

EXECUTIVE SUMMARY

Review and Make a Recommendation for an Increase of 1% to the Collier County Tourist Development Tax.

OBJECTIVE: Review a proposal as suggested by the Tourist Development Council and others to increase the Tourist Development Tax to 4 %.

CONSIDERATIONS: The TDC has discussed on several occasions the possibility of increasing the tourist development tax to 4%. In a joint workshop with the BCC and TDC in December 2002 and again in December 2003 this possibility was debated. The 2003 discussion led to a formal review of this proposal in January 2004 with a TDC workshop and a presentation to the County Commission in February 2004. In all the previous discussions, there was not sufficient support from the Collier County lodging industry to warrant the BCC pursuing the matter.

In all of these discussions the goal has been to bring the amount of funding for visitor promotion of Collier County to a competitive level. Each year, our area loses some of its market share of the visitor market to other more aggressive destinations. With only 16% of the total tourist tax fund going to promotion of our destination, our ability to compete in a highly volatile visitor market is limited. Most destinations in Florida, and across the U.S. dedicate approximately 50% of their revenue to promotion. The most important asset we have is our beaches and we adequately fund the renourishment and maintenance of those assets. But we must be able to adequately tell potential visitors about our award winning beaches and other visitor attractions.

During discussions from January to May 2005, the TDC and BCC reviewed other proposals to increase the amount of advertising and promotional dollars for tourism. The one consistent message has been that we need a dedicated, sustainable source of funding for advertising and promotion. The addition of a fourth percent, dedicated 100% to this use, could be that source.

The proposal as recommended by staff for the addition of the fourth percent is as follows:

1. A fourth percent of tourist tax would generate approximately \$3.3 million based on the report of 2004 tourist tax collections.
2. That new fourth percent would be dedicated 100% to marketing Collier County as a visitor destination including advertising, promotion, public relations and research.

The 23.236% of the first two percent (Category "B") that is currently allocated to advertising, promotion and administration would be used as follows:

1. Administrative costs of the Tourism Department office (currently \$725,000) would stay in Category "B"
2. Reimbursement of any disbursed funds in the Disaster Recovery Advertising (Fund #196) up to a maximum of \$1.5.
3. Any remaining funds from the 23.236% portion of the first two percent (Category "B") would be distributed based on the current ordinance allocations as follows:
 - a. 66% to Category "A" Beach & Inlet Projects
 - b. 34% to Category "A" Beach Access

COUNTY ATTORNEY FINDING:

The fourth percent per Florida Statute 125.0104 indicates the allowable uses are:

1. Promote and advertise tourism
2. Develop and operate a convention center or professional sports franchise facility and the retirement of bonds for those purposes.

The statute further states:

1. The County may impose up to an additional 1% tax to promote and advertise in the State of Florida and nationally and internationally.” This would mean that the BCC could adopt an additional tax less than 1% (.5% as discussed at the April TDC meeting).
2. The adoption of the fourth percent is by majority vote of the BCC.
3. The additional tax would be collected the first day of the second month following adoption of the new ordinance.

ADVISORY COMMITTEE RECOMMENDATIONS: The TDC reviewed this proposal on May 23, 2005 and requested additional information and presentations to the hotel industry and the CAC prior to bringing it back to the TDC. The CAC reviewed this proposal on June 9, 2005 and recommended approval with a 6/1 vote..

FISCAL IMPACT: The fourth percent would generate approximately \$3.3 million based on FY 04 actual collections.

GROWTH MANAGEMENT IMPACT: There is no impact to the Growth Management Plan related to this action.

RECOMMENDATION: Staff recommends that the TDC review and make a recommendation on the adoption of the fourth percent of Tourist Development Tax to be dedicated 100% to marketing Collier County as a visitor destination including advertising, promotion, public relations and research. The existing 23.236% of the first two percent (Category “B”) that is currently allocated to advertising, promotion and administration would be used as follows:

1. Administrative costs of the Tourism Department office
2. Reimbursement of any disbursed funds in the Disaster Recovery Advertising (Fund #196) up to a maximum of \$1.5 million.
3. Any remaining funds from the existing 23.236% of the first two percent (Category “B”) would be distributed based on the current ordinance allocations:
 - a. 66% to Category A Beach and Inlet Projects
 - b. 34% to Category "A" Beach Access

COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL

Tourist Tax Increase Discussion



Naples Marco Island
Everglades



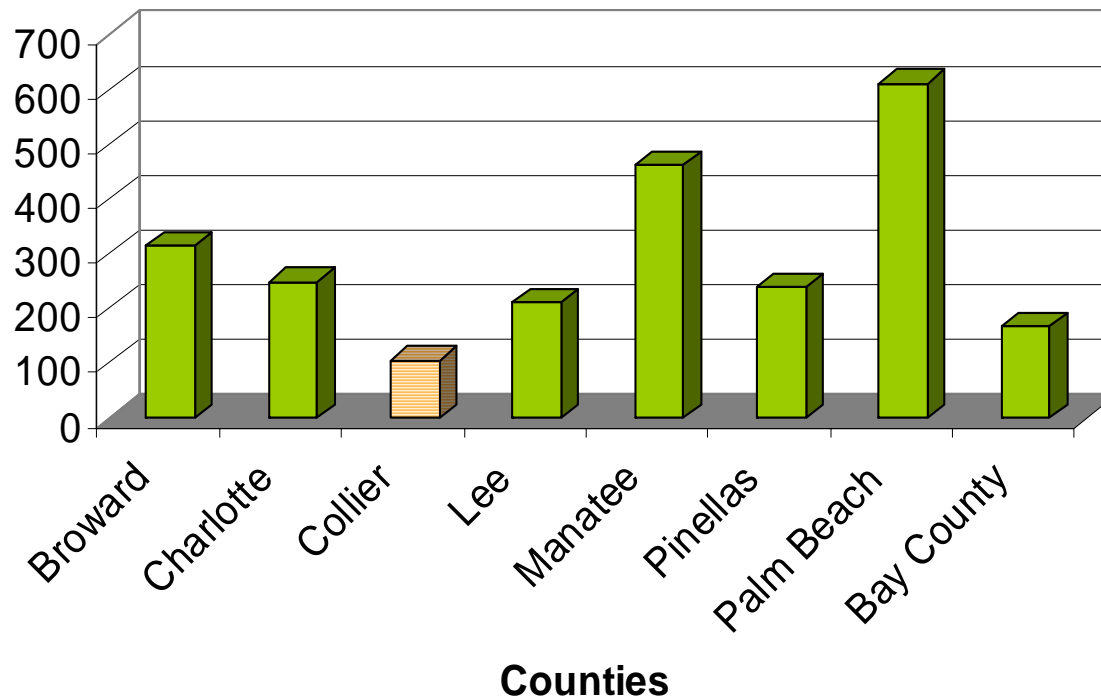
PARADISE COASTSM

Defining The Challenge

- **Difficult for Collier County to Compete in the Tourism Marketplace**
- **We Fund Our Beaches Very Well**
- **Need to Renourish Our Ad Campaign the Same We Renourish Our Beaches**
- **We Must Be the Voice for Our Award Winning Beaches**
- **More Funds Needed to Accomplish That Goal**
- **Several Florida Destinations Considering Tax Increase**

Marketing \$ Comparisons Per Lodging Unit

Tourism Promotion Investment by Lodging Unit by County



Competitive Comparisons

| <u>COUNTY</u> | <u>TAX</u> | <u>TOTAL</u> | <u>\$ADV</u> | <u>% BEACH</u> |
|---------------|------------|--------------|--------------|----------------|
| • Miami Dade | 6% | \$15.6M | \$6.8M | \$0 (0%) |
| • Volusia | 6% | \$6.2M | \$2.5M | \$0 (0%) |
| • Broward | 5% | \$28M | \$10M | \$1.2M (4%) |
| • Brevard | 5% | \$7.0M | \$3.0M | \$1.7M(25%) |
| • Charlotte | 4% | \$1.6M | \$745K | \$150K(12%) |
| • Pinellas | 4% | \$16.3M | \$8.3M | \$2M (12%) |

Competitive Comparisons

| <u>COUNTY</u> | <u>TAX</u> | <u>TOTAL</u> | <u>\$ADV</u> | <u>% BEACH</u> |
|---------------|------------|--------------|--------------|----------------|
| • Manatee | 4% | \$4M | \$2.3M | \$1.3M (33%) |
| • Palm Beach | 4% | \$17.3M | \$9.3M | \$5.1 M (29%) |
| • Sarasota | 3% | \$7.0M | \$1.8M | \$3.9M (56%) |
| • Monroe | 3% | \$12.0M | \$8.0M | \$900K (7.5%) |
| • Bay | 3% | \$5.1M | \$3.3M | \$1.7M (33%) |
| • Lee | 3% | \$12M | \$6.4M | \$3.9M(33%) |
| • Collier | 3% | \$10.0M | \$1.1M | \$6.6M (66%) |

Current Tourist Tax Allocation

- **Category “A”- Beach, Inlets & Beach Parks**
50% 1st Two Cents/100% Third Cent (66%)
- **Category “B” - Advertising, Promotion, Admin**
23.236% of 1st 2% (16%)
- **Category “C”- Museums**
26.764% of 1st 2% (18%)
County Museums – 22%
Non-County Museums– 4.764%

Combined Tourism Budget

| | Fund 193 - Cat.C (Museums) | | Fund 194 - Cat. B (Advertising/Promo.) | | Fund 195 - Cat. A - Beach/Inlet & Beach Parks | | Fund 196 - Disaster Recovery Adv. | |
|-----------------------|----------------------------|------------------|--|------------------|--|-------------------|-----------------------------------|---------------|
| | FY 05 Forecast | FY 06 Budget | FY 05 Forecast | FY 06 Budget | FY 05 Forecast | FY 06 Budget | FY 05 Forecast | FY 06 Budget |
| Expenses | | | | | | | | |
| Personal Services | 0 | 0 | 415,600 | 476,200 | 275,100 | 254,900 | 0 | 0 |
| Operating | 0 | 0 | 1,882,500 | 1,622,000 | 90,895 | 76,800 | 787,400 | 73,800 |
| Capital | 0 | 0 | 2,000 | 4,000 | 33,800 | 16,800 | 0 | 0 |
| Projects | 0 | 0 | 0 | 0 | 34,626,205 | 8,020,100 | 0 | 0 |
| Remittances (Grants) | 705,000 | 299,700 | 0 | 0 | 0 | 0 | 0 | 0 |
| Transfers -County | 1,664,700 | 1,383,800 | 0 | 0 | 251,900 | 1,355,400 | 0 | 0 |
| Transfers - Tax Coll. | 35,700 | 45,500 | 38,700 | 39,500 | 133,400 | 170,000 | 0 | 0 |
| Reserves | 0 | 0 | 0 | 89,300 | 0 | 4,670,000 | 0 | 0 |
| Total | 2,405,400 | 1,729,000 | 2,338,800 | 2,231,000 | 35,411,300 | 14,564,000 | 787,400 | 73,800 |
| Revenues | | | | | | | | |
| TDC Tax | 1,784,300 | 1,820,000 | 1,549,100 | 1,580,000 | 6,666,700 | 6,800,000 | 0 | 0 |
| Revenue Reserve | 0 | (91,000) | 0 | (80,500) | 0 | (340,000) | 0 | 0 |
| Reimbursements | 0 | 0 | 0 | 0 | 2,768,800 | 2,834,800 | 0 | 0 |
| Transfers | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Loan/Bond Proceeds | 0 | 0 | 0 | 0 | 8,000,000 | 0 | 0 | 0 |
| Miscellaneous | 0 | 0 | 400 | 29,600 | 0 | 0 | 0 | 0 |
| Carry Forward | 621,100 | 0 | 1,491,200 | 701,900 | 23,245,000 | 5,269,200 | 861,200 | 73,800 |
| Total | 2,405,400 | 1,729,000 | 3,040,700 | 2,231,000 | 40,680,500 | 14,564,000 | 861,200 | 73,800 |

Tourism Budget

| | <u>Current FY 05</u> | <u>“Reality” Budget FY 06</u> |
|-----------------------------|----------------------|-------------------------------|
| • Advertising, P.R., Promo. | \$1,100,000 | \$900,000 |
| • Contractual Services | 295,000 | 376,000 |
| • Travel | 66,000 | 93,000 |
| • Trade Show Registrations | 108,800 | 100,000 |
| • Printing | 50,600 | 36,000 |
| • Furniture & Equipment | 11,000 | 4,000 |
| • Administration | <u>561,000</u> | <u>721,200</u> |
| TOTAL | \$2,192,400* | \$2,231,000** |

* Includes \$1,491,200 Carry Forward FY 04

** Includes \$701,900 Carry Forward FY 05

*Projected Marketing (“B”)
“Opportunity Budget” FY 06
With 4th Percent*

| | |
|--------------------------------|--------------------|
| • Advertising, P.R., Promotion | \$2,285,000 |
| • Contractual Services | 445,000 |
| • Travel | 125,000 |
| • Trade Show Registrations | 125,000 |
| • Printing | 60,000 |
| • Furniture & Equipment | 10,000 |
| • Administration | 725,000 |
| • Reimburse Disaster Recovery | 1,500,000 |
| TOTAL | \$5,275,000 |

Additional Tourist Tax Percentage Proposal

4th % Dedicated 100% to Advertising, PR, Promotion

- Will Generate \$3.3 Million
- **Nothing from 2nd % or 3rd % for Beaches & Inlets Remains at \$6.5M**
- **Nothing from Allocation from Museums 1st 2%**
 - Remains at \$1.7M
- **Use of Current Ad & Promotion Funds (1st 2%- \$2.2M)**
 - Retain Tourism Office Administrative Costs (\$725K)
 - Reimburse Emergency Advertising Fund To \$1.5 M
 - **Remainder Split:**
 - 66% Category “A” Beach & Inlets (\$169K)
 - 34% Category “A” Beach Access (\$87K)

Plan Objectives

- **Increase Summer & Shoulder Hotel Occupancy by 1%**
- **Increase Tourist Tax Revenue by 5%**
- **Increase Information Inquiries to Website by 10%**
- **Increase Information Calls to Toll Free Number by 3%**
- **Increase Name and Brand Awareness 10%**



Opportunity Media Plan

Return on Investment

- **Return on \$300,000 '04 Summer & Shoulder Campaign**
 - **Every Dollar of Advertising Generated**
 - **\$19.27 in Spending From New Visitors**
 - **\$1.76 in Sales Tax Revenue**
 - **.36 in Tourist Tax Revenue**

Return on Investment

- **2004 Visitors Attracted by Advertising from Palm Beach , Ft. Lauderdale & Miami**
 - **New Visitors – 14,525 Spent \$5,781,000 (\$19.27)**
 - **Repeat Visitors- 9,455 Spent \$4,012,800 (\$13.38)**

Storm Related Visitors – 52,084

Return On Investment - Chicago & Orlando Markets for 2005

- **Projected Visitors Attracted by Advertising**
 - **New Visitors – 19,400 Will Spend \$8,244,820 (\$20.61)**
 - **Repeat Visitors- 12,600 Will Spend \$5,354,880 (13.38)**
 - **Sales Tax Generated by Ads- \$734,384 (\$1.83)**
 - **Tourist Tax Generated by Ads- \$150,957 (\$.38)**

Community Support

- **Naples Daily News**
 - Supported in Editorial June 12, 2005
- **Greater Naples Chamber of Commerce**
 - Recommends Approval
- **Coastal Advisory Committee**
 - Supported on June 9, 2005 (6-1 Vote)
- **Collier County Hotel & Lodging Assoc.**
 - Survey Results Being Tabulated

Testimonials

- **Carole Ketterhagen, Clearwater/St. Pete CVB**
 - “Our Fourth Percent was used for a sports facility and we are now going for the fifth percent for advertising. The growth of our tourist tax after enacting the fourth percent has been double digit each year.”
- **Water Klages, Ph.D.**
 - “The historical data available to us document that the 1996 implementation of the fourth cent in Pinellas County did not have a negative effect on the activity level of the County’s tourism industry.”
- **Larry White, Manatee County CVB**
 - “Initially we had some hoteliers opposed and some in favor of the additional tax. Today, everybody is very, very please with what the additional penny has meant to Manatee County.”

Benefits of Fourth Percent

- **Sufficient, Dedicated Source of Funding for Advertising & Promotion**
- **Dedicated Source for Replenishment of Disaster Recovery Advertising Fund**
- **Additional Funding for Beaches, Inlets and Beach Access**
- **More Summer & Shoulder Season Business and Revenue for all Collier County Hotels & Tourism Businesses**
- **Enhances Property Values for Residents**

Benefits of Fourth Percent

- **Enhanced Marketing Opportunities to Target Markets Outside Florida**
- **Funding to Take Advantage of New or Expanded Marketing Opportunities**
 - **International Ads, PR and Representation**
 - **Trade Show Addition**
 - **Sports Event Promotion**
 - **Additional Photography**
- **Leverage Larger Hotel Marketing Budgets**
- **Enhanced Partner Co-op Opportunities**

Time Frame

- **Reviewed With TDC 5/23/05**
- **Recommended by CAC 6/9/05 (6/1 Vote)**
- **Reviewed by Collier County Hotel & Lodging Association- June 2005**
- **Review With TDC 6/27/05**
- **Review with County Commission- 7/26/05**
- **Implementation October 2005**

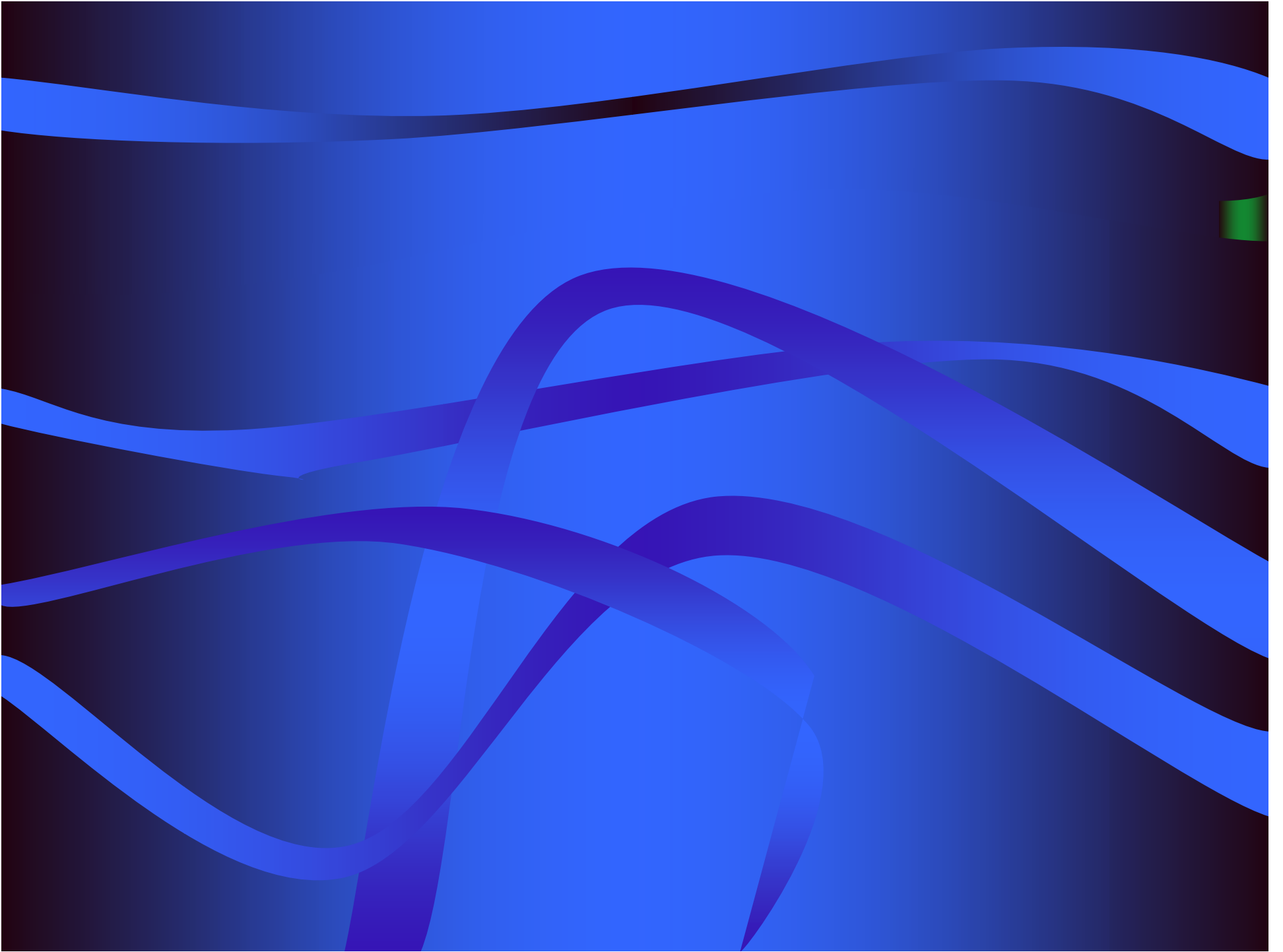
**We Would Appreciate
Your Support**

**Working Together We All
Accomplish More**



**Naples Marco Island
Everglades** 

PARADISE COASTSM



Alternative B- 4th Percent Minus Admin & Emergency Reimb.

| | |
|--------------------------------|--------------------|
| • Advertising, P.R., Promotion | \$1,110,000 |
| • Contractual Services | 445,000 |
| • Travel | 100,000 |
| • Trade Show Registrations | 100,000 |
| • Printing | 60,000 |
| • Furniture & Equipment | 10,000 |
| • Administration | 725,000 |
| • Reimburse Disaster Recovery | 750,000 |
| TOTAL | \$3,300,000 |

Alternative C

1/2% Tax Increase- No Reallocation

| | |
|--------------------------------|---------------------|
| • Advertising, P.R., Promotion | \$1,641,000 |
| • Contractual Services | 445,000 |
| • Travel | 125,000 |
| • Trade Show Registrations | 125,000 |
| • Printing | 60,000 |
| • Furniture & Equipment | 10,000 |
| • Administration | 725,000 |
| • Disaster Recovery Adv. | 750,000 |
| TOTAL | \$3,881,000* |

*** \$1,650,000 New Tax**

Information Requests Spring 2005 Campaign

| | <u>2005</u> | <u>2004</u> |
|-------------------|--------------|--------------|
| • TV | 9,969 | 596 |
| – Miami | 185 | |
| – Palm Beach | 149 | |
| – PITV | 9,590 | |
| • Magazine | 9,006 | 2,247 |
| – S. Living | 938 | |
| – AAA | 5705 | |
| – Natl. Geo | 221 | |

Source: Phase V for 4/1-6/5/05

Information Requests Spring 2005 Campaign

| | <u>2005</u> | <u>2004</u> |
|-----------------------------|---------------|---------------|
| • Total –All Sources | 33,804 | 10,391 |
| • Newspaper | 11,325 | 5,448 |
| – P. P. Instate | 2,106 | |
| – P. P. Out | 8,315 | |
| • Web Site | 3,335 | 976 |
| – V.F. Dialog | 1,148 | |

Tourist Tax

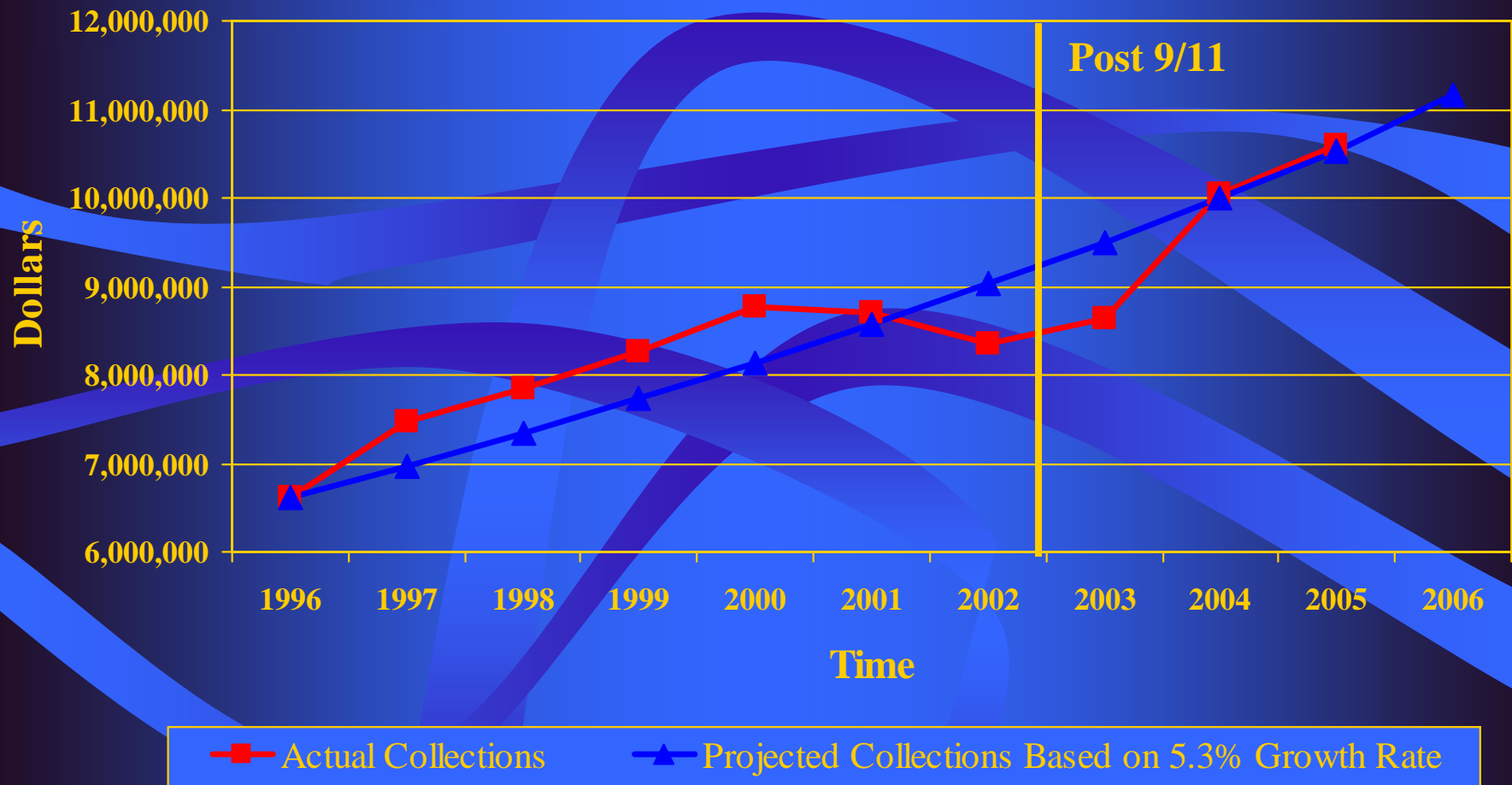
Fiscal Year Revenue Projections

Indicate Real Growth

| | 3% | 4% | 4% |
|--------|--------------|----------------|-----------------|
| • 2005 | \$10M(+5.3%) | \$11.0M(+3.9%) | \$11.5M (+5.3%) |
| • 2006 | \$10.5M | \$14.0M | \$14.7M** |
| • 2007 | \$11.1M | \$14.5M | \$15.5M |
| • 2008 | \$11.6M | \$15.0M | \$16.3M |

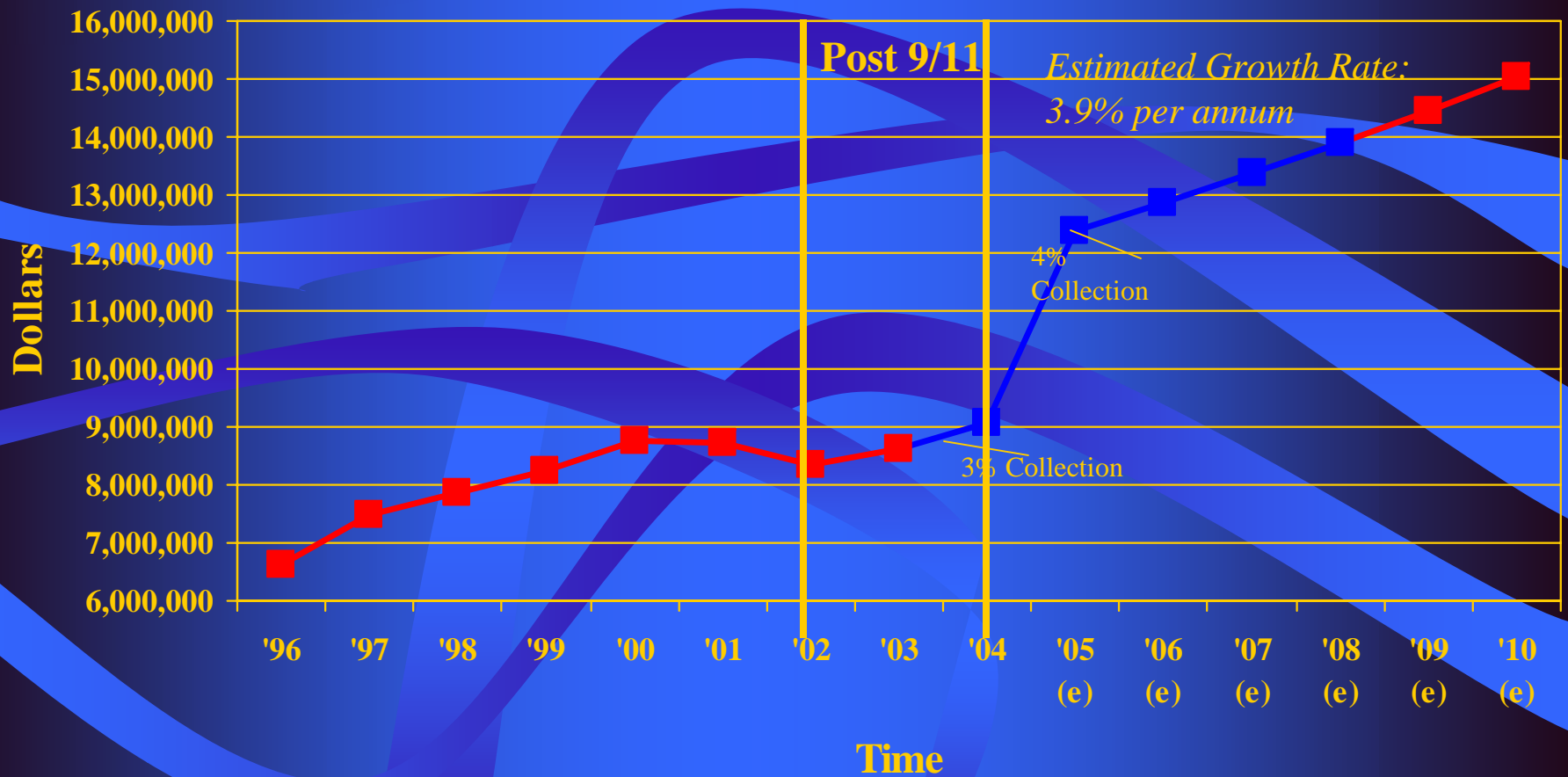
| | | |
|---------|--------------|----------------|
| ** 2006 | Cat. "A" | \$7.3 M |
| @4% | Cat. "B" | \$3.9 M |
| | Cat. "C" | \$2.0 M |
| | Ad Reserve | \$1.5 M |
| | TOTAL | \$14.7M |

Collier County Resort Tax Projections (Actual vs. Projected)



Collier County Resort Tax Projections

(4% Collection Rate Effective in 2005)



*Projected Marketing (“B”)
“Reality Budget” FY 06
Without 4th Percent*

| | |
|--------------------------------|---------------------|
| • Advertising, P.R., Promotion | \$900,000 |
| • Contractual Services | 376,100 |
| • Travel | 93,000 |
| • Trade Show Registrations | 100,000 |
| • Printing | 36,700 |
| • Furniture & Equipment | 4,000 |
| • Administration | 721,200 |
| TOTAL | \$2,231,000* |

*** Includes \$701,900 Carry Forward from FY 05**

Dollar Allocation With 4th % For FY 06

| | |
|---------------------------|-------------------|
| • 4 th Percent | \$3,300,000 |
| • Current Cat “B” | 2,231,000 |
| • Less New Budget | <u>-5,275,000</u> |
| • Remainder | \$ 256,000 |
| – 66% Beaches (“A”) | 168,960 |
| – 34% Beach Access (“A”) | 87,040 |

IMPACT OF TOURISM 2004

- **1.45 MILLION VISITORS**
- **\$681.2 MILLION DIRECT TOURISM EXPENDITURES**
- **\$1 BILLION ECONOMIC IMPACT**
- **27,325 TOURISM INDUSTRY JOBS**
- **\$732.7 MILLION WAGES**

IMPACT OF TOURISM 2004

- **\$10 MILLION TOURIST TAX**
- **73.5% ANNUAL OCCUPANCY**
- **\$140 AVERAGE DAILY RATE**
- **\$68.3 MILLION SALES & GAS TAX**
- **\$542 TAX SAVINGS**



Paradise

2005-2006 Opportunity
Marketing & Advertising
Campaign



MEDIA TACTICS

Leisure Consumer Magazines

\$34,320

- Arthur Frommer's Budget Travel
- Summer Family Getaways
- Spirit Airlines' "Skylights"
- AAA Going Places
- Southern Living

Leisure Consumer Directories

\$18,580

- FLAUSA Intl. Travel Planner
- FLA USA calendar
- FLAUSA Official FL Vacation



MEDIA TACTICS

- Leisure E-marketing - \$25,895
 - Visit Florida Lead Generation Program
 - FLAUSA.com

- Leisure Newspaper Domestic \$32,692
 - Newspaper Inserts out-of-state
 - Newspaper inserts in state
 - Valassis FSI
 - FLA USA Out Of State newspaper

- Leisure Television - \$100,000
 - Florida Cable Program 10,000 30 sec spots



MEDIA TACTICS

TARGET MARKETS

MIAMI/PALM BEACH -

\$346,352

- Television
- Newspaper
- E-blast/AMEX Direct Mail

MIAMI/PALM BEACH FALL CAMPAIGN -

\$140,000

- Television
- Newspaper
- E-blast/AMEX Direct Mail



MEDIA TACTICS

TARGET MARKETS

NEW YORK -

\$345,000

- Television
- Newspaper
- E-blast/AMEX Direct Mail

CHICAGO -

\$235,000

- Television
- Newspaper
- E-blast/AMEX Direct Mail



MEDIA TACTICS

TARGET MARKETS

ORLANDO -

\$175,000

- Television
- Newspaper
- E-blast/AMEX Direct Mail

TAMPA -

\$175,000

- Television
- Newspaper
- E-blast/AMEX Direct Mail



MEDIA TACTICS

LEISURE NICHE MARKETS

Golf

\$13,900

- Play Florida Golf Co-op
- Golf pac
- Florida's Golf Coast

Senior

\$7,636

- AARP
- Readers Digest

Eco-tourism

\$12,867

- Audobon
- Lost Tribes
- Undiscovered Florida



MEDIA TACTICS

LEISURE NICHE MARKETS

Bridal/Honeymoon

\$20,000

- Vertical Publications
- E-blast

Fishing

\$20,000

- Vertical Publications
- E-blast
- Cable TV

Tennis

\$15,000

- Vertical Publications
- E-blast



MEDIA TACTICS

Leisure Travel Agent Directories - \$6,600

- FL Official Travel Industry Guide
- TIA See America



MEDIA TACTICS

Group Business Print -

\$61,2350

- Association Source
- Association Resource
- Business Week “Florida Meetings”
- FL Official Mtg. Planners Guide
- Plan Your Meetings
- Group Travel Leader
- Meetings South
- Convention South
- Group Tour Magazine
- Successful Meetings



MEDIA TACTICS

Group Business Associations - \$25,000

- National Publications
- Florida Direct Mail/E-blast

Group Business Leisure- \$25,000

- Bus Tours Trade Publications
- Direct Mail/e-blast

Sports Marketing - \$40,000

- National Publications
- Direct Mail/E-blast



MEDIA TACTICS

International Co-op

\$16,175

- Premier Holidays
- Axiom Email
- First Choice
- See America

International Partnerships -

\$35,000

- Print
- Direct Mail



BUDGET with 4th%:

Consumer Magazines

Consumer Directories

Leisure E-marketing

Newspaper Domestic

Television

Miami/Palm Beach

Miami Palm Beach Fall

New York

Chicago

Orlando

Tampa

Bridal Market

Fishing Market

Tennis Market

Eco-tourism Market

Golf Market

Senior Market

Travel Agent Mkt

Group Bus Print

Group Associations

Group Leisure

Sports Marketing

International Co-op

Intl Partnerships

Production

Public Relations

Film Commission

Promotional Items

Client Placed Media

\$2,280,000



BUDGET without 4th%:

Consumer Magazines

Consumer Directories

Leisure E-marketing

Newspaper Domestic

Television

Miami/Palm Beach

Miami Palm Beach Fall

New York

Chicago

Orlando

Tampa

Bridal Market

Fishing Market

Tennis Market

Eco-tourism Market

Golf Market

Senior Market

Travel Agent Mkt

Group Bus Print

Group Associations

Group Leisure

Sports Marketing

International Co-op

Intl Partnerships

Production

Public Relations

Film Commission

Promotional Items

Client Placed Media



BUDGET without 4th%:

Consumer Magazines

Consumer Directories

Leisure E-marketing

Newspaper Domestic

Television

Miami/Palm Beach

New York

Chicago

Orlando

Tampa

Bridal Market

Fishing Market

Tennis Market

Eco-tourism Market

Golf Market

Senior Market

Travel Agent Mkt

Group Bus Print

Group Associations

Group Leisure

Sports Marketing

International Co-op

Intl Partnerships

Production

Public Relations

Film Commission

Promotional Items

Client Placed Media



BUDGET without 4th%:

Consumer Magazines

Consumer Directories

Leisure E-marketing

Newspaper Domestic

Television

Miami/Palm Beach

Chicago

Orlando

Tampa

Bridal Market

Fishing Market

Tennis Market

Eco-tourism Market

Golf Market

Senior Market

Travel Agent Mkt

Group Bus Print

Group Associations

Group Leisure

Sports Marketing

International Co-op

Intl Partnerships

Production

Public Relations

Film Commission

Promotional Items

Client Placed Media



BUDGET without 4th%:

Consumer Magazines

Consumer Directories

Leisure E-marketing

Newspaper Domestic

Television

Miami/Palm Beach

Orlando

Tampa

Bridal Market

Fishing Market

Tennis Market

Eco-tourism Market

Golf Market

Senior Market

Travel Agent Mkt

Group Bus Print

Group Associations

Group Leisure

Sports Marketing

International Co-op

Intl Partnerships

Production

Public Relations

Film Commission

Promotional Items

Client Placed Media



BUDGET without 4th%:

Consumer Magazines

Consumer Directories

Leisure E-marketing

Newspaper Domestic

Television

Miami/Palm Beach

Tampa

Bridal Market

Fishing Market

Tennis Market

Eco-tourism Market

Golf Market

Senior Market

Travel Agent Mkt

Group Bus Print

Group Associations

Group Leisure

Sports Marketing

International Co-op

Intl Partnerships

Production

Public Relations

Film Commission

Promotional Items

Client Placed Media



BUDGET without 4th%:

Consumer Magazines

Consumer Directories

Leisure E-marketing

Newspaper Domestic

Television

Miami/Palm Beach

Bridal Market

Fishing Market

Tennis Market

Eco-tourism Market

Golf Market

Senior Market

Travel Agent Mkt

Group Bus Print

Group Associations

Group Leisure

Sports Marketing

International Co-op

Intl Partnerships

Production

Public Relations

Film Commission

Promotional Items

Client Placed Media



BUDGET without 4th%:

Consumer Magazines

Consumer Directories

Leisure E-marketing

Newspaper Domestic

Television

Miami/Palm Beach

Fishing Market

Tennis Market

Eco-tourism Market

Golf Market

Senior Market

Travel Agent Mkt

Group Bus Print

Group Associations

Group Leisure

Sports Marketing

International Co-op

Intl Partnerships

Production

Public Relations

Film Commission

Promotional Items

Client Placed Media



BUDGET without 4th%:

Consumer Magazines

Consumer Directories

Leisure E-marketing

Newspaper Domestic

Television

Miami/Palm Beach

Tennis Market

Eco-tourism Market

Golf Market

Senior Market

Travel Agent Mkt

Group Bus Print

Group Associations

Group Leisure

Sports Marketing

International Co-op

Intl Partnerships

Production

Public Relations

Film Commission

Promotional Items

Client Placed Media



BUDGET without 4th%:

Consumer Magazines

Consumer Directories

Leisure E-marketing

Newspaper Domestic

Television

Miami/Palm Beach

Group Leisure

Sports Marketing

International Co-op

Intl Partnerships

Production

Public Relations

Film Commission

Promotional Items

Client Placed Media

Eco-tourism Market

Golf Market

Senior Market

Travel Agent Mkt

Group Bus Print

Group Associations



BUDGET without 4th%:

Consumer Magazines

Consumer Directories

Leisure E-marketing

Newspaper Domestic

Television

Miami/Palm Beach

Eco-tourism Market

Golf Market

Senior Market

Travel Agent Mkt

Group Bus Print

Group Leisure

Sports Marketing

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BUDGET without 4th%:

Consumer Magazines

Consumer Directories

Leisure E-marketing

Newspaper Domestic

Television

Miami/Palm Beach

Eco-tourism Market

Golf Market

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BUDGET without 4th%:

Consumer Magazines

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Promotional Items

Client Placed Media

\$900,000



Paradise