

**Naples Marco Island Everglades CVB
Task Report
Created - Between 6/10/2014 - 7/11/2014**

July 28, 2014
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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
7/10/2014	Alpha Chi Rho Fraternity Scott Carlson 732-232-9143 scarlson@alphachirho.org <i>Met at FEA. sent out 2 Rfp. Specific interest in Marco Island</i>	Assisted Mtg Planner	Closed	7/10/2014	7/10/2014	Debi DeBenedetto
7/11/2014	Avaya Wolfgang Jilka 831-324-4245 <i>sent Rfp - responded to planner. sent collateral loaded idss - follow up</i>	RFP follow up	Open	7/25/2014		
6/17/2014	BCC <i>From: PirreMichelle</i>	Assisted Mtg Planner	Closed	6/17/2014	6/17/2014	Debi DeBenedetto
6/30/2014	Debi's Activity Tracking Account <i>From: Nikkie Dvorchak</i>	CVB event	Open	7/15/2014		
6/19/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>Completed follow up on Collaborate appointments. Did evaluations for Michelle and Claudia with Jack and did mv evaluation with Jack.</i>	Followup Call	Closed	6/19/2014	6/19/2014	Debi DeBenedetto
7/11/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>Attended HSMAI</i>	Attend Meeting / Show / Conference	Closed	7/11/2014	6/24/2014	Debi DeBenedetto
6/30/2014	Debi's Activity Tracking Account <i>From: Richard Misevko</i>	Assisted Mtg Planner	Closed	6/30/2014	6/30/2014	Debi DeBenedetto
6/30/2014	Debi's Activity Tracking Account <i>From: KJBDMI@aol.com</i>	Assisted Mtg Planner	Closed	6/30/2014	6/30/2014	Debi DeBenedetto
6/30/2014	Debi's Activity Tracking Account <i>From: Rachel Dobbs</i>	Assisted Mtg Planner	Closed	6/30/2014	6/30/2014	Debi DeBenedetto
7/11/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>Booked two flights for Sept shows coming</i>	Trade show preparations	Closed	7/11/2014	7/7/2014	Debi DeBenedetto
7/11/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>Attend FEA 7/7-7-8-7/9 work trade show booth and luncheon - reception Waldorf</i>	Attend Meeting / Show / Conference	Closed	7/11/2014	7/9/2014	Debi DeBenedetto
7/11/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>Attend CVB Advisorv roundtable - great attendance! good meeting and brainstorming</i>	CVB event	Closed	7/11/2014	7/9/2014	Debi DeBenedetto
7/11/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>Workina on Fam for Encounter December event</i>	Fam Arrangements -planned - itinerary	Closed	7/11/2014	7/10/2014	Debi DeBenedetto

* Task is assigned to multiple people

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Printed: 7/11/2014

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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
7/11/2014	Debi's Activity Tracking Account Debi DeBenedetto	Partners - communication notice, email, other	Closed	7/11/2014	7/10/2014	Debi DeBenedetto
<i>ConferenceDirect blannina for top 25 event November - invites to hotels and attractions to join and CVB memo of assistance - hours</i>						
7/11/2014	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	7/11/2014	7/11/2014	Debi DeBenedetto
<i>complete TDC report</i>						
6/10/2014	Edgewater Beach Hotel	Communicate-Partner	Closed	6/10/2014	6/10/2014	Debi DeBenedetto
<i>From: Lauren Thompson</i>						
7/11/2014	HelmsBriscoe / C. Marmino	Assisted Mtg Planner	Open	7/22/2014		
<i>Planner asked for CVB funds - Rfo not sent to CVB originally - working with hotel and planner to assist. Include Rfo</i>						
6/17/2014	Marco Island Marriott Beach Resort, Golf Club & Spa	Followup Call	Open	6/27/2014		
6/17/2014	Marco Island Marriott Beach Resort, Golf Club & Spa	Followup Call	Open	9/17/2014		
<i>Invite hotels and arrangements for Fam and attractions activities choices</i>						
6/17/2014	Naples Marco Island Everglades CVB Jack Wert 239-252-2402 jackwert@colliergov.net <i>From: WertJack</i>	Assist Meeting planner -sales kit email photos or video	Closed	6/17/2014	6/17/2014	Debi DeBenedetto
7/11/2014	Wine & Dine Events	RFP sent to partner	Closed	7/11/2014	7/11/2014	Debi DeBenedetto
<i>sent Rfo - contacted planner - sent info and called twice</i>						
Total Tasks:						21

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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 New/Repeat	Economic Impact Est Actual	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
Status: ALL FUTURE DEFINITE											
American Bar Association	2016 Winter Leadership Meeting	RFP Rcvd	0	Chesney Chicago 2011	1/4/2016 1/10/2016	Repeat	\$289,482.03 \$0.00	0	250	721	0
American Bar Association	Health Law Spring Council Meeting	RFP Rcvd	0	Successful Meetings =SMU	5/28/2015 5/30/2015	Local Repeat	\$41,938.11 \$0.00	0	25	50	0
American Bar Association	2015 Fall Symposia & Leadership Meeting	Rfp enhancement	0	Successful Meetings =SMU	11/3/2015 11/7/2015	Local New	\$441,375.94 \$0.00	0	199	588	0
American Bar Association	Occupational Safety and Health Law Midwinter Meeting	RFP Rcvd	0	Networking	3/9/2015 3/13/2015	Local Repeat	\$292,794.20 \$0.00	0	100	317	0
American Bar Association	2015 Workers' Compensation Committee Midwinter Meeting	RFP Rcvd	0	Networking	3/25/2015 3/29/2015	Local Repeat	\$255,389.28 \$0.00	0	92	288	0
Applied Meetings and Hospitality Solutions	Estate Planning council 2014 6 events	RFP Rcvd	0		9/17/2014 9/17/2014	Repeat	\$0.00 \$0.00	0	0	0	0
Applied Meetings and Hospitality Solutions	Estate Planning council 2014 6 events	RFP Rcvd	0		10/17/2014 10/17/2014	Repeat	\$0.00 \$0.00	0	0	0	0
Applied Meetings and Hospitality Solutions	Estate Planning council 2014 6 events	RFP Rcvd	0		11/12/2014 11/12/2014	Repeat	\$0.00 \$0.00	0	0	0	0
Associated Construction Distributors international	ACDI 2015	RFP Rcvd	Association-Meetings, Conventions	Website	3/7/2015 3/13/2015	New	\$158,526.38 \$0.00	0	60	320	0
Association Management Center	ARA Dec Board Meeting 2014	RFP Rcvd	0	Website	11/19/2014 11/22/2014		\$30,635.88 \$0.00	0	16	51	0

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Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	Affected Rooms	Peak Rooms	Requested Rooms	Contracted Rooms
Status: ALL FUTURE DEFINITE											
Automotive Parts Associates	National Shareholders & Manufacturers Conference	RFP Rcvd	Corporate-Other	Industry Partner	3/14/2016 3/19/2016	Local New	\$623,646.91 \$0.00	0	205	597	0
BuilderMT	BuilderMT Client Conference 2014	RFP Rcvd	Corporate-Other	Music Oct. 2011 FAM	9/9/2014 9/12/2014		\$412,985.22 \$0.00	0	100	280	0
ConferenceDirect / J. Blanes	Kao USA 2014 Annual Sales Meeting	RFP Rcvd	0		7/20/2014 7/23/2014	Local New	\$278,532.54 \$0.00	0	135	370	0
Deborah Franco	ITPEU Annual Benefit Fund Winter 2015	RFP Rcvd	0	NYC 2014	2/7/2015 2/13/2015	Local New	\$94,983.22 \$0.00	0	24	120	0
Decorative Plumbing & Hardware Association	DPHA 2014 Annual Conference	RFP Rcvd	Association-Meetings, Conventions		10/8/2014 10/12/2014	New	\$259,147.85 \$0.00	0	190	590	0
Destinations, Meetings & Incentives, Inc.	National College Of Probate Judges 2014	RFP Rcvd	0	Meet up DC	11/9/2014 11/16/2014	National Repeat	\$266,036.45 \$0.00	0	95	392	0
Educational Symposia	49th Annual Meeting of the American Society of Head & Neck	RFP Rcvd	0		9/12/2015 9/12/2015	Local New	\$215,239.23 \$0.00	0	0	0	0
Eisenman & Associates Inc	VTCA 2015	RFP Rcvd		DC 2012	2/4/2015 2/8/2015	National Repeat	\$103,219.76 \$0.00	0	75	252	0
EMCVenues	Merial-Premier	RFP Rcvd	0	Eventeract 2014	7/18/2014 7/19/2014	Local New	\$71,077.22 \$0.00	0	58	116	0
Exel/DHL Supply Chain Americas	Presidents Club 2015	RFP Rcvd	0		2/5/2015 2/7/2015	Local New	\$77,383.81 \$0.00	0	25	75	0
HelmsBriscoe / A. Martell	American Staffing Association 2015	RFP Rcvd	0	Cvent	1/23/2015 1/26/2015	Local New	\$47,391.45 \$0.00	0	36	55	0
HelmsBriscoe / J. Romine	Pekin 2016 Scenic Trip	RFP Rcvd	Association-Meetings, Conventions	CVENT	11/1/2016 11/13/2016	Repeat	\$0.00 \$0.00	0	300	2,507	0

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Status: ALL FUTURE DEFINITE											
IMN Solutions	2016 NAM Spring Board of Directors	RFP Rcvd	0		2/24/2016 3/3/2016	Local	\$903,584.77 \$0.00	0	236	653	0
J. Ayers& Associates, Inc.	Association Meeting Nov 2014 Indiana group	RFP Rcvd	Corporate-Other	WTM	11/9/2014 11/13/2014	New	\$42,836.24 \$0.00	0	40	122	0
Marco Island Marriott Beach Resort, Golf Club & Spa	Harrison International Seminars	RFP Rcvd	Partner - Hotels		9/22/2014 9/29/2014	Local New	\$169,365.61 \$0.00	0	38	299	0
Marco Island Marriott Beach Resort, Golf Club & Spa	Conference Direct Top producers correct	Rfp enhancement	Partner - Hotels	RFP Enhancement	11/12/2014 11/16/2014	International New	\$0.00 \$0.00	0	25	100	0
Marco Island Marriott Beach Resort, Golf Club & Spa	Florida hospitals 2014 Annual Leadership	Rfp enhancement	Partner - Hotels	RFP Enhancement	11/6/2014 11/9/2014	New	\$491,255.51 \$0.00	0	350	1,155	0
National Electrical Contractors Association	NJATC Outside Apprenticeship Conference 2015	Rfp enhancement	0		2/26/2015 3/3/2015	Local New	\$439,178.04 \$0.00	0	200	545	0
National Interstate	Compass Advisory Board Meeting 2015	RFP Rcvd	Corporate-Other		2/11/2015 2/14/2015	Local New	\$149,889.42 \$0.00	0	55	185	0
National Interstate	Forum Advisory Board Meeting 2015	RFP Rcvd	Corporate-Other		2/21/2015 2/24/2015	Local New	\$145,444.90 \$0.00	0	60	175	0
National Interstate	Movecap Advisory Board Meeting 2015	RFP Rcvd	Corporate-Other		2/23/2015 2/26/2015	Local New	\$111,610.57 \$0.00	0	45	135	0
North American Millers' Association	March Divison Meetings	RFP Rcvd	Association-Meetings, Conventions	DC 2012	3/27/2015 3/31/2015	National New	\$177,261.25 \$0.00	0	135	465	0
Site Selection & Meeting Consultants, Inc	South Eastern Home Office Underwriters Assoc	RFP Rcvd	0		6/20/2016 6/25/2016	Repeat	\$268,730.70 \$0.00	0	110	327	0
Strategic Meetings & incentives	Client Meetings Jan. 2015	RFP Rcvd	Incentive	Website	1/28/2015 1/30/2015	New	\$14,665.17 \$0.00	0	15	35	0

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Status: ALL FUTURE DEFINITE

Successful Meetings Magazine	SMU 2014	Rfp enhancement	0		8/10/2014 8/13/2014	Repeat	\$0.00 \$0.00	0	120	362	0	
The Kellen Company	ADS 2016 Annual Meeting	RFP Rcvd	0		10/6/2016 10/11/2016	Local New	\$306,983.03 \$0.00	0	118	422	0	
The Ritz-Carlton Golf Resort, Naples	Becker Poliakoff	Rfp enhancement	Partner - Hotels	RFP Enhancement	9/11/2014 9/13/2014	Repeat	\$45,550.66 \$0.00	0	45	90	0	
The Ritz-Carlton Golf Resort, Naples	Tabernacle of Prayer	Rfp enhancement	Partner - Hotels	RFP Enhancement	9/24/2014 9/28/2014	New	\$63,762.45 \$0.00	0	50	100	0	
The Ritz-Carlton, Naples	Reynolds plantationGRoup ortho Forum	Rfp enhancement	Partner - Hotels	RFP Enhancement	9/17/2014 9/21/2014		\$107,143.22 \$0.00	0	44	220	0	
TyBro Meetings & Events	Crenshaw & Bradley Wedding	RFP Rcvd	Wedding		10/10/2014 10/12/2014	Local New	\$108,226.10 \$0.00	0	50	150	0	
Waldorf Astoria Naples	FI Council on Crime and Delinquency	RFP Rcvd	Partner - Hotels		8/8/2014 8/17/2014	Local New	\$0.00 \$0.00	0	120	1,200	0	
Waldorf Astoria Naples	ASLRR	Rfp enhancement	Partner - Hotels	RFP Enhancement	10/10/2014 10/15/2014		\$89,250.00 \$0.00	0	64	351	0	
Waldorf Astoria Naples	P&G	Rfp enhancement	Partner - Hotels		7/21/2014 7/25/2014		\$0.00 \$0.00	0	145	698	0	
Event Count:							43	\$7,594,523.12	0	4,050	15,478	0
								\$0.00				

Status: CURRENT DEFINITE

ConferenceDirect / V. Dinh	Applied Maintenance Solutions 2014	RFP Rcvd	0	SMU	6/17/2014 6/22/2014	Local New	\$130,300.93 \$0.00	0	50	157	0
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Status: CURRENT DEFINITE												
Defenders LEMC	2014 Homecoming	RFP Rcvd	0	Website	6/27/2014 6/29/2014	New	\$64,500.00 \$0.00	0	500	1,500	0	
Economics Magazine	TB Leadership Conference	RFP Rcvd	0		6/23/2014 6/26/2014	Local New	\$51,757.04 \$0.00	0	20	80	0	
HelmsBriscoe / J. Mitchell	2014 FL-ASABE Annual Conference none	RFP Rcvd	0	CVENT	6/11/2014 6/13/2014	Regional New	\$70,543.62 \$0.00	0	50	150	0	
Hilton Naples	PRSA Sunshine District Conference	Rfp enhancement	Partner - Hotels		6/26/2014 6/28/2014		\$105,456.95 \$0.00	0	25	75	0	
NASCO	NASCO	RFP Rcvd	0	Collaborate	6/15/2014 6/19/2014	New	\$0.00 \$0.00	0	175	535	0	
PRSA Gulf Coast Chapter	PRSA Sunshine District Conference	Rfp enhancement	0		6/26/2014 6/28/2014	Local New	\$105,456.95 \$0.00	0	25	75	0	
Waldorf Astoria Naples	EPRI Electric Power Research Institute	Rfp enhancement	Partner - Hotels		6/22/2014 6/28/2014		\$192,230.00 \$0.00	0	300	960	0	
Event Count:							8	\$720,245.49	0	1,145	3,532	0
							\$0.00					

Status: CURRENT TENTATIVE											
Alpha Chi Rho Fraternity	Alpha Chi Rho Fraternity National Convention	RFP Rcvd	SMERF		6/4/2015 6/7/2015	New	\$160,633.69 \$0.00	0	75	125	0
Alpha Delta Pi	Alpha Delta Pi Convention-2017	RFP Rcvd	SMERF		6/17/2017 6/25/2017	Local New	\$1,126,465.51 \$0.00	0	300	1,325	0
AMC Source	2016 SCP Midwinter Conference	RFP Rcvd	0	Website	2/4/2016 2/8/2016	Local New	\$578,939.60 \$0.00	0	160	765	0

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Status: CURRENT TENTATIVE											
American Financial Services Association	2015 AFSA	RFP Rcvd	0	Networking	4/5/2015 4/11/2015	New	\$173,000.00 \$0.00	0	250	845	0
American Society of Safety Engineers	Professional Development Conference 2014	RFP Rcvd	Government	Successful Meetings =SMU	9/18/2014 9/18/2014	Local New	\$5,560.18 \$0.00	0	3	3	0
Applied Meetings and Hospitality Solutions	2015 Marriage Retreat	RFP Rcvd	0		6/5/2015 6/7/2015	Local New	\$40,593.15 \$0.00	0	20	60	0
Association of Directory Publishers	2015 Association of Directory Publishers Annual Convention & Trade Show	RFP Rcvd	0		4/17/2015 4/22/2015	Local New	\$467,979.57 \$0.00	0	155	547	0
Avaya	Avaya Executive Advisory council Meeting 2015	RFP Rcvd	Corporate-Medical/Pharmaceutical	Cvent	1/20/2015 1/22/2015	New	\$71,831.10 \$0.00	0	74	222	0
Boardroom Events	2015 Midmarket CIO Forum	RFP Rcvd	Corporate-Other	Successful Meetings =SMU	4/10/2015 4/15/2015	Local Repeat	\$1,065,862.69 \$0.00	0	375	1,215	0
Boardroom Events	2016 Midmarket CIO Forum	RFP Rcvd	Corporate-Other	Successful Meetings =SMU	12/2/2016 12/6/2016	Local	\$808,616.16 \$0.00	0	350	1,115	0
Brentwood Baptist Church	Minister's Spouses Retreat 2014	RFP Rcvd	0	Rejuvenate	9/29/2014 10/1/2014	Local Repeat	\$39,484.06 \$26,786.11	0	25	75	0
Chain Drug Marketing Association	Chain Drug 90th Annual Trade Expo	RFP Rcvd	Association-Meetings, Conventions	Repeat Planner contact	1/24/2016 1/29/2016		\$434,225.37 \$0.00	0	160	509	0
Conference Planning international	Administrative Judges of US Courts	RFP Rcvd	0		11/30/2014 12/1/2014		\$0.00 \$0.00	0	25	50	0
ConferenceDirect / B.Prom	2014 Emdeon All Customer Meeting	RFP Rcvd	0	Cvent	9/21/2014 9/22/2014	Local New	\$333,993.84 \$0.00	0	250	500	0
ConferenceDirect / L. Golabowski	Corporate Leaders Roundtable	RFP Rcvd	0		5/17/2015 5/20/2015	Local New	\$93,282.39 \$0.00	0	70	140	0

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Status: CURRENT TENTATIVE											
Council on Occupational Education	COE Committee Mtg -August 2015	RFP Rcvd	0	Connect	8/5/2015 8/8/2015	Local Repeat	\$48,158.95 \$0.00	0	20	48	0
Creative Event Planning	Feinstein January Retreat	RFP Rcvd	Corporate-Other	NYC 2014	1/16/2015 1/18/2015	New	\$111,061.36 \$0.00	0	70	210	0
Debi's Itineraries	Explore Paradise Resorts	CVB Sponsored	0	Industry Partner	11/1/2013 11/3/2013	National Repeat	\$0.00 \$0.00	0	13	39	0
Debi's Itineraries	MPISEC post Fam 2014	CVB Sponsored	0	MPI SEC	8/16/2014 8/18/2014	Regional Repeat	\$0.00 \$0.00	0	12	0	0
Destinations, Meetings & Incentives, Inc.	American Wire Producers Association 2016 Annual Meeting	RFP Rcvd	0		2/19/2016 2/24/2016	Local Repeat	\$353,092.47 \$0.00	0	125	338	0
Florida Festivals & Events Association	FFEA Convention & tradeshow 2015	RFP Rcvd	0	Networking	7/21/2015 7/27/2015		\$312,865.94 \$0.00	0	125	418	0
FSA Management Group	2016 AHF conference	RFP Rcvd	0	Connect	6/6/2016 6/9/2016	Repeat	\$261,000.00 \$0.00	0	450	1,800	0
HelmsBriscoe / C. Camp	ABC Foundation Summer 2015	RFP Rcvd	0	Cvent	6/19/2015 6/22/2015	Local Repeat	\$0.00 \$0.00	0	220	745	0
HelmsBriscoe / C. Marmino	ATI SuperConference 2016	RFP Rcvd	0	HelmsBriscoe fam	3/9/2016 3/13/2016	Repeat	\$231,236.19 \$0.00	0	170	841	0
HelmsBriscoe / J. Bergantino	Seals 2018 Annual Conference	RFP Rcvd	0	FAM Invites	7/22/2018 7/29/2018	Local	\$1,753,277.66 \$0.00	0	410	2,275	0
HelmsBriscoe / J. Grabowski	The Clearing House Board Meeting 2015	RFP Rcvd	0	Cvent	3/18/2015 3/20/2015	Local	\$35,565.66 \$0.00	0	30	39	0
HelmsBriscoe / J. Slater	2013 Electrolux Spr.	RFP Rcvd	0	RFP Enhancement	3/17/2013 3/21/2013		\$400,300.00 \$0.00	0	297	985	0

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Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	10/1/14 Attnd	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
HelmsBriscoe / K. Marks	Total Health Immersions Spring Retreat	RFP Rcvd	0	Collaborate	4/17/2015 4/27/2015	Local New	\$366,376.88 \$0.00	0	83	516	0
HelmsBriscoe / K. Marks	Total Health Immersions Fall Retreat	RFP Rcvd	0	Collaborate	10/9/2015 10/19/2015	Local	\$333,192.51 \$0.00	0	83	516	0
HelmsBriscoe / R. Dobbs	CenturyLink National Sales Kickoff 2015	RFP Rcvd	0	Cvent	2/9/2015 2/10/2015	Repeat	\$188,806.01 \$0.00	0	123	246	0
HelmsBriscoe / T. Baker	Macula Waldorf site	RFP Rcvd	0		9/23/2013 9/24/2013	Repeat	\$0.00 \$0.00	0	0	0	0
Hospitality Performance Network	Performance Conference 2015	RFP Rcvd	0	Networking	3/22/2015 3/25/2015	Local New	\$91,082.48 \$0.00	0	50	85	0
Hospitality Performance Network	Board of Trustees Retreat	RFP Rcvd	0		2/3/2015 2/7/2015	New	\$84,447.76 \$0.00	0	30	95	0
IMN Solutions	2015 IBEE Mid-Year Meeting	RFP Rcvd	0	Cvent	1/19/2015 1/23/2015	Local New	\$58,364.03 \$19,528.80	0	20	81	0
International Conferencing and Networking Solutions	14th Annual International Astrophysics Conference	RFP Rcvd	0		4/12/2015 4/16/2015	Local New	\$148,876.77 \$0.00	0	50	220	0
ITA Group	Kent Nutrition Group-2016 Trip	RFP Rcvd	0	Cvent	2/20/2016 2/27/2016	Local New	\$726,003.65 \$0.00	0	156	810	0
Kappa Kappa Psi/Tau Beta Sigma	Kappa Kappa Psi & Tau Beta Sigma 2017 Natl Convention Program	RFP Rcvd	0		7/14/2017 7/23/2017	Local New	\$1,017,192.88 \$0.00	0	180	1,032	0
LaClare Group	National Sales Meeting	RFP Rcvd	0		1/25/2015 1/28/2015	New	\$199,747.84 \$0.00	0	90	270	0
LT Planning & Incentives	2015 Sales Incentive	RFP Rcvd	0	Fam CVB hosted	5/17/2015 5/22/2015	Repeat	\$102,972.79 \$0.00	0	60	250	0

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Status: CURRENT TENTATIVE											
Lupachino & Associates	National Association of Mothers & Daughters in Business and Sisters Too 2015	RFP Rcvd	0	FAM Invites	10/11/2015 10/12/2015	Local New	\$107,228.21 \$0.00	0	75	150	0
Marco Island Marriott Beach Resort, Golf Club & Spa	PPG HPN Chemicals Mfr Co 2014	Rfp enhancement	Partner - Hotels	Other	9/12/2014 9/19/2014		\$0.00 \$0.00	0	355	905	0
Mediterranean Shipping Company	MSC Managers Seminar 2015	RFP Rcvd	0		4/6/2015 4/12/2015	Local New	\$309,391.02 \$0.00	0	278	848	0
Meetings Plus	National Academy of Opticianary	RFP Rcvd	0	IPEC	1/15/2015 1/18/2015	Local New	\$48,822.46 \$0.00	0	20	60	0
MOTIF Sites, Meetings & Events	Team Trade Sales Rally 2016	RFP Rcvd	0	Networking	6/14/2016 6/19/2016	Local New	\$666,245.01 \$0.00	0	170	1,020	0
MOTIF Sites, Meetings & Events	Regionals Managers Retreat 2016	RFP Rcvd	0	Networking	10/1/2016 10/5/2016	Local New	\$116,439.60 \$0.00	0	38	190	0
National Collegiate Table Tennis Association	College Table Tennis National Championships	RFP Rcvd	0	Connect	4/18/2013 4/21/2013	New	\$82,000.00 \$0.00	0	150	600	0
National Emergency Management Association	NEMA 2015 Emergency Management Policy & Leadership Forum	RFP Rcvd	0	Networking	10/5/2015 10/9/2015		\$551,846.00 \$0.00	0	240	860	0
National Rural Education Association	NREA Convention 2015	RFP Rcvd	Government	Connect	10/14/2015 10/18/2015	Local New	\$215,119.19 \$0.00	0	100	320	0
National School Boards Association	NSBA COSA OCT 2015	RFP Rcvd	Association-Meetings, Conventions	Networking	10/13/2015 10/17/2015	New	\$84,083.14 \$0.00	0	119	389	0
NGALA	DTS Technologies Site	CVB Sponsored	0	Networking	10/17/2012 10/19/2012	New	\$24,000.00 \$0.00	0	75	162	0
One Hundred Black Men Of America, Inc.	2014 Leadership Summit	RFP Rcvd	Corporate-Other	Successful Meetings =SMU	12/10/2014 12/14/2014	Local	\$215,877.81 \$0.00	0	102	243	0

Sales Rep: Debi DeBenedetto

July 28, 2014
Detailed Staff Reports 11

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	12/1/14 2014	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
Preferred Site Selection & Meeting Planning	Annual September Meeting	RFP Rcvd	0	Collaborate	9/4/2015 9/10/2015	New	\$220,425.94 \$0.00	0	70	350	0
Randall-Reilly	CCJ Innovators Summit	RFP Rcvd	Corporate-Other		2/3/2015 2/7/2015	Local New	\$171,739.13 \$0.00	0	65	177	0
Resort and Commercial Recreation Association	RCRA National Conference 2015	RFP Rcvd	0	Connect	11/6/2015 11/11/2015	Local New	\$207,195.92 \$0.00	0	60	240	0
Site Search, Inc.	LeadingAge Florida 2016 & 2018	RFP Rcvd	0		6/24/2017 6/28/2017	Local	\$1,051,884.87 \$0.00	0	400	1,360	0
Site Search, Inc.	Elliott/Gomez Ceremony & Wedding Reception	RFP Rcvd	0		11/7/2014 11/8/2014	New	\$38,434.33 \$0.00	0	32	49	0
Site Search, Inc. / Nina Crabtree	ACAOM Retreat	RFP Rcvd	0		2/9/2015 2/11/2015	New	\$35,510.73 \$0.00	0	16	48	0
Site Selection & Meeting Consultants, Inc	FL Association of Criminal Defense Lawyers 2017	RFP Rcvd	0	Repeat Planner contact	6/7/2017 6/10/2017	Local Repeat	\$544,653.95 \$0.00	0	225	700	0
Society for the Scientific Study of Sexuality	2015 Annual Meeting	RFP Rcvd		Connect	11/11/2015 11/15/2015	New	\$66,550.00 \$0.00	0	158	550	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 \$0.00	0	316	1,286	
Successful Meetings Magazine	Successful Meetings University 2015	RFP Rcvd	0	Successful Meetings =SMU	8/1/2015 8/5/2015	Local Repeat	\$158,543.03 \$0.00	0	90	267	0
Technology Assurance Group	TAG Annual Convention 2016	RFP Rcvd	0	FAM Invites	5/17/2016 5/21/2016	Local	\$314,169.83 \$0.00	0	125	500	0
The Ritz-Carlton Golf Resort, Naples	Harrison International Seminars	Rfp enhancement	Partner - Hotels	RFP Enhancement	10/8/2014 10/12/2014		\$120,588.41 \$0.00	0	90	336	0

Sales Rep: Debi DeBenedetto

July 28, 2014
Detailed Staff Reports 11

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	13th Step 4	Peak Rooms	Requested Rooms	Contracted Rooms
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Status: CURRENT TENTATIVE

The Ritz-Carlton, Naples	Growth Development Associates	Rfp enhancement	Partner - Hotels	Other	5/28/2013 5/31/2013	New	\$97,789.33 \$0.00	0	100	300	0	
The Ritz-Carlton, Naples	Cintas 2014	Rfp enhancement	Partner - Hotels	RFP Enhancement	9/16/2014 9/21/2014	New	\$147,948.72 \$0.00	0	65	390	0	
USA Poultry & Egg Export Council	USAPEEC Annual Meeting 2015	RFP Rcvd	0	Fam CVB hosted	6/21/2015 6/26/2015	Local	\$374,247.11 \$0.00	0	175	550	0	
USA Track & Field	USA Track & Field 2017	RFP Rcvd	0		11/26/2017 12/4/2017	Local New	\$2,032,970.35 \$0.00	0	600	2,379	0	
USA Track & Field	USA Track & Field 2018	RFP Rcvd	0		11/25/2018 12/3/2018	Local	\$2,070,475.63 \$0.00	0	600	2,379	0	
VISIT FLORIDA	Site Fam	CVB Sponsored	0	Visit Florida	12/10/2013 12/13/2013	New	\$0.00 \$0.00	0	11	33	0	
Wine & Dine Events	5th Annual 4C Summit	RFP Rcvd	0	Networking	4/17/2015 4/22/2015	Local New	\$492,927.72 \$0.00	0	175	595	0	
Event Count:							70	\$22,791,196.58	0	10,254	37,591	0
								\$46,314.91				

Status: LEADS SENT

Alpha Chi Rho Fraternity	Alpha Chi Rho Fraternity National Convention	RFP Rcvd	SMERF		6/4/2015 6/7/2015	New	\$160,633.69 \$0.00	0	75	125	0
Applied Meetings and Hospitality Solutions	2015 Marriage Retreat	RFP Rcvd	0		6/5/2015 6/7/2015	Local New	\$40,593.15 \$0.00	0	20	60	0
Avaya	Avaya Executive Advisory council Meeting 2015	RFP Rcvd	Corporate-Medical/Pharmaceutical	Cvent	1/20/2015 1/22/2015	New	\$71,831.10 \$0.00	0	74	222	0

Sales Rep: Debi DeBenedetto

July 28, 2014
Detailed Staff Reports 11

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	14 Aug 14	Peak Rooms	Requested Rooms	Contracted Rooms
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Status: LEADS SENT

Chain Drug Marketing Association	Chain Drug 90th Annual Trade Expo	RFP Rcvd	Association-Meetings, Conventions	Repeat Planner contact	1/24/2016 1/29/2016		\$434,225.37 \$0.00	0	160	509	0
ConferenceDirect / L. Golabowski	Corporate Leaders Roundtable	RFP Rcvd	0		5/17/2015 5/20/2015	Local New	\$93,282.39 \$0.00	0	70	140	0
Destinations, Meetings & Incentives, Inc.	American Wire Producers Association 2016 Annual Meeting	RFP Rcvd	0		2/19/2016 2/24/2016	Local Repeat	\$353,092.47 \$0.00	0	125	338	0
HelmsBriscoe / C. Marmino	ATI SuperConference 2016	RFP Rcvd	0	HelmsBriscoe fam	3/9/2016 3/13/2016	Repeat	\$231,236.19 \$0.00	0	170	841	0
HelmsBriscoe / K. Marks	Total Health Immersions Spring Retreat	RFP Rcvd	0	Collaborate	4/17/2015 4/27/2015	Local New	\$366,376.88 \$0.00	0	83	516	0
HelmsBriscoe / K. Marks	Total Health Immersions Fall Retreat	RFP Rcvd	0	Collaborate	10/9/2015 10/19/2015	Local	\$333,192.51 \$0.00	0	83	516	0
HelmsBriscoe / R. Dobbs	CenturyLink National Sales Kickoff 2015	RFP Rcvd	0	Cvent	2/9/2015 2/10/2015	Repeat	\$188,806.01 \$0.00	0	123	246	0
LaClare Group	National Sales Meeting	RFP Rcvd	0		1/25/2015 1/28/2015	New	\$199,747.84 \$0.00	0	90	270	0
Marco Island Marriott Beach Resort, Golf Club & Spa	Conference Direct Top producers correct	Rfp enhancement	Partner - Hotels	RFP Enhancement	11/12/2014 11/16/2014	International New	\$0.00 \$0.00	0	25	100	0
Preferred Site Selection & Meeting Planning	Annual September Meeting	RFP Rcvd	0	Collaborate	9/4/2015 9/10/2015	New	\$220,425.94 \$0.00	0	70	350	0
Site Search, Inc.	LeadingAge Florida 2016 & 2018	RFP Rcvd	0		6/24/2017 6/28/2017	Local	\$1,051,884.87 \$0.00	0	400	1,360	0
Wine & Dine Events	5th Annual 4C Summit	RFP Rcvd	0	Networking	4/17/2015 4/22/2015	Local New	\$492,927.72 \$0.00	0	175	595	0

Event Count: 15 \$4,238,256.13 July 28, 2014 6,188 0

\$0.00 Detailed Staff Reports 11
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Status: TURNED CANCELLED

HelmsBriscoe / R. Unglaub	Sears Incentive	RFP Rcvd	0	2010 HelmsBriscoe planners	1/31/2015 2/4/2015	Local	\$277,978.12 \$0.00	0	75	375	0	
Company Canceled Meeting												
HelmsBriscoe / T. Davis	University of Illinois Foundation 2016 Winter Retreat	RFP Rcvd	0	Cvent	2/14/2016 2/17/2016	Local New	\$213,051.08 \$0.00	0	60	176	0	
SSMeetings, LLC	National Association Annual Meeting 2017	RFP Rcvd	0	Encounter	10/7/2017 10/13/2017	Local New	\$526,906.29 \$0.00	0	190	730	0	
Other - Please Explain												
Event Count:							3	\$1,017,935.49	0	325	1,281	0
\$0.00												

Status: TURNED DEFINITE

Marco Island Marriott Beach Resort, Golf Club & Spa	Conference Direct Top producers correct	Rfp enhancement	Partner - Hotels	RFP Enhancement	11/12/2014 11/16/2014	International New	\$0.00 \$0.00	0	25	100	0	
Event Count:							1	\$0.00	0	25	100	0
\$0.00												

Status: TURNED LOST

Air Safety Equipment Inc.	New product Launch 2015	RFP Rcvd		FAM Invites	5/30/2015 6/4/2015	New	\$195,103.57 \$0.00	0	90	450	0
Alternate Location Selected											
American Copper Council	2014 Fall meeting	RFP Rcvd	0	Connect	11/10/2014 11/13/2014		\$574,266.51 \$0.00	0	280	775	0
Alternate Location Selected											
Association Management Center	PRISM December Board Meeting	RFP Rcvd	0		12/6/2014 12/10/2014	Local Repeat	\$47,889.70 \$0.00	0	20	70	0
ConferenceDirect / G. Rapoport	AFJCA Winter Board Meeting 2015	RFP Rcvd	0		4/23/2015 4/29/2015	Local	\$77,134.83 \$0.00	0	240	757	0
Other - Please Explain											
Hamilton Meetings & Incentives	2015 ProAssurance Risk Management Meeting	RFP Rcvd	Corporate-Other	IPEC	2/15/2015 2/17/2015	Local New	\$186,649.35 \$0.00	0	76	228	0
Alternate Location Selected											
Hamilton Meetings & Incentives	2015 Leadership Circle Meeting & The Pace Meeting	RFP Rcvd	Corporate-Other	IPEC	9/6/2015 9/9/2015	Local New	\$264,292.05 \$0.00	0	87	348	0
Alternate Location Selected											

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	161694 Steps	Peak Rooms	Requested Rooms	Contracted Rooms
Status: TURNED LOST											
HelmsBriscoe / A. Lipson	HMA Winter Staff Retreat 2014	RFP Rcvd	0	Destination Showcase - DC	12/3/2014 12/4/2014	Local New	\$134,630.53 \$0.00	0	130	230	0
	Alternate Location Selected										
HelmsBriscoe / M. Moliver	2015 FSGA	RFP Rcvd	0	CVENT	7/22/2015 7/25/2015	New	\$30,388.00 \$0.00	0	156	284	0
	Alternate Location Selected										
Hospitality Performance Network	Dallas Area Corporate group	RFP Rcvd	0	HPN	3/22/2015 3/25/2015	New	\$0.00 \$0.00	0	50	85	0
	Alternate Location Selected										
Marco Island Marriott Beach Resort, Golf Club & Spa	PPG HPN Chemicals Mfr Co 2013	Rfp enhancement	Partner - Hotels	Other	9/19/2013 9/26/2013	New	\$0.00 \$0.00	0	355	905	0
Marco Island Marriott Beach Resort, Golf Club & Spa	2015 AAO	Rfp enhancement	Partner - Hotels	RFP Enhancement	1/14/2015 1/20/2015	New	\$1,322,628.58 \$0.00	0	395	2,350	0
Meeting Connections Ohio	2015 Mega Church Pastors	RFP Rcvd	SMERF	Website	2/10/2015 2/13/2015	New	\$117,784.90 \$0.00	0	60	180	0
	Alternate Location Selected										
Meetings Plus	Image Tech - Annual Incentive Trip	RFP Rcvd	0	IPEC	4/29/2015 5/3/2015	Local New	\$67,436.37 \$0.00	0	20	100	0
	Alternate Location Selected										
National Council of Structural Engineers Associations	Winter Leadership Forum 2015	RFP Rcvd	0		1/20/2015 1/24/2015	Local Repeat	\$164,575.89 \$0.00	0	70	220	0
	Alternate Location Selected										
Patricia Hernandez	Hernandez 15th Birthday Party	RFP Rcvd	0	Cvent	7/19/2014 7/19/2014	Local New	\$20,672.86 \$0.00	0	15	15	0
	Planner never responded to our follow up										
Reliable Facility Placement	Tyco International Symposium 2014	RFP Rcvd		Fam CVB hosted	11/5/2014 11/10/2014	Local Repeat	\$260,685.70 \$0.00	0	150	380	0
	Alternate Location Selected										
The American College	The American College Board Meeting	RFP Rcvd	SMERF	Website	1/28/2015 1/30/2015	New	\$29,146.74 \$0.00	0	40	80	0
	Rates Too High										
Thrive Meetings & Events	2015 Dent Wizard Management Conference	RFP Rcvd	0	Website	2/2/2015 2/7/2015	New	\$545,964.76 \$0.00	0	160	660	0
	Alternate Location Selected										

Sales Rep: Debi DeBenedetto

July 28, 2014
Detailed Staff Reports 11

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	17/11/14 Actual	Peak Rooms	Requested Rooms	Contracted Rooms
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Status: TURNED LOST

Waldorf Astoria Naples	Valspar	Rfp enhancement	Partner - Hotels		11/2/2014 11/6/2014	Local New	\$765,318.62 \$0.00	0	295	1,180	0	
Event Count:							19	\$4,804,568.96	0	2,689	9,297	0
							\$0.00					

Status: TURNED TENTATIVE

Alpha Chi Rho Fraternity	Alpha Chi Rho Fraternity National Convention	RFP Rcvd	SMERF		6/4/2015 6/7/2015	New	\$160,633.69 \$0.00	0	75	125	0
Applied Meetings and Hospitality Solutions	2015 Marriage Retreat	RFP Rcvd	0		6/5/2015 6/7/2015	Local New	\$40,593.15 \$0.00	0	20	60	0
Avaya	Avaya Executive Advisory council Meeting 2015	RFP Rcvd	Corporate-Medical/Pharmaceutical	Cvent	1/20/2015 1/22/2015	New	\$71,831.10 \$0.00	0	74	222	0
Chain Drug Marketing Association	Chain Drug 90th Annual Trade Expo	RFP Rcvd	Association-Meetings, Conventions	Repeat Planner contact	1/24/2016 1/29/2016		\$434,225.37 \$0.00	0	160	509	0
ConferenceDirect / L. Golabowski	Corporate Leaders Roundtable	RFP Rcvd	0		5/17/2015 5/20/2015	Local New	\$93,282.39 \$0.00	0	70	140	0
Debi's Itineraries	MPISEC post Fam 2014	CVB Sponsored	0	MPI SEC	8/16/2014 8/18/2014	Regional Repeat	\$0.00 \$0.00	0	12	0	0
Destinations, Meetings & Incentives, Inc.	American Wire Producers Association 2016 Annual Meeting	RFP Rcvd	0		2/19/2016 2/24/2016	Local Repeat	\$353,092.47 \$0.00	0	125	338	0
HelmsBriscoe / C. Marmino	ATI SuperConference 2016	RFP Rcvd	0	HelmsBriscoe fam	3/9/2016 3/13/2016	Repeat	\$231,236.19 \$0.00	0	170	841	0
HelmsBriscoe / K. Marks	Total Health Immersions Spring Retreat	RFP Rcvd	0	Collaborate	4/17/2015 4/27/2015	Local New	\$366,376.88 \$0.00	0	83	516	0

Sales Rep: Debi DeBenedetto

July 28, 2014
Detailed Staff Reports 11

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	Step Rooms	Peak Rooms	Requested Rooms	Contracted Rooms
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Status: TURNED TENTATIVE

HelmsBriscoe / K. Marks	Total Health Immersions Fall Retreat	RFP Rcvd	0	Collaborate	10/9/2015 10/19/2015	Local	\$333,192.51 \$0.00	0	83	516	0	
HelmsBriscoe / R. Dobbs	CenturyLink National Sales Kickoff 2015	RFP Rcvd	0	Cvent	2/9/2015 2/10/2015	Repeat	\$188,806.01 \$0.00	0	123	246	0	
LaClare Group	National Sales Meeting	RFP Rcvd	0		1/25/2015 1/28/2015	New	\$199,747.84 \$0.00	0	90	270	0	
Preferred Site Selection & Meeting Planning	Annual September Meeting	RFP Rcvd	0	Collaborate	9/4/2015 9/10/2015	New	\$220,425.94 \$0.00	0	70	350	0	
Site Search, Inc.	LeadingAge Florida 2016 & 2018	RFP Rcvd	0		6/24/2017 6/28/2017	Local	\$1,051,884.87 \$0.00	0	400	1,360	0	
Wine & Dine Events	5th Annual 4C Summit	RFP Rcvd	0	Networking	4/17/2015 4/22/2015	Local New	\$492,927.72 \$0.00	0	175	595	0	
Event Count:							15	\$4,238,256.13	0	1,730	6,088	0
								\$0.00				
Event Count:							174	\$45,404,981.90	0	21,961	79,555	0
								\$46,314.91				

Florida's Paradise Coast (Collier County) Ongoing Press Cl Results from LHA Media Outreach 2014

Date	Outlet	UMV	Circ
1/9/2014	MICHIGAN'S BIG SHOW	n/a	
1/12/2014	NORTHJERSEY.COM	22,392,850	
1/12/2014	CJOB AM 680	415,827	
1/16/2014	BUDGET TRAVEL	1,225,719	
1/18/2014	ABC NEWS	11,414,900	
1/23/2014	JUSTLUXE	1,920,46	
1/25/2014	WINNIPEG FREE PRESS	626,658	145,228
1/26/2014	LANSING STATE JOURNAL		65,904
1/26/2014	THE A POSITION	3,323	
1/29/2014	THE GREATER NAPLES CHAMBER OF COMMERCE	n/a	
1/31/2014	FORBES.COM	9,956,125	
1/31/2014	THE NEWS-PRESS.COM	555,085	
2/4/2014	GOLF MAGAZINE PLAYERS CLUB	655,761	
2/6/2014	MOMMY POPPINS	164,096	
2/10/2014	SPA TRAVEL GAL	232,028	
2/11/2014	TAMMILEE TIPS	94,441	
2/14/2014	WALL STREET JOURNAL'S MARKETWATCH	9,407,766	
2/22/2014	GOLF CLUB RADIO SHOW	n/a	
2/23/2014	Anchorage Daily News	1,281,591	
2/24/2014	The News Tribune	8,074,618	
2/24/2014	newsobserver.com	2,443,925	
2/24/2014	The Bellingham Herald	1,139,788	
2/24/2014	The Sacramento Bee	1,209,876	
2/24/2014	The Tribune	908,361	
2/24/2014	Belleville News-Democrat	593,488	
2/24/2014	Merced Sun-Star	568,010	
2/24/2014	Ledger-Enquirer	493,110	
2/24/2014	The Olympian	303,975	
2/24/2014	The Telegraph	225,318	
2/25/2014	Chicago Tribune	16,084,056	
2/25/2014	Orlando Sentinel	2,642,328	
2/26/2014	Kankakee Daily Journal	133,792	
3/1/2014	Houston PetTalk Magazine	168,412	40,000
3/3/2014	Waterbury Republican-American	27,344	
3/24/2014	Visit Florida Blog	1,244,426	
4/9/2014	USAToday.com	21,911,400	
4/1/2014	Meetings Focus	22,751	25,030
4/13/2014	Tammilee Tips	94,441	
4/16/2014	Montreal Gazette	343,523	

4/30/2014	Kidventurous	13,685	
4/30/2014	Mainly Southern	2,340	
5/10/2014	Trekaroo	172,424	
5/14/2014	Forbes Travel Guide	9,956,125	
6/5/2014	Travelling Mag	1,000	
6/6/2014	The Vacation Gals	20,021	
6/27/2014	MiniTime	219,824	
7/1/2014	CNN.com	43,786,703	

ips

Media Value
n/a
\$149,285.67
\$2,772.18
\$6,128.60
\$95,124.17
\$12,803.07
\$5,123.23
\$352.32
n/a
n/a
\$451,344.33
\$3,700.57
\$6,557.61
\$1,093.97
\$1,546.85
\$629.61
78,398.05
n/a
\$5,767.16
\$51,139.25
\$21,180.68
\$3,799.29
\$6,049.38
\$10,597.55
\$3,956.59
\$3,786.73
\$1,479.33
\$1,519.88
\$1,502.12
\$53,613.52
\$25,102.12
\$891.95
\$3,522.75
\$182.29
\$414.81
\$379,797.60
\$4,185.91
\$629.61
\$2,290.15

\$273.70
n/a
\$1,149.49
\$66,374.17
n/a
\$400.42
\$1,465.49
\$437,867.03

Link
www.MiBigShow.com
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CVB - LOCAL TOURISM INDUSTRY COVERAGE			
Media Outlet	Story Title & Link to Online Version	Publication Date	Details
CVB & Local Tourism Issues Coverage			
Collier County Bi-Monthly Tourism Column			
The News-Press	How about a visit to the zoo for Father's Day/Busy off-season for tourism pros	6/12/14	Collier Tourism column by JoNell Modys
The News-Press	Hot summer celebrations	6/26/14	Collier Tourism column by JoNell Modys
Business of Tourism, CVB Coverage			
The News-Press	Marketing events in line for 4200K in bed taxes	5/29/14	TDC action
The News-Press	Collier tourism doing well in 2014, council reports	5/30/14	TDC meeting wrap up
The News-Press	Collier bed tax collections soar year over year in April	6/2/14	CVB info given to reporter, JW quote
The News-Press	Chinese media soak in SW Florida	6/4/14	CVB info given to reporter, JW quote
ESPN 99.3 FM	Reel Talk Radio	6/14/14	JoNell Modys co-hosts, talk about what's happening in Collier; fishing and cooking your catch
WINK-TV	Non-profit looking to open movie studio in Naples	6/17/14	CVB assisted reporter; referred to film office
The News-Press	SW FL tourism partners selected for state tourism committees	6/21/14	CVB press release; article also included Lee VCB and SW FL industry partner appointees
Gulfshore Business Daily	VISIT FLORIDA appoints Wert, Modys, DeBenedetto to industry committees	6/23/14	CVB press release
Naples Daily News	Collier Commissioner Fred Coyle wants straw ballot on tourist tax spending	6/23/14	TDC discussion
Naples Daily News	Tourism bureau staff to help in statewide marketing plans	6/23/14	CVB press release

The News-Press	Collier County: Bed-tax beach plan gets resistance	6/24/14	TDC discussion; follow-up with reporter
The News-Press	Collier Commission shoots down tourist tax referendum	24/14	BCC coverage
NaplesNews.com	Collier Commissioners reject straw ballot on how to spend tourist tax	6/24/14	TDC discussion; follow-up with reporter; BCC meeting
Naples Daily News	Collier Commissioners reject straw ballot on how to spend tourist tax	6/25/14	TDC discussion; follow-up with reporter; BCC meeting
WINK-TV	Straw ballot for reallocation of TDT tax rejected - year round marketing intact	6/25/14	JW interview
The News-Press	Summer tourism marketing-Floridians, Europeans, amateur athletes and their families help fill hotels, restaurants	6/30/14	Main focus Lee Co. with some examples from Collier.
The News-Press	The slurpee has landed at SW FL Int'l airport	6/30/14	JW quote
Business Currents magazine	Hot winter season melts unemployment, boost Collier economy in record fashion	7/1/14	
The News-Press	Tourist tax tally in May leaps	7/11/14	Lee and Collier tax collection data reported. CVB provided info.
NFL Players Train in Naples with Ignition			
NaplesNews.com	NFL players in Naples - VIDEO	7/3/14	CVB press release
NaplesNews.com	Top athletes take advantage of SW FL to prep for upcoming season	7/3/14	CVB press release
NaplesNews.com	NFL players train in Naples - SLIDESHOW	7/3/14	CVB press release
Naples Daily News	SPORTS COVER PAGE - Ready, set...Ignition!	7/4/14	CVB press release
The News-Press	NFL players in Naples to prepare for training camps	7/3/14	CVB press release
News-Press.com	NFL players train in Naples and prepare for NFL training camps - VIDEO	7/3/14	CVB press release
News-Press.com	NFL players at Ignition training program in Naples - SLIDESHOW	7/3/2014	CVB press release
The News-Press	SPORTS COVER PAGE - Naples no vacation for NFL standouts	7/4/2014	CVB press release
WINK TV	NFL players train and condition in Naples - Feature Story Package	7/3/14	CVB press release

WIN News This Morning	NFL players train and condition in Naples - Morning Live Spots plus feature	7/3/14	CVB press release
WINK Sports	NFL players train and condition in Naples - Sports	7/3/14	CVB press release
MarcoIslandFlorida.com (Marco Island Sun Times website)	NFL star linebacker trains in Naples	7/3/14	CVB press release
Ignition APG Facebook	Thanks to Naples, Ft. Myers media for coverage, 8 photos of press event	7/3/14	CVB press release
Ignition APG Facebook	"There are quite a few NFL stars in Naples right now, but they're not here on vacation." @NaplesDailyNews http://t.co/umfCp7Oadb	7/3/14	CVB press release
Ignition APG Facebook	Great article in the Fort Myers Newspaper today on Ignition's NFL training program. Read about what NFL athletes are in the camp, how Ignition launched in Naples, and why Florida Gulf Coast University's Strength Coaches are taking part in the training. Photos & videos are included.	7/3/14	CVB press release
Ignition APG Facebook	Ignition was featured on the WINK News Morning Show live today from 5 AM to 9 AM to discuss the NFL Performance Camp in Southwest Florida. Here are some of the photos from the show. {1 Chronicles 4:10} (12 photos)	7/3/14	CVB press release
Ignition APG Twitter	"Ready Set... Ignition" The cover page of today's @ndn.	7/3/14	CVB press release
Coach Clif Marshall Twitter	"Ready Set... Ignition" The cover page of today's @ndn.	7/3/14	CVB press release
Coach Clif Marshall Twitter	"Naples no vacation for NFL standouts..." The cover page of today's @TheNewsPress in Fort Myers.	7/4/14	CVB press release
Winston Guy Twitter	Had a great week of training in Naples, Florida w/ @LukeKuechly @JCONNER38 @IgnitionAPG w/ my guy @ClifMarshall	7/4/14	CVB press release
Coach Clif Marshall Twitter	Thx to multiple media outlets from Fort Myers & Naples for covering @IgnitionAPG's training today at @athletparadise	7/3/14	CVB press release
John T WINK Twitter	Thanks to @LukeKuechly @DcJefferson10 @JCONNER38 @winstonguyjr27 & @ClifMarshall for joining us on @winkmornings!	7/3/14	CVB press release

Coach Clif Marshall Twitter	"@JohnT_WINK: @ClifMarshall is perfecting my dumbbell lunge as I train @IgnitionAPG style pic.twitter.com/xg3VjcJfZc " Great job today John!	7/3/14	CVB press release
Winston Guy Twitter	In Naples, Florida early morning session #DefensivePlayerOfTheYear w/ @LukeKuechly @ignitionapg @ClifMarshall	7/2/14	
Luke Kuechly beach photos	Posted to Facebook in advance of ESPY Awards	7/16/14	CVB photo
DESTINATION FEATURE COVERAGE			
Media Outlet	Story Title	Date	Details
National & Regional			
CNN Travel	And the world's best island is...		Story based on TripAdvisor rankings. Marco island #1 USA, #4 world
Supthemag.com	Justin Riney on his Everglades Exile	May/June	Q&A about 5-month Everglades expedition
The News-Press	Pick your pleasure at top ranked Barefoot Beach preserve	6/5/14	Collier County public services submission
VisitFlorida.com	Fine dining in a vintage glam atmosphere in downtown Naples	6/7/14	
VisitFlorida.com	Get a boat when you book a room at Naples Bay Resort	6/9/14	
Fort Lauderdale Sun-Sentinel	Hot Vacations Travel Guide	6/12/14	CVB provided extensive information, assistance; CVB quote summertime tip
Mini Time	Insider guide: Florida's West Coast: Things to do with kids	6/27/14	CVB Contact, LHA-arranged FAM, 4th story posted
Naples Daily News	Summertime and the livin' isn't easy for SWFL restaurants	7/1/14	SCORE offers tips for summer strategies for restaurants
CNN	Fifty states natural wonders	7/1/14	LHA Pitch, assistance
The News-Press	Artis-Naples announces its 2014-2015 season	7/7/14	Stellar entertainment lineup in store

CVB - LOCAL TOURISM INDUSTRY COVERAGE			
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CVB & Local Tourism Issues Coverage			
Collier County Bi-Monthly Tourism Column			
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Business Currents magazine	Hot winter season melts unemployment, boost Collier economy in record fashion	7/1/14	
The News-Press	Tourist tax tally in May leaps	7/11/14	Lee and Collier tax collection data reported. CVB provided info.
Marco Eagle	Keeping the Beach: Hideaway sets millage rate for renourishment, reserves	7/22/14	
NFL Players Train in Naples with Ignition			
NaplesNews.com	NFL players in Naples - VIDEO	7/3/14	CVB press release
NaplesNews.com	Top athletes take advantage of SW FL to prep for upcoming season	7/3/14	CVB press release
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The News-Press	NFL players in Naples to prepare for training camps	7/3/14	CVB press release
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Winston Guy Twitter	In Naples, Florida early morning session #DefensivePlayerOfTheYear w/ @LukeKuechly @ignitionapg @ClifMarshall	7/2/14	
Luke Kuechly beach photos	Posted to Facebook in advance of ESPY Awards	7/16/14	CVB photo

DESTINATION FEATURE COVERAGE

Media Outlet	Story Title	Date	Details
Local, Regional			
Naples Daily News	Summertime and the livin' isn't easy for SWFL restaurants	7/1/14	SCORE offers tips for summer strategies for restaurants
The News-Press	Artis-Naples announces its 2014-2015 season	7/7/14	Stellar entertainment lineup in store
The News-Press	Burmese pythons hatching across SW Florida	7/15/14	Conservancy urges public to report sightings to hotline

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of June 2014

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	6	28.12
PR-Editorial (800-688-3600)	14	74.33
Film Commission (800-349-5770)	0	0.00
International (239-225-1013)	6	20.27
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	0	0.00
Naples #1 (800-455-2604)	0	0.00
Travel Agent (888-409-1403)	0	0.00
Sports Council (800-342-3110)	0	0.00
<u>Grand Total:</u>	<u>26</u>	<u>122.72</u>

Naples, Marco Island, Everglades CVB

Inquiry Summary by Purpose

For the month of June 2014

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	12	49.35
Special Fulfillment	2	7.25
Guide Request	794	97.68
CVB Office Referral	1	4.45
Hang up	0	0.00
Wrong Number	0	0.00
eNewsletter Signup	1,389	2,110.90
Golf E-blast	0	0.00
Meeting Planner	0	0.00
<u>Grand Total:</u>	<u>2,198</u>	<u>2,269.63</u>

Naples, Marco Island, Everglades CVB

Guide Request Summary by Guide

For the month of June 2014

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Area Map	218	416
Rack Brochure (Portuguese)	10	1008
Rack Brochure (Spanish)	5	1003
Visitor's Guide (English)	759	5523
Visitor's Guide (German)	8	1006
Grand Total:	1000	8956
Unigue requests for guides:	794	

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

For the month of June 2014

<u>Source</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>
Group Markets	16	855	6.91%	10	0	0.00%
Leisure Markets	701	10,052	81.20%	534	0	0.00%
Meeting Planners	0	13	0.11%	0	0	0.00%
Miscellaneous	15	206	1.66%	10	0	0.00%
Niche Markets	62	1,253	10.12%	347	0	0.00%
Spring/Summer In-State Campaign	0	0	0.00%	0	0	0.00%
<u>Grand Total:</u>	<u>794</u>	<u>12,379</u>		<u>901</u>	<u>0</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Group Markets

For the month of June 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
Group Business - Association Meetings Professional			
Connect Meetings Magazine January/February 2014	0	10	33.33%
Connect Meetings Magazine March/April 2014	0	10	33.33%
Connect Meetings Magazine May/June 2014	0	10	33.33%
Group Business - Association Meetings Professional	0	30	3.51%
Group Business - Corporate Meetings Professional			
Collaborate Meetings Magazine August/September 2013	0	10	50.00%
Collaborate Meetings Magazine February/March 2014	0	10	50.00%
Group Business - Corporate Meetings Professional	0	20	2.34%
Group Markets (Bridal/Honeymoon)			
Bridal Guide January/February 2014	3	129	16.02%
Bridal Guide March/April 2014	13	524	65.09%
Bridal Guide November/December 2013	0	145	18.01%
Destination Weddings & Honeymoon December 2013	0	7	0.87%
Group Markets (Bridal/Honeymoon)	16	805	94.15%
Grand Total:	16	855	

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Leisure Markets

For the month of June 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>	
Consumer Directories				
2010 Visit Florida Magazine	0	2	0.11%	
2011 Naples, Marco Island & the Everglades Visitors Guide	0	1	0.05%	
2013 Florida Insider Guide - Quick Check	0	14	0.74%	
2013 Visit Florida Magazine - Quick Check	168	998	52.66%	
2013 Visit Florida Magazine - Specific Target	105	733	38.68%	
2014 Visit Florida Magazine - Quick Check	34	93	4.91%	
2014 Visit Florida Magazine - Specific Target	15	54	2.85%	
Consumer Directories	322	1895	18.85%	
Consumer E-Marketing				
DestinationBrochures.com	1	21	0.53%	
Other/Unknown	0	4	0.10%	
ParadiseCoast.com	374	3907	99.31%	
	Miles Media Imports	373	3849	97.84%
	Phone	0	32	0.81%
	Interactive Text Chat	1	26	0.66%
VisitFlorida.com	0	1	0.03%	
WeatherBug.com	0	1	0.03%	
Consumer E-Marketing	375	3934	39.14%	
Consumer Magazines				
AAA Florida TourBook 2009 Edition	0	3	7.89%	
Conde Nast Traveler April 2014	1	9	23.68%	
Florida Travel & Life May/June 2011	0	1	2.63%	
Other/Unknown	3	20	52.63%	
Southern Living January 2012	0	5	13.16%	
Consumer Magazines	4	38	0.38%	
Consumer Newspaper				
Other/Unknown	0	2	0.05%	
Visit Florida In-State Insert Fall 2013	0	3128	74.74%	
Visit Florida In-State Insert March 2014	0	1055	25.21%	
Consumer Newspaper	0	4185	41.63%	

Grand Total:

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Request Summary by Meeting Planners**

For the month of June 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
ParadiseCoast.com/Meetings	0	13	100.00%
Grand Total:	0	13	

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Request Summary by Miscellaneous**

For the month of June 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
CVB Bulk Mail Request	8	35	18.23%
CVB Office	1	16	8.33%
Friend/Relative	3	19	9.90%
Other/Unknown	3	121	63.02%
VisitFlorida.com	0	1	0.52%
	15	192	93.20%
Consumer E-Marketing			
Other/Unknown	0	2	33.33%
VisitFlorida.com	0	4	66.67%
Consumer E-Marketing	0	6	2.91%
Consumer Magazines			
AAA Florida TourBook 2009 Edition	0	1	100.00%
Consumer Magazines	0	1	0.49%
Other/Unknown	0	1	14.29%
TCTIA FAM October 2011	0	6	85.71%
Travel Agent	0	7	3.40%
Grand Total:	15	206	

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Niche Markets

For the month of June 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
Bridal Guide (Added Value) July/August 2013	0	22	3.85%
Bridal Guide (Added Value) May/June 2013	0	19	3.33%
Bridal Guide March/April 2013	0	46	8.06%
Bridal Guide November/December 2013	1	304	53.24%
Bridal Guide September/October 2013	1	180	31.52%
Niche Markets (Bridal/Honeymoon)	2	571	45.57%
Niche Markets (ECO)			
Audubon (Added Value) May/June 2014	45	238	35.00%
Audubon July/August 2014	1	1	0.15%
Audubon March/April 2014	13	441	64.85%
Niche Markets (ECO)	59	680	54.27%
Niche Markets (Senior)			
AAA Going Places South May/June 2011	1	2	100.00%
Niche Markets (Senior)	1	2	0.16%
Grand Total:	62	1253	

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by State

For the month of June 2014

<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	155	5,151	44.40%	108	2,640	19.70%
New York	46	545	4.70%	59	1,048	7.82%
Pennsylvania	36	434	3.74%	39	885	6.60%
Illinois	32	426	3.67%	47	847	6.32%
Ohio	28	425	3.66%	34	525	3.92%
Michigan	21	313	2.70%	23	380	2.83%
New Jersey	28	298	2.57%	52	497	3.71%
Wisconsin	19	276	2.38%	12	235	1.75%
Indiana	32	246	2.12%	29	260	1.94%
Minnesota	11	233	2.01%	11	231	1.72%
California	17	227	1.96%	44	445	3.32%
Georgia	19	208	1.79%	36	618	4.61%
Massachusetts	10	205	1.77%	16	351	2.62%
Texas	16	205	1.77%	43	420	3.13%
North Carolina	15	192	1.66%	31	301	2.25%
Missouri	19	191	1.65%	18	249	1.86%
Maryland	13	169	1.46%	22	201	1.50%
Virginia	14	164	1.41%	17	276	2.06%
Tennessee	20	145	1.25%	17	414	3.09%
Connecticut	11	124	1.07%	15	185	1.38%
Alabama	14	115	0.99%	16	349	2.60%
Kentucky	14	110	0.95%	13	195	1.45%
South Carolina	11	108	0.93%	11	314	2.34%
Iowa	10	107	0.92%	9	119	0.89%
Washington	12	84	0.72%	12	95	0.71%
Colorado	4	83	0.72%	9	135	1.01%
Louisiana	7	68	0.59%	17	126	0.94%
Kansas	4	63	0.54%	3	79	0.59%
Arizona	5	61	0.53%	10	113	0.84%

Naples, Marco Island, Everglades CVB

Guide Request Summary by State

For the month of June 2014

<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>
Oklahoma	4	56	0.48%	8	84	0.63%
Arkansas	11	52	0.45%	7	78	0.58%
Mississippi	10	52	0.45%	6	90	0.67%
New Hampshire	4	49	0.42%	4	42	0.31%
Rhode Island	4	49	0.42%	3	33	0.25%
Nebraska	5	45	0.39%	2	35	0.26%
Oregon	3	45	0.39%	9	75	0.56%
Maine	4	43	0.37%	4	42	0.31%
West Virginia	5	36	0.31%	7	58	0.43%
Delaware	6	30	0.26%	4	37	0.28%
New Mexico	0	19	0.16%	1	31	0.23%
Nevada	2	18	0.16%	7	53	0.40%
North Dakota	1	18	0.16%	4	17	0.13%
Puerto Rico	3	17	0.15%	3	19	0.14%
South Dakota	1	16	0.14%	3	23	0.17%
Utah	3	14	0.12%	1	20	0.15%
Vermont	2	13	0.11%	0	16	0.12%
Idaho	4	12	0.10%	1	26	0.19%
Hawaii	0	10	0.09%	3	16	0.12%
District of Columbia	0	9	0.08%	3	29	0.22%
Montana	3	9	0.08%	2	22	0.16%
Alaska	0	6	0.05%	1	10	0.07%
Wyoming	0	5	0.04%	1	12	0.09%
Armed Forces	0	2	0.02%	0	1	0.01%
Virgin Island	0	0	0.00%	0	2	0.01%
Grand Total:	718	11,601		857	13,404	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Country

For the month of June 2014

<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	718	11,601	93.72%	857	13,404	96.34%
Canada	32	350	2.83%	14	206	1.48%
United Kingdom	24	148	1.20%	7	56	0.40%
Germany	3	50	0.40%	1	26	0.19%
Brazil	8	33	0.27%	6	52	0.37%
France	2	21	0.17%	2	19	0.14%
No Address Given	4	21	0.17%	1	56	0.40%
Belgium	0	13	0.11%	0	7	0.05%
Sweden	0	13	0.11%	0	2	0.01%
Netherlands	0	11	0.09%	3	13	0.09%
Denmark	0	10	0.08%	0	0	0.00%
Ireland	1	8	0.06%	0	3	0.02%
Italy	1	7	0.06%	0	6	0.04%
Pakistan	0	7	0.06%	1	3	0.02%
Argentina	0	6	0.05%	1	6	0.04%
Spain	0	6	0.05%	1	3	0.02%
Switzerland	0	6	0.05%	0	0	0.00%
Australia	0	5	0.04%	0	0	0.00%
India	0	5	0.04%	0	3	0.02%
Indonesia	0	5	0.04%	0	1	0.01%
Algeria	0	4	0.03%	1	5	0.04%
Morocco	0	4	0.03%	0	0	0.00%
Norway	0	4	0.03%	0	1	0.01%
Poland	0	3	0.02%	1	3	0.02%
Russia	0	3	0.02%	0	6	0.04%
Taiwan	0	3	0.02%	0	0	0.00%
Turkey	0	3	0.02%	0	0	0.00%
Mexico	0	2	0.02%	2	9	0.06%
New Zealand	0	2	0.02%	1	1	0.01%
Uruguay	0	2	0.02%	0	0	0.00%
Austria	0	1	0.01%	0	2	0.01%

Naples, Marco Island, Everglades CVB

Guide Request Summary by Country

For the month of June 2014

<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>
Cayman Islands	0	1	0.01%	0	0	0.00%
Czech Republic	0	1	0.01%	0	0	0.00%
Estonia	0	1	0.01%	0	0	0.00%
French Polynesia	0	1	0.01%	0	0	0.00%
Hungary	0	1	0.01%	0	1	0.01%
Iran	0	1	0.01%	0	0	0.00%
Israel	0	1	0.01%	0	0	0.00%
Japan	0	1	0.01%	0	2	0.01%
Lithuania	0	1	0.01%	0	0	0.00%
Luxembourg	0	1	0.01%	0	0	0.00%
Malaysia	0	1	0.01%	0	1	0.01%
Martinique	0	1	0.01%	0	0	0.00%
Philippines	0	1	0.01%	0	1	0.01%
Portugal	0	1	0.01%	2	6	0.04%
Russian Federation	0	1	0.01%	0	0	0.00%
Saudi Arabia	0	1	0.01%	0	0	0.00%
Serbia And Montenegro	1	1	0.01%	0	0	0.00%
Slovenia	0	1	0.01%	0	0	0.00%
South Africa	0	1	0.01%	0	0	0.00%
Sri Lanka	0	1	0.01%	0	0	0.00%
Thailand	0	1	0.01%	0	0	0.00%
Ukraine	0	1	0.01%	0	3	0.02%
Bermuda	0	0	0.00%	0	1	0.01%
Chile	0	0	0.00%	0	1	0.01%
Greece	0	0	0.00%	0	1	0.01%
Iraq	0	0	0.00%	0	1	0.01%
Nigeria	0	0	0.00%	0	1	0.01%
Pitcairn Islands	0	0	0.00%	0	1	0.01%
Grand Total:	794	12,379		901	13,913	

* YTD = Fiscal Year to Date

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

For the month of June 2014

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
Niche Markets			
Play Florida Golf 2013	0	429	5%
Play Florida Golf 2014	0	6,733	84%
Golf Guide	0	7,162	89%
Meeting Planners			
Eventeract Tradeshow May 2014	0	519	6%
GAP	2	2	0%
Meeting Planner Kit Fulfillment	0	8	0%
Meeting Planner Non-Kit Fulfillment	0	2	0%
NY RSVP February 2014	0	23	0%
PA RSVP February 2014	0	3	0%
Sales Mission	0	320	4%
Meeting Planners	2	877	11%
Travel Agents			
Other/Unknown	0	1	0%
Travel Agents	0	1	0%
Grand Total:	2	8,040	

* YTD = Fiscal Year to Date

Publication	October 2012	October 2013	November 2012	November 2013	December 2012	December 2013	January 2013	January 2014	February 2013	February 2014	March 2013	March 2014	April 2013	April 2014	May 2013	May 2014	June 2013	June 2014	July 2013	July 2014	August 2013	August 2014	September 2013	September 2014	Total 2012/2013	Total 2013/2014	
Guide Request																											
Leisure Markets																											
Consumer Magazines																											
AAA Florida TourBook 2009 Edition	0	0	0	1	0	0	0	0	0	0	3	1	0	0	0	0	0	2	0	0	0	0	1	0	6	3	
Conde Nast Traveler April 2014	0	0	0	0	0	0	0	0	0	0	0	0	5	0	3	0	1	0	0	0	0	0	0	0	9	0	
Conde Nast Traveler February 2013	0	0	0	0	0	0	143	0	414	0	106	0	60	0	47	0	0	0	0	0	0	0	0	0	770	0	
Conde Nast Traveler May 2013	0	0	0	0	0	0	0	0	0	0	0	0	1	0	579	0	133	0	61	0	23	0	1	0	798	0	
Florida Travel & Life May/June 2011	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	3	0	
Florida Travel & Life May/June 2012	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	
Other/Unknown	5	3	3	3	2	1	11	8	7	0	7	0	2	1	5	1	2	3	2	0	1	0	4	0	51	20	
Southern Living January 2012	17	2	9	3	17	0	9	0	11	0	11	0	3	0	3	0	3	0	0	0	5	0	0	0	88	5	
Southern Living Travel Florida 2012-2013	0	0	0	0	0	0	0	0	0	0	0	0	1,197	0	0	0	0	0	0	0	0	0	0	0	1,197	0	
Sub Total for Consumer Magazines	24	5	13	7	19	1	163	8	432	0	127	1	1,263	7	634	5	138	4	65	0	29	0	6	0	2,913	38	
Consumer Directories																											
2010 Visit Florida Magazine	1	0	0	1	0	0	1	0	1	0	0	1	1	0	0	0	0	1	0	1	0	1	0	0	6	2	
2011 Florida Insider Guide - Quick Check	2	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	
2011 Florida Insider Guide - Specific Target	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
2011 Naples, Marco Island & the Everglades Visitors Guide	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0	2	1	
2012 Florida Insider Guide - Quick Check	1	0	2	0	4	0	8	0	3	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	22	0	
2012 Florida Insider Guide - Specific Target	6	0	1	0	1	0	1	0	4	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	16	0	
2012 Visit Florida Magazine - Quick Check	72	0	77	0	114	0	104	0	79	0	27	0	12	0	8	0	3	0	0	0	0	0	0	0	496	0	
2012 Visit Florida Magazine - Specific Target	38	0	51	0	56	0	41	0	29	0	12	0	13	0	5	0	0	0	0	0	0	0	0	0	245	0	
2013 Florida Insider Guide - Quick Check	0	2	0	1	0	4	0	2	0	2	6	1	1	2	2	0	1	0	4	0	2	0	1	0	17	14	
2013 Visit Florida Magazine - Quick Check	0	112	0	86	0	86	0	100	0	160	272	116	172	116	172	54	136	168	145	0	120	0	52	0	1,084	998	
2013 Visit Florida Magazine - Specific Target	0	60	0	46	0	84	0	115	0	112	188	88	114	80	107	43	103	105	95	0	81	0	42	0	730	733	
2014 Visit Florida Magazine - Quick Check	0	0	0	0	0	0	0	7	0	15	0	13	0	8	0	16	0	0	0	0	0	0	0	0	0	93	0
2014 Visit Florida Magazine - Specific Target	0	0	0	0	0	0	0	2	0	9	0	12	0	11	0	5	0	15	0	0	0	0	0	0	0	54	0
Sub Total for Consumer Directories	120	174	131	134	175	174	157	226	116	299	511	231	329	217	294	118	244	322	246	0	204	0	95	0	2,622	1,895	
Consumer E-Marketing																											
DestinationBrochures.com	1	3	1	4	0	3	11	2	12	3	6	3	3	1	6	1	3	1	3	0	3	0	2	0	51	21	
Other/Unknown	0	0	1	0	1	1	4	0	2	0	2	0	4	1	0	2	5	0	0	1	0	1	0	0	21	4	
ParadiseCoast.com	246	349	178	336	125	280	329	500	278	647	268	569	188	464	221	389	142	374	232	0	179	0	273	0	2,659	3,907	
ParadiseCoast.com/Getaway Summer TAF	12	0	4	0	12	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	30	0	
VisitFlorida.com	0	0	0	0	0	1	0	0	1	0	1	0	0	0	2	0	0	0	0	0	1	0	0	0	6	1	
WeatherBug.com	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Sub Total for Consumer E-Marketing	259	352	185	340	138	285	344	503	295	650	277	572	195	466	229	392	150	375	235	0	184	0	276	0	2,767	3,934	
Consumer Newspaper																											
Other/Unknown	0	0	0	0	0	0	1	0	0	0	0	0	2	1	0	2	0	1	0	1	0	1	0	0	6	2	
Visit Florida In-State Insert April 2013	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,542	0	0	0	0	0	0	0	0	0	1,542	0	
Visit Florida In-State Insert Fall 2013	0	3,128	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,128	0
Visit Florida In-State Insert June 2013	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,102	0	0	0	0	0	2,102	0	
Visit Florida In-State Insert March 2014	0	0	0	0	0	0	0	0	0	0	0	0	0	1,055	0	0	0	0	0	0	0	0	0	0	0	1,055	0
Visit Florida Out-of-State Insert February 2013	0	0	0	0	0	0	0	0	0	2,067	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,067	0	
Sub Total for Consumer Newspaper	0	3,128	0	0	0	0	1	0	0	2,067	0	0	1,057	1,543	0	2	0	2,103	0	1	0	1	0	0	5,717	4,185	
Leisure Markets	403	3,659	329	481	332	460	665	737	843	949	2,982	804	1,787	1,747	2,700	515	534	701	2,649	0	418	0	378	0	14,019	10,052	
Sprink/Summer In-State Campaign																											
Other/Unknown TV Campaign	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Sub Total for Other/Unknown TV Campaign	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Sprink/Summer In-State Campaign	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	2	0	
Niche Markets																											
Niche Markets (Bridal/Honeymoon)																											
Bridal Guide (Added Value) Jul/August 2013	0	7	0	4	0	4	0	1	0	3	0	1	0	1	25	1	144	0	106	0	41	0	29	0	345	22	
Bridal Guide (Added Value) May/June 2013	0	6	0	3	0	3	0	2	0	2	0	3	116	0	117	0	34	0	21	0	10	0	2	0	300	19	
Bridal Guide July/August 2011	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Bridal Guide March/April 2013	0	10	0	5	0	11	133	5	344	10	264	2	113	2	99	1	33	0	21	0	10	0	8	0	1,025	46	
Bridal Guide November/December 2013	0	155	0	85	0	28	0	13	0	16	0	2	0	1	0	3	0	1	0	0	0	0	0	6	6	304	0
Bridal Guide September/October 2013	0	84	0	49	0	23	0	8	0	5	0	6	0	2	0	2	0	1	115	0	287	0	235	0	637	180	
Sub Total for Niche Markets (Bridal/Honeymoon)	2	262	0	146	0	69	133	29	344	36	264	14	229	6	241	7	211	2	263	0	348	0	280	0	2,315	571	
Niche Markets (ECO)																											
Audubon (Added Value) January/February 2013	0	0	0	0	0	0	211	0	62	0	35	0	13	0	26	0	7	0	3	0	0	0	0	0	357	0	
Audubon (Added Value) May/June 2014	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	193	0	45	0	0	0	0	0	0	0	238	0

		October	October	November	November	December	December	January	January	February	February	March	March	April	April	May	May	June	June	July	July	August	August	September	September	Total	Total		
		2012	2013	2012	2013	2012	2013	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2012/2013	2013/2014		
Publication																													
Connect Meetings Magazine May/June 2013	Group Business - Association Meetings Professional	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	10	0	
Connect Meetings Magazine May/June 2014	Group Business - Association Meetings Professional	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0	10	
Sub Total for Group Business - Association Meetings Professional		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	10	0	0	0	0	0	0	0	20	30		
Group Business - Corporate Meetings Professional																													
Collaborate Meetings Magazine April/May 2013	Group Business - Corporate Meetings Professional	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	0	11	0	
Collaborate Meetings Magazine August/September 2013	Group Business - Corporate Meetings Professional	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	
Collaborate Meetings Magazine February/March 2013	Group Business - Corporate Meetings Professional	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0	
Collaborate Meetings Magazine February/March 2014	Group Business - Corporate Meetings Professional	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	10	
Collaborate Meetings Magazine June/July 2013	Group Business - Corporate Meetings Professional	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	9	0	
Sub Total for Group Business - Corporate Meetings Professional		0	10	0	0	0	0	0	0	0	0	10	0	0	10	0	0	0	0	0	0	0	0	0	20	30	20		
Group Markets (Bridal/Honeymoon)																													
Bridal Guide January/February 2014	Group Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	46	0	41	0	20	0	13	0	6	0	3	0	0	0	0	0	0	0	0	129	
Bridal Guide March/April 2014	Group Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	29	0	191	0	163	0	95	0	33	0	13	0	0	0	0	0	0	0	0	524	
Bridal Guide November/December 2013	Group Markets (Bridal/Honeymoon)	0	0	0	4	0	0	96	0	45	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	145	
Destination Weddings & Honeymoon December 2013	Group Markets (Bridal/Honeymoon)	0	0	0	1	0	3	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	7		
Sub Total for Group Markets (Bridal/Honeymoon)		0	0	0	5	0	99	0	122	0	232	0	183	0	108	0	40	0	16	0	0	0	0	0	0	0	805		
Group Markets		0	10	0	5	0	99	0	122	0	232	10	183	0	138	0	50	10	16	0	0	0	0	0	30	50	855		
Miscellaneous																													
AAA Florida TourBook 2009 Edition	Consumer Magazines	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Other/Unknown	Consumer Magazines	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
2010 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Other/Unknown	Consumer E-Marketing	1	0	0	0	1	0	0	0	0	2	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	4	2	
VisitFlorida.com	Consumer E-Marketing	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	
CVB Bulk Mail Request	Miscellaneous	0	1	0	0	0	0	1	0	5	0	6	0	8	0	6	0	8	0	8	0	0	0	0	0	0	0	35	
CVB Office	Miscellaneous	1	1	0	1	5	1	5	0	2	0	3	0	2	1	7	1	1	1	0	0	0	0	1	0	0	16	16	
Friend/Relative	Miscellaneous	4	3	1	1	2	2	2	2	3	5	5	1	2	1	2	1	2	1	3	1	0	1	0	2	0	25	19	
Other/Unknown	Miscellaneous	16	13	18	10	6	19	21	23	17	26	16	12	13	8	7	7	7	3	9	0	7	0	9	2	0	144	121	
Travel Agent	Miscellaneous	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	
VisitFlorida.com	Miscellaneous	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
PREVIOUS VISITOR	PR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	
CVB Office	Travel Agent	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Other/Unknown	Travel Agent	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	
TCTIA FAM October 2011	Travel Agent	0	0	1	0	0	1	2	1	0	1	1	0	1	0	2	1	1	0	0	0	1	0	0	0	0	6	6	
Miscellaneous		22	18	20	12	14	23	32	27	24	45	24	23	16	21	10	23	10	15	10	0	9	0	13	0	201	206		
Meeting Planners																													
Meeting Planners	Meeting Planners	0	0	0	2	0	0	0	1	3	0	3	8	1	2	4	0	0	0	4	0	0	0	0	0	0	0	15	13
ParadiseCoast.com/Meetings	Meeting Planners	0	0	0	2	0	0	0	1	3	0	3	8	1	2	4	0	0	0	4	0	0	0	0	0	0	0	15	13
Sub Total for Meeting Planners		0	0	0	2	0	0	0	1	3	0	3	8	1	2	4	0	0	4	0	0	0	0	0	0	0	15	13	
Meeting Planners		0	0	0	2	0	0	0	1	3	0	3	8	1	2	4	0	0	4	0	0	0	0	0	0	0	15	13	
Total Guide Request Requests:		453	3,949	538	646	408	651	1,089	916	1,302	1,262	3,332	1,337	2,253	2,009	3,640	817	901	794	2,994	0	775	0	701	0	18,382	12,379		
Social Fulfillment																													
Niche Markets																													
Play Florida Golf 2013	Niche Markets (Golf)	0	0	0	429	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	429	
Play Florida Golf 2014	Niche Markets (Golf)	0	0	0	0	0	0	0	0	0	0	0	6,261	0	472	0	0	0	0	0	0	0	0	0	0	0	0	6,733	
Niche Markets		0	0	0	429	0	0	0	0	0	0	0	6,261	0	472	0	0	0	0	0	0	0	0	0	0	0	7,162		
Consumer Shows																													
NY Times Travel Show January 2013	Post Show Follow Up	0	0	0	0	0	0	0	0	496	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	496	0	
Consumer Shows		0	0	0	0	0	0	0	0	496	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	496	0	
Mailings to Partners		0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Meeting Planners																													
Market Group Fulfillment	Market Group Fulfillment	0	0	0	0	0	0	0	0	6	0	2	0	1	0	1	0	2	0	0	0	0	0	0	0	0	0	12	0
Atlanta PYM Live March 2013	Meeting Planners	0	0	0	0	0	0	0	0	0	0	88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	88	0
Eventeract Tradeshow May 2014	Meeting Planners	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	519	0	0	0	0	0	0	0	0	0	0	519	0
GAP	Meeting Planners	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	3	2	
Meeting Planner Kit Fulfillment	Meeting Planners	6	0	5	0	0	0	7	1	5	3	15	1	5	3	1	0	2	0	0	0	0	0	0	1	0	47	8	
Meeting Planner Non-Kit Fulfillment	Meeting Planners	1	0	1	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0				

Publication	October 2012	October 2013	November 2012	November 2013	December 2012	December 2013	January 2013	January 2014	February 2013	February 2014	March 2013	March 2014	April 2013	April 2014	May 2013	May 2014	June 2013	June 2014	July 2013	July 2014	August 2013	August 2014	September 2013	September 2014	Total 2012/2013	Total 2013/2014
Interactive Text Chat	4	14	6	18	3	10	5	0	2	46	5	41	0	34	6	0	3	19	2	0	5	0	10	0	51	163