 Visit Florida Magazine - Specific Target	37	492	3%
Florida Insider Guide April - September 2011	0	1	0%
Visit Florida Magazine December 2010 - September 2011	0	1	0%
<b>Consumer Directories</b>	<b>199</b>	<b>3,148</b>	
<b>Consumer E-Marketing</b>			
DestinationBrochures.com	3	45	0%
Other/Unknown	4	50	0%
<b>ParadiseCoast.com</b>	<b>295</b>	<b>3,620</b>	<b>19%</b>
Miles Media Imports	293	3,585	
Phone	2	30	
info@paradisecoast.com	0	1	
Interactive Text Chat	0	4	
ParadiseCoast.com/Getaway Summer TAF	36	583	3%
ParadiseCoast.de	0	4	0%
Visit USA - France	0	1	0%
Visit USA - UK	0	10	0%
VisitFlorida.com	2	7	0%
<b>Consumer E-Marketing</b>	<b>340</b>	<b>4,320</b>	
<b>Consumer Newspaper</b>			
Americas Best Vacations Southeast Spring 2012	0	2,549	13%
Other/Unknown	0	2	0%
Visit Florida In-State Insert April 2012	0	2,062	11%
Visit Florida In-State Insert June 2012	0	2,030	10%
<b>Consumer Newspaper</b>	<b>0</b>	<b>6,643</b>	

**Grand Total:**

**600**

**19,555**

\* YTD = Fiscal Year to Date

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Fall In-State Campaign

For the month of August 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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**Grand Total:** \_\_\_\_\_

\* YTD = Fiscal Year to Date



## Naples, Marco Island, Everglades CVB

### Guide Request Summary by Winter Northern Campaign

For the month of August 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Chicago</b>			
Chicago Television Campaign January - March 2011	0	2	100%
<b>Chicago</b>	<b>0</b>	<b>2</b>	
<b>Grand Total:</b>	<b>0</b>	<b>2</b>	

\* YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Guide Request Summary by Spring/Summer In-State Campaign**

For the month of August 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Fort Myers/Naples</b>			
Fort Myers/Naples PBS Spring/Summer 2010	0	1	5%
<b>Fort Myers/Naples</b>	<b>0</b>	<b>1</b>	
<b>Geo-Targeted In-State Online</b>			
TripAdvisor.com (Online Geo-Targeted) April - August 2011	0	3	14%
<b>Geo-Targeted In-State Online</b>	<b>0</b>	<b>3</b>	
<b>Other/Unknown TV Campaign</b>			
Other/Unknown	0	18	82%
<b>Other/Unknown TV Campaign</b>	<b>0</b>	<b>18</b>	
<b>Grand Total:</b>	<b>0</b>	<b>22</b>	

\* YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Guide Request Summary by Niche Markets**

For the month of August 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Niche Markets (Bridal/Honeymoon)</b>			
Bridal Guide Added Value RSL July/August 2010	0	5	0%
Bridal Guide Added Value RSL October/November 2010	0	3	0%
Bridal Guide January/February 2011	3	120	1%
Bridal Guide July/August 2011	3	226	2%
Bridal Guide March 2011	0	42	0%
Brides Florida April - September 2011	0	44	0%
Destination Weddings & Honeymoons July/August 2012	1	21	0%
<hr/>			
<b>Niche Markets (Bridal/Honeymoon)</b>	<b>7</b>	<b>461</b>	
<b>Niche Markets (ECO)</b>			
Audubon (Natural Wonders of Florida) March/April 2010	0	1	0%
Audubon (Natural Wonders of Florida) March/April 2011	0	184	1%
Audubon (Natural Wonders of Florida) March/April 2012	98	766	5%
Audubon (Natural Wonders of Florida) November/December 2011	0	601	4%
National Geographic Traveler May/June 2012	7	1,128	8%
<hr/>			
<b>Niche Markets (ECO)</b>	<b>105</b>	<b>2,680</b>	
<b>Niche Markets (Golf)</b>			
Play Florida Golf 2012	0	5,670	40%
<hr/>			
<b>Niche Markets (Golf)</b>	<b>0</b>	<b>5,670</b>	
<b>Niche Markets (Senior)</b>			
AAA Going Places July/August 2012	120	599	4%
AAA Going Places North March/April 2012	0	101	1%
AAA Going Places North May/June 2012	8	346	2%
AAA Going Places South May/June 2010	0	3	0%
AAA Going Places South May/June 2011	0	47	0%
AARP - Southeast Region March/April 2011	0	2	0%
AARP The Magazine April/May 2012	60	4,348	30%

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Niche Markets

For the month of August 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Senior)	188	5,446	
<b>Grand Total:</b>	<b>300</b>	<b>14,257</b>	

\* YTD = Fiscal Year to Date

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Group Markets

For the month of August 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Group Business - Association Meetings Professional</b>			
Connect Meetings Magazine January 2012	0	20	63%
<b>Group Business - Association Meetings Professional</b>	<b>0</b>	<b>20</b>	
<b>Group Business - Corporate Meetings Professional</b>			
Collaborate Meetings Magazine February 2012	0	12	38%
<b>Group Business - Corporate Meetings Professional</b>	<b>0</b>	<b>12</b>	
<b>Grand Total:</b>	<b>0</b>	<b>32</b>	

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Guide Request Summary by International Markets

For the month of August 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>United Kingdom</b>			
Travel Trade Gazette February 2011	0	2	40%
<b>United Kingdom</b>	<b>0</b>	<b>2</b>	
<b>North America (Canada)</b>			
Canadian Television (Weather Channel) January 2011	0	1	20%
Canadian Weather January 2011	0	1	20%
<b>North America (Canada)</b>	<b>0</b>	<b>2</b>	
<b>Germany</b>			
FTI B2B Online August 2011	0	1	20%
<b>Germany</b>	<b>0</b>	<b>1</b>	
<b>Grand Total:</b>	<b>0</b>	<b>5</b>	

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Guide Request Summary by Miscellaneous

For the month of August 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
CVB Office	2	12	2%
Friend/Relative	3	57	11%
Other/Unknown	10	162	32%
TCTIA FAM October 2011	0	14	3%
USV Product Show TA 2011	0	266	52%
<b><u>Grand Total:</u></b>	<b><u>15</u></b>	<b><u>511</u></b>	

\* YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Guide Request Summary by State**

For the month of August 2012

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Florida	157	6,831	22.01%	250	9,681	21.59%
Ohio	48	1,922	6.19%	112	1,799	4.01%
Illinois	46	1,822	5.87%	103	2,366	5.28%
Michigan	20	1,722	5.55%	76	1,996	4.45%
Pennsylvania	52	1,685	5.43%	123	2,350	5.24%
New York	74	1,391	4.48%	149	2,802	6.25%
Georgia	42	1,254	4.04%	76	3,933	8.77%
New Jersey	29	1,212	3.90%	71	1,763	3.93%
Virginia	25	1,037	3.34%	54	787	1.76%
North Carolina	19	981	3.16%	58	781	1.74%
Minnesota	16	972	3.13%	47	983	2.19%
Tennessee	24	896	2.89%	52	666	1.49%
Indiana	14	817	2.63%	61	1,009	2.25%
South Carolina	11	765	2.46%	32	447	1.00%
Texas	24	726	2.34%	87	1,734	3.87%
California	23	615	1.98%	95	1,180	2.63%
Wisconsin	19	601	1.94%	58	878	1.96%
Kentucky	12	562	1.81%	38	483	1.08%
Alabama	4	541	1.74%	32	441	0.98%
Maryland	16	462	1.49%	28	732	1.63%
Massachusetts	12	430	1.39%	46	1,647	3.67%
Missouri	15	420	1.35%	53	1,269	2.83%
Connecticut	10	306	0.99%	27	453	1.01%
Mississippi	8	282	0.91%	22	218	0.49%
Iowa	4	271	0.87%	32	384	0.86%
Arizona	8	217	0.70%	23	298	0.66%
Louisiana	5	208	0.67%	42	390	0.87%
Washington	3	204	0.66%	18	312	0.70%
Colorado	11	191	0.62%	24	338	0.75%
Arkansas	5	178	0.57%	28	245	0.55%



**Naples, Marco Island, Everglades CVB****Guide Request Summary by State**

For the month of August 2012

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Nebraska	4	145	0.47%	9	147	0.33%
Oklahoma	7	133	0.43%	24	277	0.62%
Kansas	8	128	0.41%	22	226	0.50%
Oregon	7	120	0.39%	10	193	0.43%
West Virginia	2	119	0.38%	20	228	0.51%
Delaware	2	113	0.36%	8	111	0.25%
Maine	6	99	0.32%	12	156	0.35%
New Hampshire	6	96	0.31%	13	217	0.48%
Nevada	5	81	0.26%	7	111	0.25%
Rhode Island	0	66	0.21%	5	116	0.26%
South Dakota	0	49	0.16%	7	51	0.11%
New Mexico	1	48	0.15%	8	93	0.21%
Puerto Rico	6	46	0.15%	4	60	0.13%
North Dakota	0	45	0.14%	5	57	0.13%
Idaho	1	41	0.13%	3	67	0.15%
Vermont	3	41	0.13%	1	65	0.14%
Utah	1	39	0.13%	6	84	0.19%
Montana	0	30	0.10%	4	57	0.13%
District of Columbia	1	26	0.08%	1	52	0.12%
Hawaii	1	25	0.08%	1	32	0.07%
Alaska	0	13	0.04%	3	30	0.07%
Wyoming	0	9	0.03%	0	37	0.08%
Armed Forces	0	6	0.02%	1	5	0.01%
Virgin Island	0	2	0.01%	0	2	0.00%
Northern Mariana Islands	0	0	0.00%	1	1	0.00%
<b><u>Grand Total:</u></b>	<b><u>817</u></b>	<b><u>31,041</u></b>		<b><u>2,092</u></b>	<b><u>44,840</u></b>	

\* YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Guide Request Summary by Country**

For the month of August 2012

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
USA	817	31,041	90.28%	2,092	44,840	92.17%
No Address Given	40	2,231	6.49%	66	2,819	5.79%
Brazil	15	473	1.38%	16	155	0.32%
Canada	11	280	0.81%	39	387	0.80%
United Kingdom	13	137	0.40%	16	158	0.32%
Germany	4	29	0.08%	3	21	0.04%
Italy	2	29	0.08%	2	17	0.03%
France	1	22	0.06%	1	17	0.03%
Portugal	0	20	0.06%	1	27	0.06%
Netherlands	0	15	0.04%	3	26	0.05%
Belgium	0	13	0.04%	2	9	0.02%
Argentina	1	10	0.03%	0	8	0.02%
Denmark	1	7	0.02%	0	7	0.01%
Pakistan	0	7	0.02%	1	6	0.01%
Poland	1	7	0.02%	0	4	0.01%
India	1	6	0.02%	3	18	0.04%
Russia	0	6	0.02%	5	23	0.05%
Sweden	0	6	0.02%	1	6	0.01%
Norway	1	5	0.01%	0	6	0.01%
Switzerland	0	5	0.01%	0	4	0.01%
Indonesia	0	4	0.01%	1	4	0.01%
Spain	1	4	0.01%	0	5	0.01%
Australia	1	3	0.01%	0	8	0.02%
Albania	1	2	0.01%	0	0	0.00%
Finland	0	2	0.01%	0	2	0.00%
Martinique	0	2	0.01%	0	0	0.00%
Mexico	1	2	0.01%	0	8	0.02%
Ukraine	1	2	0.01%	2	10	0.02%
Uruguay	0	2	0.01%	0	0	0.00%
Zaire	1	2	0.01%	0	0	0.00%
Algeria	0	1	0.00%	0	0	0.00%

**Naples, Marco Island, Everglades CVB****Guide Request Summary by Country**

For the month of August 2012

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Austria	0	1	0.00%	0	2	0.00%
Bahamas	0	1	0.00%	0	0	0.00%
Colombia	0	1	0.00%	0	0	0.00%
Cuba	0	1	0.00%	1	2	0.00%
Czech Republic	1	1	0.00%	2	3	0.01%
Iran	0	1	0.00%	0	5	0.01%
Israel	0	1	0.00%	0	0	0.00%
Japan	0	1	0.00%	0	0	0.00%
Uzbekistan	0	1	0.00%	0	2	0.00%
Africa	0	0	0.00%	0	1	0.00%
Antigua	0	0	0.00%	0	1	0.00%
Belarus	0	0	0.00%	0	1	0.00%
Bermuda	0	0	0.00%	1	1	0.00%
Chile	0	0	0.00%	0	1	0.00%
China	0	0	0.00%	1	3	0.01%
Costa Rica	0	0	0.00%	0	1	0.00%
Ghana	0	0	0.00%	0	1	0.00%
Greece	0	0	0.00%	0	1	0.00%
Hungary	0	0	0.00%	0	1	0.00%
Ireland	0	0	0.00%	0	2	0.00%
Latvia	0	0	0.00%	1	1	0.00%
Lithuania	0	0	0.00%	0	1	0.00%
Luxembourg	0	0	0.00%	0	1	0.00%
Macedonia	0	0	0.00%	0	2	0.00%
Malaysia	0	0	0.00%	0	1	0.00%
Malta	0	0	0.00%	1	2	0.00%
Moldova	0	0	0.00%	0	1	0.00%
Peru	0	0	0.00%	0	1	0.00%
Philippines	0	0	0.00%	3	6	0.01%
Romania	0	0	0.00%	1	1	0.00%
Saudi Arabia	0	0	0.00%	0	2	0.00%

**Naples, Marco Island, Everglades CVB****Guide Request Summary by Country**

For the month of August 2012

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Saudia Arabia	0	0	0.00%	0	1	0.00%
Singapore	0	0	0.00%	0	1	0.00%
Sri Lanka	0	0	0.00%	0	1	0.00%
Turkey	0	0	0.00%	1	5	0.01%
Vietnam	0	0	0.00%	0	1	0.00%
<b>Grand Total:</b>	<b>915</b>	<b>34,384</b>		<b>2,266</b>	<b>48,651</b>	

\* YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Special Fulfillment Requests by Category**

For the month of August 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Consumer Shows</b>			
<b>Post Show Follow Up</b>			
NY Times Travel Show June 2012	0	353	10%
<b>Consumer Shows</b>	<b>0</b>	<b>353</b>	<b>10%</b>
<b>Meeting Planners</b>			
Market Group Fulfillment	1	8	0%
CVB Meeting Planner newsletter	0	3,215	87%
GAP	0	4	0%
Meeting Planner Kit Fulfillment	7	64	2%
Meeting Planner Non-Kit Fulfillment	1	5	0%
<b>Post Show Followup</b>			
Florida Huddle February 2012	0	1	0%
<b>Meeting Planners</b>	<b>9</b>	<b>3,297</b>	<b>89%</b>
<b>Promotions</b>			
PPD 2011	3	16	0%
PPG 2011	0	3	0%
PPP 2011	0	3	0%
<b>Promotions</b>	<b>3</b>	<b>22</b>	<b>1%</b>
<b>Tour Operators</b>			
Other/Unknown	1	10	0%
<b>Tour Operators</b>	<b>1</b>	<b>10</b>	<b>0%</b>
<b>Travel Agents</b>			
Other/Unknown	0	4	0%
<b>Travel Agents</b>	<b>0</b>	<b>4</b>	<b>0%</b>
<b>Grand Total:</b>	<b>13</b>	<b>3,686</b>	

\* YTD = Fiscal Year to Date