

**Naples Marco Island Everglades CVB  
 Task Report  
 Created - Between 1/7/2015 - 2/13/2015**

**Task Assigned User: Debi DeBenedetto**

<b>Create Date</b>	<b>Account Name Contact Name</b>	<b>Task Type</b>	<b>Status</b>	<b>Due Date</b>	<b>Closed Date</b>	<b>Closed by User</b>
1/15/2015	American Bar Association	Assisted Mtg Planner	Open	2/15/2015		
	<i>From: Stalkamp (formerlv Dalv). Meaahan</i>					
2/5/2015	American Bar Association - RPTE	Assisted Mtg Planner	Closed	2/5/2015	2/5/2015	Debi DeBenedetto
	<i>From: DeBenedettoDebi</i>					
2/5/2015	American College of Toxicology	Assist Meeting planner -sales kit email photos or video	Closed	2/5/2015	2/5/2015	Debi DeBenedetto
	Elsa Cannon 703-547-0875 x1890 ecannon@actox.org <i>From: Elsa Cannon</i>					
2/11/2015	Association for High Technology Distribution	Followup Call	Open	3/11/2015		
	Leigha Schatzman 262-523-9090 leigha.schatzman@mranet.org <i>From: Leigha Schatzman</i>					
2/11/2015	Association for High Technology Distribution	Assisted Mtg Planner	Closed	2/11/2015	2/11/2015	Debi DeBenedetto
	Leigha Schatzman 262-523-9090 leigha.schatzman@mranet.org <i>From: Leigha Schatzman</i>					
2/13/2015	Association Management Center	Assisted Mtg Planner	Open	3/30/2015		
	Kelly Rostine 847-375-4871 krostine@connect2amc.com <i>From: Kelly Rostine</i>					
2/12/2015	BCC	Fam Arrangements -planned - itinerary	Open	3/12/2015		
	Debi DeBenedetto 239-252-2379 DebiDeBenedetto@colliergov.net <i>From: DeBenedettoDebi</i>					
2/12/2015	BCC	Proof /review/edit copy	Open	2/12/2015		
	Debi DeBenedetto 239-252-2379 DebiDeBenedetto@colliergov.net <i>From: DeBenedettoDebi</i>					
1/30/2015	BCC	CVB Project	Open	2/19/2015		
	Debi DeBenedetto 239-252-2379 DebiDeBenedetto@colliergov.net <i>From: DeBenedettoDebi</i>					
1/30/2015	BCC	Admin Assist other Departments	Open	2/28/2015		
	Debi DeBenedetto 239-252-2379 DebiDeBenedetto@colliergov.net <i>From: DeBenedettoDebi</i>					
2/6/2015	BCC	Fam Arrangements -planned - itinerary	Closed	2/6/2015	2/6/2015	Debi DeBenedetto
	Debi DeBenedetto 239-252-2379 DebiDeBenedetto@colliergov.net					

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>From: DeBenedettoDebi</i>						
2/10/2015	BCC  Debi DeBenedetto 239-252-2379 DebiDeBenedetto@colliergov.net	Assist Meeting planner -sales kit email photos or video	Closed	2/10/2015	2/10/2015	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
2/12/2015	BCC  Debi DeBenedetto 239-252-2379 DebiDeBenedetto@colliergov.net	Assist Meeting planner -sales kit email photos or video	Closed	2/12/2015	2/12/2015	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
2/12/2015	BCC  Debi DeBenedetto 239-252-2379 DebiDeBenedetto@colliergov.net	Assisted Mtg Planner	Closed	2/12/2015	2/12/2015	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
2/12/2015	BCC  Debi DeBenedetto 239-252-2379 DebiDeBenedetto@colliergov.net	Proof /review/edit copy	Closed	2/12/2015	2/12/2015	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
2/10/2015	CityMatCH Maureen Fitzgerald 402-561-7500 mfitzger@unmc.edu	Assisted Mtg Planner	Closed	2/10/2015	2/10/2015	Debi DeBenedetto
<i>From: Fitzgerald, Maureen</i>						
1/30/2015	Collinson Publishing	Communicate-Advertising	Closed	1/30/2015	1/30/2015	Debi DeBenedetto
<i>From: Mark Galvin</i>						
2/11/2015	ConferenceDirect / K. Pothier Katie Pothier (514) 489-2907 katie.pothier@conferencedirect. com	Assisted Mtg Planner	Closed	2/11/2015	2/11/2015	Debi DeBenedetto
<i>From: Katie Pothier</i>						
2/9/2015	Debi's Activity Tracking Account	Assisted Mtg Planner	Open	5/1/2015		
<i>Workina with planner to aet Rfo and Fam /site to destination for medical aroup</i>						
2/11/2015	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Open	2/12/2015		
<i>Workina on TDC report</i>						
1/9/2015	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	1/8/2015	1/8/2014	Debi DeBenedetto
<i>TDC reports for monthlv and annual reports completed with vearend trackina compare sheets 3 hours</i>						
1/7/2015	Debi's Activity Tracking Account Debi DeBenedetto	Registration - Conference/Trade shows	Closed	1/7/2015	1/8/2015	Debi DeBenedetto
<i>Reaister prep for Dallas HSMAI meet mid west show</i>						
1/7/2015	Debi's Activity Tracking Account	Sales - Fam Itinerary	Closed	4/7/2015	1/8/2015	Debi DeBenedetto
<i>From: Karen Farouharson</i>						
1/8/2015	Debi's Activity Tracking Account	CVB event	Closed	1/6/2015	1/8/2015	Debi DeBenedetto

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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
	Debi DeBenedetto					
	<i>Organized Mav Site Chapter meeting for destination. got speaker. hotel host. attraction and pre post and set up all</i>					
1/9/2015	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	1/9/2015	1/9/2015	Debi DeBenedetto
	<i>sent all hotels lead sales reports from CVB leads for 2014 and shared Sales team vearend reports</i>					
1/9/2015	Debi's Activity Tracking Account Debi DeBenedetto	Registration - Conference/Trade shows	Closed	1/9/2015	1/9/2015	Debi DeBenedetto
	<i>Registration for SITE show Biloxi Mav</i>					
1/14/2015	Debi's Activity Tracking Account Debi DeBenedetto	Assisted Mtg Planner	Closed	1/14/2015	1/14/2015	Debi DeBenedetto
	<i>From: Kaleiah Strona</i>					
1/8/2015	Debi's Activity Tracking Account	Assisted Mtg Planner	Closed	1/8/2015	1/15/2015	Debi DeBenedetto
	<i>From: Michelle Taunton</i>					
1/9/2015	Debi's Activity Tracking Account Debi DeBenedetto	Fam Arrangements -planned - itinerary	Closed	1/26/2015	2/6/2015	Debi DeBenedetto
	<i>itinearv plannina for Paradise Agency sales team group sales education destination fam 3 hours</i>					
2/11/2015	Debi's Activity Tracking Account Debi DeBenedetto	Meeting - general -staff - any	Closed	2/11/2015	2/11/2015	Debi DeBenedetto
	<i>Staff meeting</i>					
1/30/2015	Encore Symposiums, Inc	Assist Meeting planner -sales kit email photos or video	Closed	1/30/2015	1/30/2015	Debi DeBenedetto
	<i>From: Nancy@Encore Symposiums</i>					
1/12/2015	Experient	rfp enhancement -get service estimate	Open	2/3/2016		
	<i>Make sure Rfp enhancement is approved and on spreadsheet for 2016 - get service est and open PO</i>					
2/13/2015	LaPlaya Beach & Golf Resort  Tony Farina 239-598-5701 TFarina@laplayaresort.com	Meeting - general -staff - any	Open	2/13/2015		
	<i>From: Tony Farina</i>					
2/10/2015	Marco Beach Ocean Resort	Communicate-Partner	Closed	2/10/2015	2/10/2015	Debi DeBenedetto
1/21/2015	Marco Island Marriott Beach Resort, Golf Club & Spa	Assisted Mtg Planner	Closed	1/21/2015	1/21/2015	Debi DeBenedetto
	<i>From: DeBenedettoDebi</i>					
1/20/2015	Naples Grande Beach Resort	Followup Call	Open	10/20/2015		
	<i>TDC approval for 2016 rfp enhancements put on new spreadsheet carrv over for 2016 spend</i>					
1/20/2015	Naples Grande Beach Resort	Rfp enhancement granted	Closed	1/20/2015	1/20/2015	Debi DeBenedetto
	<i>approved - letter sent. spreadsheet. idss tasked</i>					

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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
2/10/2015	Naples Grande Beach Resort	Communicate-Partner	Closed	2/10/2015	2/10/2015	Debi DeBenedetto
<i>communicate to aet partner into show with CVB - details and invoice and reastration</i>						
2/5/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Arnold, Ken</i>	Site itinerary planning	Open	2/5/2015		
1/13/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Wert,Jack</i>	CVB Project	Open	2/22/2015		
2/13/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Admin. Incentive Travel Exchange 2015</i>	Trade show preparations	Open	2/13/2015		
2/13/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Cox, Anaela</i>	Trade show preparations	Open	2/13/2015		
2/13/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Lisa Cherrv</i>	Trade show preparations	Open	2/13/2015		
1/13/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Rachael Hand</i>	Assisted Mtg Planner	Closed	1/13/2015	1/13/2015	Debi DeBenedetto
1/30/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Saturnino Torres-MTC Global Solution</i>	Followup Call	Closed	1/30/2015	1/30/2015	Debi DeBenedetto
2/5/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net <i>From: Naples, Marco Island, Everglades CVB</i>	Newsletter - Industry/planner	Closed	2/5/2015	2/5/2015	Debi DeBenedetto
2/6/2015	Naples Marco Island Everglades CVB Debi DeBenedetto 239-252-2379 or 239-734-0295	German Office - assist info or PR	Closed	2/6/2015	2/6/2015	Debi DeBenedetto

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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
	debide@colliergov.net <i>From: Deborah Cohen</i>					
2/5/2015	National Association of Long Term Care Boards  Julie Elfand 202-712-9027 jelfand@bostrom.com <i>From: Julie Elfand - sent Rfp and contacted planner with assist.</i>	Assist Meeting planner -sales kit email photos or video	Closed	2/5/2015	2/5/2015	Debi DeBenedetto
1/26/2015	Site Search, Incorporated Brenda Glass 727-847-4454 Glasspeg@aol.com <i>From: Brenda Glass</i>	Assisted Mtg Planner	Closed	1/26/2015	2/6/2015	Debi DeBenedetto
1/12/2015	Star Line Group	RFP sent to partner	Closed	1/12/2015	1/12/2015	Debi DeBenedetto
1/20/2015	The Ritz-Carlton Golf Resort, Naples Desiree Reyes Smith 239-598-6672 Desiree.Reyes@ritzcarlton.com <i>approved Becker Poliakoff - letter sent. rfp idss. spreadsheet. tasked</i>	Rfp enhancement granted	Closed	1/20/2015	1/20/2015	Debi DeBenedetto

**Total Tasks:****51**

**Naples Marco Island Everglades CVB Sales Report**  
**1/7/2015 - 2/13/2015**

February 23, 2015  
 Detailed Staff Reports 11  
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Event Type: All

**Sales Rep: Debi DeBenedetto**

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: ALL FUTURE DEFINITE</b>											
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
American Bar Association	Public Utility 2016 Spring Council Meeting	RFP Rcvd	0		3/8/2016 3/13/2016	Repeat	\$157,361.90 \$0.00	0	60	193	0
American College of Mortgage Attorneys	2016 ACMA Board of Regents Meeting	RFP Rcvd	0		4/6/2016 4/9/2016	New	\$167,708.19 \$0.00	0	65	205	0
American Osteopathic College of Anesthesiologists	2016 & 2017 Winter Meetings and 2017 Annual Convention	RFP Rcvd	0	Connect	1/15/2016 1/17/2016	Local New	\$302,693.98 \$0.00	0	200	600	0
Applied Systems	Executive Retreat Florida 2	RFP Rcvd	0	IMEX	3/15/2015 3/19/2015	Repeat	\$41,800.91 \$0.00	0	28	98	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

**Sales Rep: Debi DeBenedetto**

February 23, 2015  
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Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	7 of 51 Total	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: ALL FUTURE DEFINITE</b>											
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
ConferenceDirect / C. Rehak	ACBL Unit 128 - 2015 Fall Regional Tournament	RFP Rcvd	0	Cvent	9/27/2015 10/4/2015	Local New	\$555,147.77 \$0.00	0	150	795	0
ConferenceDirect / M. Klinkradt	Healing Beyond Borders 2015 Annual Meeting	RFP Rcvd	0	Cvent	8/31/2015 9/7/2015	Local New	\$324,700.11 \$0.00	0	163	737	0
Creative Event Planning	Executive Board Retreat	RFP Rcvd	Corporate-Other	Successful Meetings =SMU	2/25/2015 3/1/2015	Repeat	\$22,904.94 \$0.00	0	11	55	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	300	300	0
Experient	2016 DCA Annual Convention	RFP Rcvd	0	Cvent	3/3/2016 3/12/2016	New	\$1,113,121.73 \$0.00	0	244	1,599	0
Florida Farm Bureau Federation	Young Farmers & Ranchers Leadership	RFP Rcvd	0	Networking	7/10/2015 7/12/2015	New	\$65,918.96 \$0.00	0	60	130	0
Hamilton Meetings & Incentives	2015 Annual Planning Session FDAF	RFP Rcvd	Corporate-Other	CMITE	2/25/2015 3/1/2015	Repeat	\$50,817.28 \$0.00	0	21	84	0
HelmsBriscoe / J. Romine	Pekin 2016 Scenic Trip	RFP Rcvd	Association-Meetings, Conventions	CVENT	11/1/2016 11/13/2016	Repeat	\$1,854,264.34 \$0.00	0	300	2,507	0
Hospitality Performance Network	Board Meeting RFP# 32718	RFP Rcvd	0	FAM Invites	2/18/2015 2/20/2015	Repeat	\$38,744.15 \$0.00	0	26	52	0
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
International Union of Police Associations	IUPA Board Meeting	RFP Rcvd	0	Connect	2/27/2015 3/2/2015	Local New	\$126,097.21 \$0.00	0	45	160	0

**Sales Rep: Debi DeBenedetto**

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	8 of 51 Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: ALL FUTURE DEFINITE</b>											
International Union of Police Associations	IUPA Board Meeting	RFP Rcvd	0	Connect	10/30/2015 11/2/2015	Local	\$114,774.75 \$0.00	0	45	160	0
Naples Grande Beach Resort	Cataract Surgery group	Rfp enhancement	Partner - Hotels		1/14/2016 1/17/2016	New	\$1,663,790.59 \$0.00	0	295	1,180	0
Naples Grande Beach Resort	Direct Supply Inc.	Rfp enhancement	Partner - Hotels		2/21/2015 2/28/2015	New	\$607,480.28 \$0.00	0	113	675	0
National Elctrical 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
PCM	Circle of Excellence	RFP Rcvd	0	IMEX	5/3/2015 5/6/2015	New	\$116,649.26 \$0.00	0	60	240	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
Solution Tree	Meeting with Collier County Schools	RFP Rcvd	0	Website	5/2/2015 5/5/2015	Local New	\$759,746.11 \$0.00	0	250	1,000	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



**Status: CURRENT DEFINITE**

American Federation of School Administrators	AFSA Generic GEB meeting	RFP Rcvd	0	Successful Meetings =SMU	1/16/2015 1/19/2015	New	\$21,499.77 \$0.00	0	20	52	0	
ConferenceDirect / R. Deluca	ISACA International Leadership Retreat	RFP Rcvd	0	Meeting planner fam	1/7/2015 1/10/2015	New	\$23,332.25 \$0.00	0	9	33	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	
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	
HB Fuller	HB Fuller Sales Meeting	RFP Rcvd	0		2/9/2015 2/12/2015	New	\$57,060.05 \$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. Grabowski	The Clearing House January 2015 Naples Meeting	RFP Rcvd	0	HelmsBriscoe	1/28/2015 1/30/2015	Repeat	\$14,063.10 \$0.00	0	12	18	0	
Inn on Fifth	Tyco Fire Protection Products	Rfp enhancement	Partner - Hotels		2/9/2015 2/13/2015	New	\$110,977.33 \$0.00	0	30	150	0	
Landmark Incentive Marketing	Sysco Central Pennsylvania	RFP Rcvd	0		2/4/2015 2/7/2015	New	\$406,447.80 \$0.00	0	154	463	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	
<b>Event Count:</b>							10	\$893,639.90	0	400	1,253	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
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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 of 51	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: CURRENT TENTATIVE</b>											
American Bar Association	2016 Winter Council	RFP Rcvd	0		1/21/2016 1/24/2016	New	\$116,022.04 \$0.00	0	29	64	0
American Bar Association / M. Stallkamp	National Institute on Negotiating Business Acquisitions	RFP Rcvd	0		11/11/2015 11/14/2015	Repeat	\$78,441.01 \$0.00	0	59	155	0
American College of Toxicology	American College of Toxicology Annual Meeting 2018	RFP Rcvd	0	Website	11/1/2018 11/8/2018	New	\$1,512,502.49 \$0.00	0	550	2,250	0
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
Amway North America	Coaches Poll Sponsorship Q1 Meeting	RFP Rcvd	0	Website	3/8/2015 3/10/2015	New	\$35,120.28 \$0.00	0	13	32	0
Association for High Technology Distribution	2017 AHTD Spring/Fall Meeting	RFP Rcvd	0		10/2/2017 10/7/2017	New	\$566,992.42 \$0.00	0	230	719	0
Association of Boards of Certification	ABC's 28th Annual Conference & Trainers Workshop	RFP Rcvd	0	FAM Invites	1/24/2016 1/29/2016	Local New	\$157,243.05 \$0.00	0	100	392	0
Assurex Global	Feb 2015 Dinners	RFP Rcvd	Corporate-Other		2/17/2015 2/19/2015	New	\$46,114.44 \$0.00	0	35	105	0
Big Lots	Big Lots D63 South East Team meeting	RFP Rcvd	0		2/18/2015 2/20/2015	New	\$42,552.94 \$0.00	0	53	108	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

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	11 of 51	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: CURRENT TENTATIVE</b>											
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
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 / G. Rapoport	AAPT- 2018	RFP Rcvd	0	Cvent	3/9/2018 3/14/2018	New	\$719,492.85 \$0.00	0	177	758	0
ConferenceDirect / M. Ronacher	40th National Child Welfare & Family Law Conference	RFP Rcvd		Cvent	9/5/2017 9/12/2017	Repeat	\$634,516.10 \$0.00	0	310	880	0
ConferenceDirect / S. Yarnell	Lincoln Investment-2016 Presidents Club	RFP Rcvd	0	Cvent	4/5/2016 4/10/2016	New	\$524,844.20 \$0.00	0	148	611	0
Cure SMA	SMA Conference	RFP Rcvd	0	IMEX	6/26/2017 7/4/2017	New	\$486,508.50 \$810,544.88	0	490	2,030	0
Debi's Itineraries	Collaborate in Paradise Fam	CVB Sponsored	0	Collaborate	6/14/2015 6/16/2015	New	\$0.00 \$0.00	0	20	60	0
Debi's Itineraries	Paradise Agency Group Education Destination FAM	CVB Sponsored	0	Fam CVB hosted	1/25/2015 1/27/2015		\$0.00 \$0.00	0	1	3	0
Defense Credit Union Council	2017 DCUC Conference	RFP Rcvd	0	Website	8/9/2017 8/17/2017	New	\$676,742.37 \$0.00	0	225	1,060	0
Experient	2016 Spring Management Conference & Product Showcase	RFP Rcvd	0	Cvent	4/3/2016 4/9/2016	Repeat	\$510,838.76 \$0.00	0	187	560	0
FASFAA Transition Meeting	FASFAA Transition Meeting	RFP Rcvd	0		6/24/2015 6/26/2015	New	\$37,986.71 \$0.00	0	35	105	0
Florida Association of Public Procurement Officials	Fall Workshop	RFP Rcvd	0	SMU	10/15/2015 10/16/2015	Local	\$38,904.99 \$0.00	0	15	30	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	12 of 51 Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: CURRENT TENTATIVE</b>											
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
GAC Meetings & Incentives	Biomet 3i National Sales Meeting	RFP Rcvd	0	IPEC	6/23/2015 6/30/2015	Local New	\$560,735.88 \$0.00	0	185	695	0
General Service Assembly	Serenity by the Sea	RFP Rcvd	SMERF	Repeat Planner contact	10/30/2015 11/1/2015		\$284,396.15 \$0.00	0	175	352	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 / D Smidt	NCHC3	RFP Rcvd	0	Encounter	4/24/2016 4/30/2016	New	\$23,767.97 \$0.00	0	11	67	0
HelmsBriscoe / D. Brownlee	2016 Elevator Contractors of America - Annual Meeting	RFP Rcvd	0		2/13/2016 2/15/2016	New	\$51,435.01 \$0.00	0	34	90	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 / K. Velilla	MFO - East Coast Management Retreat	RFP Rcvd	0	Cvent	11/2/2015 11/4/2015	New	\$61,718.52 \$0.00	0	40	90	0
HelmsBriscoe / N. Riley	CHEMA - Fall 2015 Chief Staff Officers Meeting	RFP Rcvd	0	Cvent	10/31/2015 11/3/2015		\$48,950.99 \$0.00	0	33	71	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
	Other - Please Explain										
HelmsBriscoe / T. Dyer	Road Race Mgmt Annual Conference 2016	RFP Rcvd	Corporate-Other	Cvent	11/2/2016 11/5/2016	New	\$0.00 \$0.00	0	140	385	0
Hilton Marco Island Beach Resort & Spa	2016 Symposia Medicus High Risk Pregnancy Meeting	Rfp enhancement	Partner - Hotels		11/16/2016 11/20/2016	Local New	\$507,976.41 \$0.00	0	850	850	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	18 of 51	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: CURRENT TENTATIVE</b>											
Hined Rafeh	Event Space Only	RFP Rcvd	Corporate-Other	Cvent	6/25/2015 6/25/2015	New	\$38,995.63 \$0.00	0	0	0	0
Hospitality Performance Network	Womens Association	RFP Rcvd	0		4/13/2016 4/17/2016	New	\$79,188.63 \$0.00	0	30	85	0
Hospitality Performance Network	Annual Conference 2016-33865	RFP Rcvd	0	HPN	4/13/2016 4/16/2016	Repeat	\$65,752.08 \$0.00	0	30	86	0
IMN Solutions	2017 TRALA	RFP Rcvd	0	Cvent	3/30/2017 4/8/2017	Repeat	\$1,294,927.62 \$0.00	0	330	1,201	0
IMN Solutions	2016 AGC Spring Building Information Modeling Forum	RFP Rcvd	0	Cvent	4/3/2016 4/7/2016	New	\$414,091.69 \$0.00	0	200	510	0
IMN Solutions	Adventist Ministries Convention 2017	RFP Rcvd	0		1/4/2017 1/13/2017	New	\$1,980,296.38 \$0.00	0	420	2,085	0
Independent Medical Co-op, Inc	IMCO Board of Directors Meeting	RFP Rcvd	0	SMU	8/10/2015 8/11/2015	New	\$25,320.13 \$0.00	0	15	30	0
Independent Medical Co-op, Inc	IMCO Power Meeting 2016	RFP Rcvd	0	SMU	1/3/2016 1/7/2016	Local New	\$168,191.28 \$0.00	0	60	185	0
Innovatx Events	HVAC Tech National Sales Meeting	RFP Rcvd	0	IPEC	5/11/2015 5/15/2015	New	\$579,767.68 \$0.00	0	255	770	0
Interkultur	The American International Choral Festival	RFP Rcvd	0	Networking	10/4/2017 10/8/2017	New	\$374,517.69 \$0.00	0	250	1,250	0
Jack Nadel International	Jack Nadel Award incentive	RFP Rcvd	Incentive	Website	5/19/2016 5/22/2016	New	\$60,495.44 \$0.00	0	45	133	0
John Hopkins Medicine	Gulf Coast Dean's Symposium	RFP Rcvd	0	Website	1/19/2016 1/19/2016	New	\$27,365.35 \$0.00	0	50	50	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	14 of 51 Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: CURRENT TENTATIVE</b>											
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
Life Insurance Settlement Association	21st Annual Fall Life Settlement Conference	RFP Rcvd	0	Website	10/18/2015 10/20/2015	New	\$268,722.75 \$0.00	0	150	350	0
Information Technology Senior Management Forum	First Quarter Symposium 2016	RFP Rcvd	0	Connect	2/5/2016 2/7/2016	Local New	\$1,244,929.51 \$0.00	0	500	1,500	0
Information Technology Senior Management Forum	Second Quarter Symposium 2015	RFP Rcvd	0	Connect	5/4/2015 5/6/2015	Local New	\$376,565.65 \$0.00	0	175	525	0
Information Technology Senior Management Forum	Fourth Quarter Symposium 2015	RFP Rcvd	0	Connect	11/5/2015 11/7/2015	Local New	\$313,535.77 \$0.00	0	150	450	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
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	Home Depot Foundation Program	Rfp enhancement	Partner - Hotels		4/17/2016 4/22/2016	New	\$3,657,124.38 \$0.00	0	190	1,125	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
Meeting Professionals International	2015 Spring MPI Board Retreat	CVB Sponsored	0	Networking	5/2/2015 5/5/2015	New	\$37,903.01 \$0.00	0	29	87	0
Other - Please Explain											
Meetings Plus	NAO Annual Winter Board Meeting	RFP Rcvd	0		1/14/2016 1/16/2016	New	\$45,371.45 \$0.00	0	20	60	0
Metal Construction Association	MCA annual 2016 Winter Meeting	RFP Rcvd	0		1/17/2016 1/21/2016	New	\$139,073.90 \$0.00	0	115	300	0

**Sales Rep: Debi DeBenedetto**

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	15 of 51 Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: CURRENT TENTATIVE</b>											
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	Meeting planner fam	10/1/2016 10/5/2016	Local New	\$116,439.60 \$0.00	0	38	190	0
Naples Grande Beach Resort	Calvary Chapel	Rfp enhancement	Partner - Hotels		9/18/2015 9/20/2015		\$539,712.53 \$0.00	0	318	950	0
National Association of Long Term Care Boards	NAB 2015 Mid Year Meeting	RFP Rcvd	0	Networking	11/9/2015 11/14/2015	New	\$200,717.95 \$0.00	0	90	290	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 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
NGALA	DTS Technologies Site	CVB Sponsored	0	Networking	10/17/2012 10/19/2012	New	\$24,000.00 \$0.00	0	75	162	0
OneHope	ET/VP Hopeful (Childcare)	RFP Rcvd	0	Cvent	7/12/2015 7/17/2015	New	\$66,544.84 \$0.00	0	25	89	0
PCM & Associates	PCM Associates 2016	RFP Rcvd	0	IPEC	1/24/2016 1/28/2016		\$146,517.62 \$0.00	0	125	250	0
PCM & Associates	PCM Associates 2017	RFP Rcvd	0	IPEC	1/24/2017 1/28/2017	New	\$479,121.89 \$0.00	0	125	625	0
Plan Ahead Events	SREC Conference	RFP Rcvd	0		4/15/2015 4/19/2015	New	\$65,063.47 \$0.00	0	27	70	0
Planning Source Limited	Executive Retreat	RFP Rcvd		FAM Invites	5/3/2015 5/5/2015	New	\$42,186.28 \$0.00	0	21	63	0

**Sales Rep: Debi DeBenedetto**

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Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	16 of 51 Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: CURRENT TENTATIVE</b>											
Premier Management Group & Associates LLC	RFT Annual Conference & Exhibition Summit 2016	RFP Rcvd	Corporate-Other	Networking	6/4/2016 6/6/2016	Repeat	\$173,634.70 \$0.00	0	100	225	0
Premier Management Group & Associates LLC	RFT Winter Summit 2016	RFP Rcvd	Corporate-Other	Networking	1/27/2016 1/28/2016	Repeat	\$35,044.29 \$0.00	0	20	40	0
Raven Industries	Platinum Partner Event 2015	RFP Rcvd	0	Connect	7/6/2015 7/8/2015	Local New	\$98,515.23 \$0.00	0	50	150	0
Say Something Communications	ANSI-ASQ National Accreditation Board (ANAB)	RFP Rcvd	0	Website	1/22/2016 1/31/2016	Local New	\$175,140.72 \$0.00	0	92	410	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
Socious	Hiug Interact 2016	RFP Rcvd	0		6/3/2016 6/10/2016	New	\$1,194,643.21 \$0.00	0	478	1,615	0
Star Line Group	Client January group 6	RFP Rcvd	SMERF		1/28/2015 1/29/2015	New	\$8,182.47 \$0.00	0	6	12	0
StoneBay Group	Family Reunion	RFP Rcvd	Corporate-Other	Destination Showcase - DC	6/28/2015 7/5/2015	Repeat	\$42,700.71 \$0.00	0	12	84	0
StoneBay Group	Auto Dealer Assn. golf group 2015	RFP Rcvd	Corporate-Other	Destination Showcase - DC	9/13/2015 9/16/2015	Repeat	\$24,889.17 \$0.00	0	20	62	0
Technology Affinity Group	TAG 2016	RFP Rcvd	Corporate-Other	Website	11/13/2016 11/17/2016	New	\$304,312.38 \$0.00	0	231	824	0
Temple Aron HaKodesh	Annual Messianic Women's Conference & Retreat 2015	RFP Rcvd	SMERF	Website	8/1/2015 8/3/2015	Regional	\$82,215.25 \$0.00	0	45	95	0
The Ritz-Carlton Golf Resort, Naples	Becker Poliakoff 2015	Rfp enhancement	Partner - Hotels		9/24/2015 9/26/2015	Repeat	\$29,925.79 \$0.00	0	50	100	0



Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	17 of 51 Peak Rooms	Requested Rooms	Contracted Rooms		
<b>Status: CURRENT TENTATIVE</b>												
The Ritz-Carlton, Naples	Aramark Dec 2015	Rfp enhancement	Partner - Hotels		12/15/2015 12/19/2015		\$460,141.26 \$0.00	0	158	790		
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		
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		
Vendome Group	Environments for aging Academy Architects	RFP Rcvd	Corporate-Other	Website	9/16/2015 9/18/2015	New	\$37,903.94 \$0.00	0	50	110		
Victoria Weaver Consulting	ICA National Conference 2016	RFP Rcvd	Corporate-Other		4/18/2016 4/24/2016	Local New	\$875,186.40 \$0.00	0	280	1,010		
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		
<b>Event Count:</b>							91	\$35,381,241.88	0	14,362	49,074	0
							\$837,330.99					

<b>Status: ITINERARIES</b>												
Debi's Itineraries	Paradise Agency Group Education Destination FAM	CVB Sponsored	0	Fam CVB hosted	1/25/2015 1/27/2015		\$0.00 \$0.00	0	1	3		
Debi's Itineraries	Paradise Agency Group Education Destination FAM	CVB Sponsored	0	Fam CVB hosted	1/25/2015 1/27/2015		\$0.00 \$0.00	0	1	3		
<b>Event Count:</b>							2	\$0.00	0	2	6	0
							\$0.00					

<b>Status: LEADS SENT</b>										
American Bar Association / M. Stallkamp	National Institute on Negotiating Business Acquisitions	RFP Rcvd	0		11/11/2015 11/14/2015	Repeat	\$78,441.01 \$0.00	0	59	155

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	18 of 51 Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: LEADS SENT</b>											
American College of Toxicology	American College of Toxicology Annual Meeting 2018	RFP Rcvd	0	Website	11/1/2018 11/8/2018	New	\$1,512,502.49 \$0.00	0	550	2,250	0
Association for High Technology Distribution	2017 AHTD Spring/Fall Meeting	RFP Rcvd	0		10/2/2017 10/7/2017	New	\$566,992.42 \$0.00	0	230	719	0
ConferenceDirect / G. Rapoport	AAPT- 2018	RFP Rcvd	0	Cvent	3/9/2018 3/14/2018	New	\$719,492.85 \$0.00	0	177	758	0
Defense Credit Union Council	2017 DCUC Conference	RFP Rcvd	0	Website	8/9/2017 8/17/2017	New	\$676,742.37 \$0.00	0	225	1,060	0
Experient	2016 Spring Management Conference & Product Showcase	RFP Rcvd	0	Cvent	4/3/2016 4/9/2016	Repeat	\$510,838.76 \$0.00	0	187	560	0
HB Fuller	HB Fuller Sales Meeting	RFP Rcvd	0		2/9/2015 2/12/2015	New	\$57,060.05 \$0.00	0	25	75	0
HelmsBriscoe / N. Riley	CHEMA - Fall 2015 Chief Staff Officers Meeting	RFP Rcvd	0	Cvent	10/31/2015 11/3/2015		\$48,950.99 \$0.00	0	33	71	0
HelmsBriscoe / T. Dyer	Road Race Mgmt Annual Conference 2016	RFP Rcvd	Corporate-Other	Cvent	11/2/2016 11/5/2016	New	\$0.00 \$0.00	0	140	385	0
Hilton Marco Island Beach Resort & Spa	2016 Symposia Medicus High Risk Pregnancy Meeting	Rfp enhancement	Partner - Hotels		11/16/2016 11/20/2016	Local New	\$507,976.41 \$0.00	0	850	850	0
IMN Solutions	Adventist Ministries Convention 2017	RFP Rcvd	0		1/4/2017 1/13/2017	New	\$1,980,296.38 \$0.00	0	420	2,085	0
Landmark Incentive Marketing	Sysco Central Pennsylvania	RFP Rcvd	0		2/4/2015 2/7/2015	New	\$406,447.80 \$0.00	0	154	463	0
LaPlaya Beach & Golf Resort	Resort Hotel Association	Rfp enhancement	Partner - Hotels		6/26/2016 6/29/2016	New	\$250,536.39 \$0.00	0	105	420	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	19 of 51 Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: LEADS SENT</b>											
Marco Island Marriott Beach Resort, Golf Club & Spa	Home Depot Foundation Program	Rfp enhancement	Partner - Hotels		4/17/2016 4/22/2016	New	\$3,657,124.38 \$0.00	0	190	1,125	0
Meeting Professionals International	2015 Spring MPI Board Retreat	CVB Sponsored	0	Networking	5/2/2015 5/5/2015	New	\$37,903.01 \$0.00	0	29	87	0
Other - Please Explain											
Meetings Plus	NAO Annual Winter Board Meeting	RFP Rcvd	0		1/14/2016 1/16/2016	New	\$45,371.45 \$0.00	0	20	60	0
Naples Grande Beach Resort	Pro Imaging Group golf	Rfp enhancement	Partner - Hotels	RFP Enhancement	5/3/2014 5/7/2014	New	\$638,801.32 \$0.00	0	170	370	0
Naples Grande Beach Resort	Cataract Surgery group	Rfp enhancement	Partner - Hotels		1/14/2016 1/17/2016	New	\$1,663,790.59 \$0.00	0	295	1,180	0
National Association of Long Term Care Boards	NAB 2015 Mid Year Meeting	RFP Rcvd	0	Networking	11/9/2015 11/14/2015	New	\$200,717.95 \$0.00	0	90	290	0
OneHope	ET/VP Hopeful (Childcare)	RFP Rcvd	0	Cvent	7/12/2015 7/17/2015	New	\$66,544.84 \$0.00	0	25	89	0
PCM & Associates	PCM Associates 2016	RFP Rcvd	0	IPEC	1/24/2016 1/28/2016		\$146,517.62 \$0.00	0	125	250	0
Plan Ahead Events	SREC Conference	RFP Rcvd	0		4/15/2015 4/19/2015	New	\$65,063.47 \$0.00	0	27	70	0
Socious	Hiug Interact 2016	RFP Rcvd	0		6/3/2016 6/10/2016	New	\$1,194,643.21 \$0.00	0	478	1,615	0
Star Line Group	Client January group 6	RFP Rcvd	SMERF		1/28/2015 1/29/2015	New	\$8,182.47 \$0.00	0	6	12	0
The Ritz-Carlton Golf Resort, Naples	Becker Poliakoff 2015	Rfp enhancement	Partner - Hotels		9/24/2015 9/26/2015	Repeat	\$29,925.79 \$0.00	0	50	100	0

<b>Status:                   TURNED CANCELLED</b>												
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		\$71,831.10 \$0.00	0	74	222	0	
ConferenceDirect / L. Golabowski	Corporate Leaders Roundtable	RFP Rcvd	0		Cvent 5/17/2015 5/20/2015	Local New	\$93,282.39 \$0.00	0	70	140	0	
Company Canceled Meeting												
Contemporary Communications	Annual Sales Incentive 2015	RFP Rcvd	0		RFP's received - Florida 4/9/2015 4/12/2015		\$125,053.55 \$0.00	0	50	150	0	
Raven Industries	Quarterly Sales Meeting	RFP Rcvd	0		Connect 2/9/2015 2/11/2015	Local New	\$122,795.63 \$0.00	0	50	150	0	
Raven Industries	Strategic Sessions 2015	RFP Rcvd	0		Connect 10/5/2015 10/7/2015	Local New	\$53,399.61 \$0.00	0	25	75	0	
Raven Industries	RIS 2016	RFP Rcvd	0		Connect 7/10/2016 7/14/2016	Local New	\$835,476.97 \$0.00	0	300	1,400	0	
Site Search, Incorporated	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	
Successful Meetings Magazine	Successful Meetings University 2016	RFP Rcvd	0		Successful Meetings =SMU 7/23/2016 7/27/2016	Local	\$158,543.03 \$168,345.42	0	90	267	0	
Virginia Governemantal Employees Association	Annual Meeting	RFP Rcvd		Corporate-Other	FAM Invites 1/8/2015 1/11/2015	Local New	\$244,104.15 \$0.00	0	75	300	0	
<b>Event Count:</b>							10	\$2,796,964.45	0	1,154	4,124	0
								\$168,345.42				

<b>Status:                   TURNED DEFINITE</b>											
Creative Event Planning	Executive Board Retreat	RFP Rcvd		Corporate-Other	Successful Meetings =SMU 2/25/2015 3/1/2015	Repeat	\$22,904.94 \$0.00	0	11	55	0

**Sales Rep: Debi DeBenedetto**

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	21 of 51 Peak Rooms	Requested Rooms	Contracted Rooms		
<b>Status: TURNED DEFINITE</b>												
Experient	2016 DCA Annual Convention	RFP Rcvd	0	Cvent	3/3/2016 3/12/2016	New	\$1,113,121.73 \$0.00	0	244	1,599	0	
Hamilton Meetings & Incentives	2015 Annual Planning Session FDAF	RFP Rcvd	Corporate-Other	CMITE	2/25/2015 3/1/2015	Repeat	\$50,817.28 \$0.00	0	21	84	0	
HB Fuller	HB Fuller Sales Meeting	RFP Rcvd	0		2/9/2015 2/12/2015	New	\$57,060.05 \$0.00	0	25	75	0	
International Union of Police Associations	IUPA Board Meeting	RFP Rcvd	0	Connect	2/27/2015 3/2/2015	Local New	\$126,097.21 \$0.00	0	45	160	0	
International Union of Police Associations	IUPA Board Meeting	RFP Rcvd	0	Connect	10/30/2015 11/2/2015	Local	\$114,774.75 \$0.00	0	45	160	0	
Landmark Incentive Marketing	Sysco Central Pennsylvania	RFP Rcvd	0		2/4/2015 2/7/2015	New	\$406,447.80 \$0.00	0	154	463	0	
Naples Grande Beach Resort	Direct Supply Inc.	Rfp enhancement	Partner - Hotels		2/21/2015 2/28/2015	New	\$607,480.28 \$0.00	0	113	675	0	
Naples Grande Beach Resort	Cataract Surgery group	Rfp enhancement	Partner - Hotels		1/14/2016 1/17/2016	New	\$1,663,790.59 \$0.00	0	295	1,180	0	
The Ritz-Carlton, Naples	Cintas 2014	Rfp enhancement	Partner - Hotels	RFP Enhancement	9/16/2014 9/21/2014	New	\$254,053.19 \$0.00	0	65	390	0	
<b>Event Count:</b>							10	\$4,416,547.82	0	1,018	4,841	0
							\$0.00					

<b>Status: TURNED LOST</b>											
AFYA Inc	2015 Pre-Service Orientations Trainings	RFP Rcvd	0	Meeting Focus	2/24/2015 2/27/2015	New	\$227,578.97 \$0.00	0	85	255	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	20 of 51 Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: TURNED LOST</b>											
Andromeda Consultants	Incentive Des Moines	RFP Rcvd		CMITE	5/15/2015 5/18/2015	New	\$20,467.06 \$0.00	0	15	45	0
Belden, Inc.	Belden 2014 Board Meeting	RFP Rcvd	0	FAM Invites	2/24/2015 2/26/2015	Local New	\$53,725.00 \$0.00	0	45	135	0
British Airways	The Pearl	RFP Rcvd	0	Eventeract 2014	2/13/2015 2/14/2015	Local	\$43,982.20 \$0.00	0	24	48	0
Planner never responded to our follow up											
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
Conference Planning international	Administrative Judges of US Courts	RFP Rcvd	0		11/30/2014 12/1/2014		\$42,292.26 \$0.00	0	25	50	0
ConferenceDirect / M. Klinkradt	Heico Construction Group-2015 Finanacial Conference	RFP Rcvd	0	Cvent	4/14/2015 4/19/2015	New	\$32,184.46 \$0.00	0	10	45	0
Alternate Location Selected											
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
Alternate Location Selected											
Eppendorf North America	2015 Eppendorf North America Sales Meeting	RFP Rcvd	0	Networking	1/22/2015 1/27/2015	Local New	\$436,525.34 \$0.00	0	126	574	0
Alternate Location Selected											
Florida Campus Compact	Intro Institute/Engagement Academy	RFP Rcvd	0	Networking	1/28/2015 2/4/2015	Repeat	\$621,021.22 \$0.00	0	100	800	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
Alternate Location Selected											
HelmsBriscoe / A. Melton	Be YOUtiful Women's Retreat	RFP Rcvd	Corporate-Other	Cvent	6/11/2015 6/13/2015	New	\$16,070.17 \$0.00	0	10	30	0
Alternate Location Selected											
HelmsBriscoe / C. Faust	2016 Municipal Bond Buyers	RFP Rcvd	0	HelmsBriscoe fam	2/20/2016 2/23/2016	Repeat	\$121,266.16 \$0.00	0	90	285	0
Alternate Location Selected											

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	28 of 51 Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: TURNED LOST</b>											
HelmsBriscoe / J. Slater	Electrolux Spring 2015	RFP Rcvd	0	Cvent	4/15/2015 4/22/2015	New	\$1,424,635.56 \$0.00	0	564	1,711	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
Inn on Fifth	Zurich Broker Advisory council	Rfp enhancement	Partner - Hotels		3/15/2015 3/19/2015	New	\$153,711.18 \$0.00	0	32	153	0
Alternate Location Selected											
LaPlaya Beach & Golf Resort	Resort Hotel Association	Rfp enhancement	Partner - Hotels		6/26/2016 6/29/2016	New	\$250,536.39 \$0.00	0	105	420	0
Meeting Professionals International	2015 Spring MPI Board Retreat	CVB Sponsored	0	Networking	5/2/2015 5/5/2015	New	\$37,903.01 \$0.00	0	29	87	0
Other - Please Explain											
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
Alternate Location Selected											
National Federation of State High School Associations	NFHS 2017 Winter Meeting	RFP Rcvd	0		1/3/2017 1/6/2017	Local New	\$269,501.08 \$0.00	0	80	320	0
Alternate Location Selected											
Pharmacy Development Services	Independent Pharmacy Business Growth Conference 2017 & 2018	RFP Rcvd	0		2/20/2017 2/26/2017	Local New	\$1,788,722.05 \$0.00	0	550	2,047	0
Site Search, Incorporated	ACAOM Retreat	RFP Rcvd	0		2/9/2015 2/11/2015	New	\$35,510.73 \$0.00	0	16	48	0
Alternate Location Selected											
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
Tenable Network Security	Tenable Sales Kick Off	RFP Rcvd	0	Website	1/19/2015 1/23/2015	New	\$566,361.84 \$0.00	0	200	750	0
Other - Please Explain											
The Ritz-Carlton, Naples	Growth Development Associates	Rfp enhancement	Partner - Hotels	Other	5/28/2013 5/31/2013	New	\$217,779.87 \$0.00	0	100	300	0

**Sales Rep: Debi DeBenedetto**

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	24 of 51 Peak Rooms	Requested Rooms	Contracted Rooms
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**Status: TURNED LOST**

Tobra Meetings	180 NSM RFP	RFP Rcvd	Corporate-Other	IMEX	1/24/2015 1/29/2015	New	\$611,579.91 \$0.00	0	209	685	0
Alternate Location Selected											
<b>Event Count:</b>						26	\$8,363,760.57 \$0.00	0	3,058	10,944	0

**Status: TURNED TENTATIVE**

American Bar Association / M. Stallkamp	National Institute on Negotiating Business Acquisitions	RFP Rcvd	0		11/11/2015 11/14/2015	Repeat	\$78,441.01 \$0.00	0	59	155	0
American College of Toxicology	American College of Toxicology Annual Meeting 2018	RFP Rcvd	0	Website	11/1/2018 11/8/2018	New	\$1,512,502.49 \$0.00	0	550	2,250	0
Association for High Technology Distribution	2017 AHTD Spring/Fall Meeting	RFP Rcvd	0		10/2/2017 10/7/2017	New	\$566,992.42 \$0.00	0	230	719	0
ConferenceDirect / G. Rapoport	AAPT- 2018	RFP Rcvd	0	Cvent	3/9/2018 3/14/2018	New	\$719,492.85 \$0.00	0	177	758	0
Debi's Itineraries	Collaborate in Paradise Fam	CVB Sponsored	0	Collaborate	6/14/2015 6/16/2015	New	\$0.00 \$0.00	0	20	60	0
Debi's Itineraries	Paradise Agency Group Education Destination FAM	CVB Sponsored	0	Fam CVB hosted	1/25/2015 1/27/2015		\$0.00 \$0.00	0	1	3	0
Defense Credit Union Council	2017 DCUC Conference	RFP Rcvd	0	Website	8/9/2017 8/17/2017	New	\$676,742.37 \$0.00	0	225	1,060	0
Experient	2016 Spring Management Conference & Product Showcase	RFP Rcvd	0	Cvent	4/3/2016 4/9/2016	Repeat	\$510,838.76 \$0.00	0	187	560	0
HB Fuller	HB Fuller Sales Meeting	RFP Rcvd	0		2/9/2015 2/12/2015	New	\$57,060.05 \$0.00	0	25	75	0











Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	25 of 51 Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: TURNED TENTATIVE</b>											
HelmsBriscoe / N. Riley	CHEMA - Fall 2015 Chief Staff Officers Meeting	RFP Rcvd	0	Cvent	10/31/2015 11/3/2015		\$48,950.99 \$0.00	0	33	71	0
HelmsBriscoe / T. Dyer	Road Race Mgmt Annual Conference 2016	RFP Rcvd	Corporate-Other	Cvent	11/2/2016 11/5/2016	New	\$0.00 \$0.00	0	140	385	0
Hilton Marco Island Beach Resort & Spa	2016 Symposia Medicus High Risk Pregnancy Meeting	Rfp enhancement	Partner - Hotels		11/16/2016 11/20/2016	Local New	\$507,976.41 \$0.00	0	850	850	0
IMN Solutions	Adventist Ministries Convention 2017	RFP Rcvd	0		1/4/2017 1/13/2017	New	\$1,980,296.38 \$0.00	0	420	2,085	0
LaPlaya Beach & Golf Resort	Resort Hotel Association	Rfp enhancement	Partner - Hotels		6/26/2016 6/29/2016	New	\$250,536.39 \$0.00	0	105	420	0
Marco Island Marriott Beach Resort, Golf Club & Spa	Home Depot Foundation Program	Rfp enhancement	Partner - Hotels		4/17/2016 4/22/2016	New	\$3,657,124.38 \$0.00	0	190	1,125	0
Meeting Professionals International	2015 Spring MPI Board Retreat	CVB Sponsored	0	Networking	5/2/2015 5/5/2015	New	\$37,903.01 \$0.00	0	29	87	0
Other - Please Explain											
Meetings Plus	NAO Annual Winter Board Meeting	RFP Rcvd	0		1/14/2016 1/16/2016	New	\$45,371.45 \$0.00	0	20	60	0
National Association of Long Term Care Boards	NAB 2015 Mid Year Meeting	RFP Rcvd	0	Networking	11/9/2015 11/14/2015	New	\$200,717.95 \$0.00	0	90	290	0
OneHope	ET/VP Hopeful (Childcare)	RFP Rcvd	0	Cvent	7/12/2015 7/17/2015	New	\$66,544.84 \$0.00	0	25	89	0
PCM & Associates	PCM Associates 2016	RFP Rcvd	0	IPEC	1/24/2016 1/28/2016		\$146,517.62 \$0.00	0	125	250	0
Plan Ahead Events	SREC Conference	RFP Rcvd	0		4/15/2015 4/19/2015	New	\$65,063.47 \$0.00	0	27	70	0

**Sales Rep: Debi DeBenedetto**

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	26 of 51 Peak Rooms	Requested Rooms	Contracted Rooms		
<b>Status: TURNED TENTATIVE</b>												
Socious	Hiug Interact 2016	RFP Rcvd			6/3/2016 6/10/2016	New	\$1,194,643.21 \$0.00	0	478	1,615	0	
Star Line Group	Client January group 6	RFP Rcvd	SMERF		1/28/2015 1/29/2015	New	\$8,182.47 \$0.00	0	6	12	0	
The Ritz-Carlton Golf Resort, Naples	Becker Poliakoff 2015	Rfp enhancement	Partner - Hotels		9/24/2015 9/26/2015	Repeat	\$29,925.79 \$0.00	0	50	100	0	
<b>Event Count:</b>							24	\$12,361,824.31	0	4,062	13,149	0
								\$0.00				
<b>Event Count:</b>							232	\$92,189,640.17	0	33,042	115,048	0
								\$1,005,676.41				

# GROUP REPORT

from January 1, 2015 - January 31, 2015


-  @ParadiseCoast
-  @athleteparadise
-  @filmingparadise
-  Naples, Marco Isla...
-  @ParadiseDeals
-  Athletes in Paradise
-  @ParadiseMeeting
-  www.paradisecoast.com

## GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	21,314	
Sent Messages	388	
New Twitter Followers	329	
New Facebook Fans	734	

**21,394 INTERACTIONS**  
 BY **19,427 UNIQUE USERS**  
**2,463,764 IMPRESSIONS**

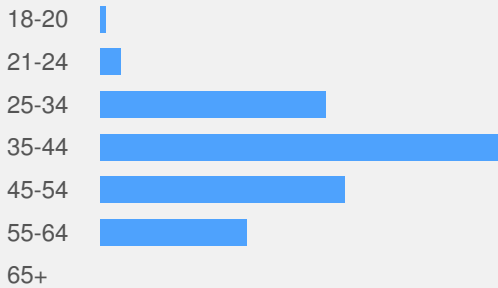


## TWITTER STATS

across all Twitter accounts




### FOLLOWER DEMOGRAPHICS

 **55%** MALE FOLLOWERS  
 **45%** FEMALE FOLLOWERS

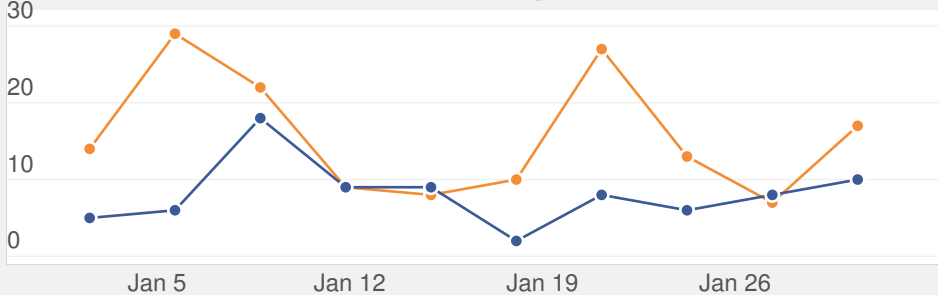


### TWITTER STATS



**+ 329**  
 New Twitter Followers in this time period

 **47** Link Clicks  
 **156** Mentions  
 **80** Retweets

### DAILY INTERACTIONS



### OUTBOUND TWEET CONTENT

**T 50** Plain Text  
 **209** Links to Pages  
 **57** Photo Links

# FACEBOOK STATS across all Facebook pages

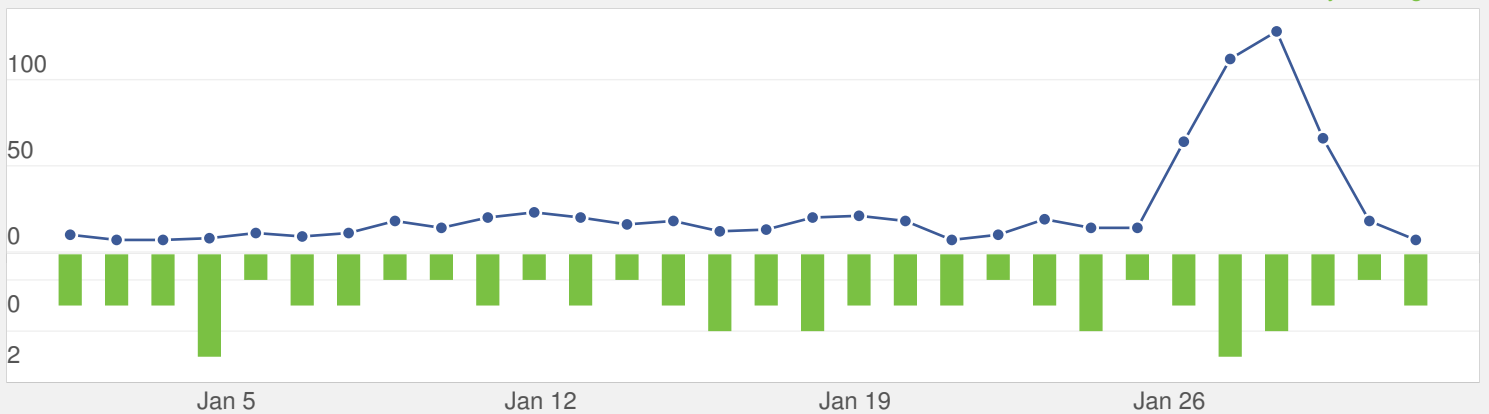


## My Facebook Pages

18.97k Total Likes, and 309 people talking about this

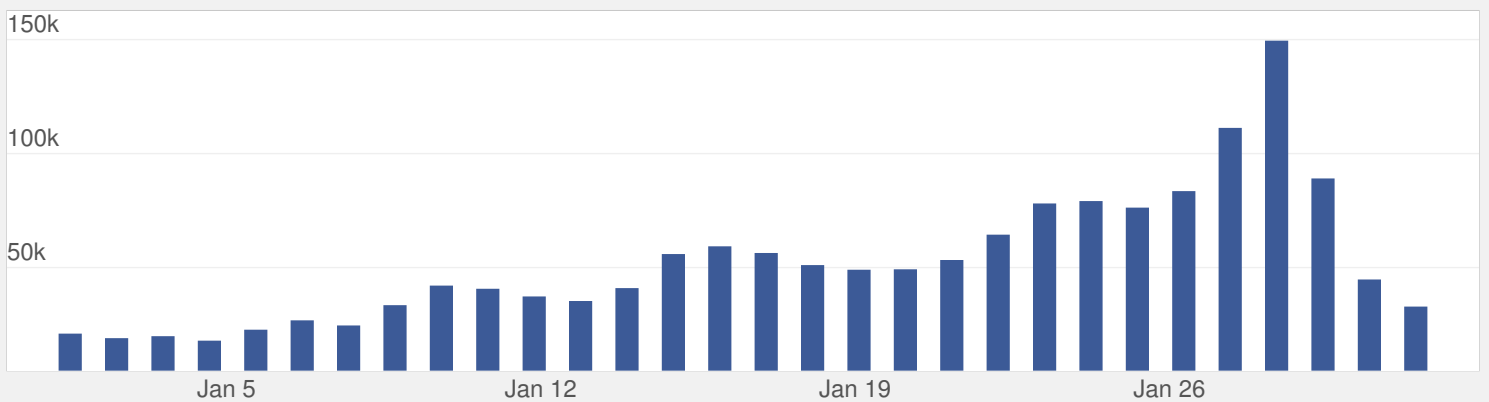
### FAN GROWTH

New Fans **734** Unliked your Page **29**

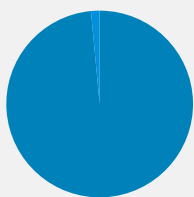


### PAGE IMPRESSIONS

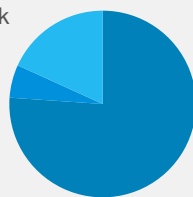
Impressions **1.6m** by **893,339** users



### IMPRESSIONS



- Page Post 280.5k
- Fan 4.2k
- Mention 18
- Other 1
- Checkin 0
- Question 0
- User Post 0
- Coupon 0



- Paid 1.2m
- Organic 89.4k
- Viral 284.7k

### BY DAY OF WEEK

Day	Avg	Total
Sun	43.5k	174.1k
Mon	46.8k	187.2k
Tue	54.5k	218.2k
Wed	69.3k	277.2k
Thu	50.5k	252.6k
Fri	47.5k	237.3k
Sat	43.8k	218.9k

### IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

#### AGE & GENDER

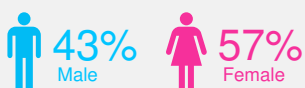
Age Group	Male	Female
13-17	538	511
18-24	97.7k	91.5k
25-34	87.9k	87.4k
35-44	62.5k	91.9k
45-54	61.8k	103.5k
55+	70.3k	132.3k

#### TOP COUNTRIES

Country	Impressions
United States	780.4k
Brazil	11.5k
India	10.0k
Canada	6.6k
Mexico	6.2k

#### TOP CITIES

City	Impressions
Orlando, FL	40.8k
Tampa, FL	34.0k
New York, NY	26.1k
Naples, FL	16.6k
Gainesville, FL	14.2k



Web Traffic	0	
Social Traffic	0	
Twitter Posts	262	
Web Mentions	5	

TOP SOCIAL REFERRERS

- #1 Captain Dan @livedan330 loves the @paradisecoast, Naples, Marco Island & Everglades <http://t.co/4r0Mj1so5z>  
dan330msp 14,445 followers · <http://www.paradisecoast.com>
- #2 RT @ParadiseCoast: The Bucks Start Here—come experience the fun of the PRCA Rodeo Series in Immokalee, Jan. 30-31. <http://t.co/Q9RKgYCO1f>  
jackiedeberca 7,180 followers · <http://www.paradisecoast.com>
- #3 Captain Dan @livedan330 loves the @paradisecoast, Naples, Marco Island & Everglades <http://t.co/Cr8qfZlm5y>  
Woods\_and\_Water 7,003 followers · <http://www.paradisecoast.com>

Leading Social Traffic Source  
**views**

Post Details

Reported stats may be delayed from what appears on posts

**Naples, Marco Island, Everglades - Paradise Coast**  
January 26 at 7:00am · Edited

Plan your trip to Florida's #ParadiseCoast #LoveFL <http://bit.ly/1Cwwk1k>



207,936 people reached

See Results

Like · Comment · Share · Buffer · 6,020 125 2,276

207,936 People Reached

14,525 Likes, Comments & Shares

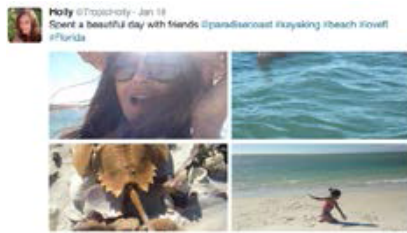
10,653 Likes	6,020 On Post	4,633 On Shares
1,481 Comments	163 On Post	1,318 On Shares
2,391 Shares	2,276 On Post	115 On Shares

2,093 Post Clicks

1,952 Photo Views	141 Link Clicks	0 Other Clicks
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NEGATIVE FEEDBACK

296 Hide Post	46 Hide All Posts
1 Report as Spam	0 Unlike Page



<b>CVB - LOCAL TOURISM INDUSTRY COVERAGE</b>			
<b>Media Outlet</b>	<b>Story Title &amp; Link to Online Version</b>	<b>Publication Date</b>	<b>Details</b>
<b>Collier County Bi-Monthly Tourism Column</b>			
The News-Press	<a href="#">What lies beneath: Collier County artificial reef project a game-changer</a>	1/8/2014	What the new reef project means for tourism
The News-Press	<a href="#">Small hotels bring big rewards</a>	1/22/2015	Small hotels help visitors create big memories
The News-Press	<a href="#">Watch Emeril's visit to favorite Naples' spots</a>	2/5/2015	Experiencing the Emeril's Florida Naples episode taping
The News-Press	<a href="#">Watch Emeril's visit to favorite Naples' spots</a>	2/8/2015	Column runs again in Coastal Life Sunday section
<b>Business of Tourism, CVB Coverage</b>			
NBC-2	<a href="#">What travel changes to Cuba mean for Collier Tourism</a>	12/23/15	Possible increase in visits if/when Naples Air begins Cuba service. JoNell Modys interview
The News-Press	<a href="#">5 things to know for Collier County in 2015</a>	1/4/15	2015 preview includes beach renourishment
The News-Press	<a href="#">Hertz, tourism among top business stories</a>	1/4/15	Review of top news for 2014
The News-Press	<a href="#">Season in full swing: patience required, fun expected</a>	1/10/15	JW quoted; tourism story about economic impact, events and activities ramp up in "season."
News-Press.com	<a href="#">Cosmic thought rise as reef splashes down</a>	1/16/15	Reporter's column features interaction with Buzzy Ford on reef deployment media boat

Naples Daily News	<a href="#">New pavilion at Ritz-Carlton aims to help charities</a>	1/16/15	Reveal ceremony for new tented lawn pavilion at Ritz Golf; JW quote on tourism impact
Naples Daily News	<a href="#">Wine Festival helps kids, and local businesses don't do too bad, either</a>	1/23/15	JW quoted on area business impacts
Naples Daily News	<a href="#">Collier Countys sets tourism record in 2014</a>	1/27/15	Record visitation, spending, economic impact and more, from TDC meeting
The News-Press	<a href="#">Cuba threat to SWFL tourism interests 'overstated'</a>	1/30/15	Based on Klages report from Jan. TDC meeting, JW quoted
Hotelier News (Brazil)	<a href="#">Instalado no Sul da Flórida, Paradise Coast destaca seus atrativos para o público brasileiro</a>	1/28/15	Destination overview feature in Brazil travel trade pub
News-Press.com	<a href="#">Naples Ritz-Carlton to host Forbes travel stars</a>	2/10/15	Ritz hosting annual Forbes Global Star ratings annual event
The News-Press	<a href="#">Naples Ritz-Carlton to host Forbes travel stars</a>	2/11/15	Ritz hosting annual Forbes Global Star ratings annual event
Naples Florida Weekly	<a href="#">A grand celebration for the revamped Naples Grande</a>	2/12/15	Staff in photos from grand opening event
Naples Daily News	<a href="#">Brent Batten: Pitch pitch meets opposition</a>	2/12/15	<a href="#">Soccer stadium land discusson at BCC</a>
WINK-TV	<a href="#">Record number of Canadian tourists in Collier County</a>	2/16/15	CVB discussion with WINK anchor
<b>DESTINATION FEATURE COVERAGE</b>			
<b>Media Outlet</b>	<b>Story Title</b>	<b>Date</b>	<b>Details</b>

New York Times	<a href="#">To spur adoptions, an Oakland Cat Café puts cats among the patrons</a>	12/15/14	Trend article on cat cafes includes mention of the Naples Cat Café and hyperlink
The News-Press	<a href="#">Jean Le Boeuf: The 10 best restaurant reviews of 2014</a>	12/23/14	Includes several Naples restaurants
10Best.com (USA TODAY)	<a href="#">10 Best Naples resorts that fan the fires of romance</a>	12/23/14	
10Best.com (USA TODAY)	<a href="#">Naples Put the HO HO HO in your holiday shopping</a>	12/23/14	
10Best.com (USA TODAY)	<a href="#">Homestyle Dining</a>	12/23/14	
10Best.com (USA TODAY)	<a href="#">Naples Steakhouses</a>	12/23/14	
10Best.com (USA TODAY)	<a href="#">Family Friendly Dining</a>	12/23/14	
Gulfshore Life	<a href="#">10 Best New Restaurants</a>	1/1/15	5 top Collier and 5 top Lee restaurants.
Southern Lady magazine	<a href="#">Two days away: Marco Island, Fla. Escape to the Paradise Coast</a>	1/1/15	Photo rich feature about what to do, where to stay, eat, play on Marco.
Naples Florida Weekly	<a href="#">Bam! Chef Emeril films segments with three local culinary celebrities</a>	1/1/15	CVB press release
NaplesChamber.org	<a href="#">Naples food scene stars in 2015 episode of Emeril's Florida</a>	12/19/14	CVB press release
CookingChanneltv.com	<a href="#">Emeril's Floirda - Naples</a>	Jan. 2015	Show promo
Naples Daily News	<a href="#">Video: Artificial reef deployment</a>	1/9/15	Reef project underway
The News-Press	<a href="#">New artificial reef splashes down off Collier County</a>	1/10/15	First reef module deployed
The News-Press	<a href="#">Young, rising stars shine at Ritz-Carlton</a>	1/12/15	Under age 30 department head profiled
Naples Daily News	<a href="#">In the Know: Bay House campus ready to grow</a>	1/12/15	Bay House to expand to include boutique hotel, large events center, cooking school



Omaha World Herald	<a href="#">Wedding Essentials Bridal University showcases options for the big day</a>	1/12/15	Omaha area bride is planning a 2015 Marco Island destination wedding
Tennessee Tribune	<a href="#">A wildlife beach getaway: Busch Gardens-Marco Island-Everglades</a>	1/14/15	Result of LHA-arranged press visit
TravelandLeisure.com	<a href="#">Best family beach hotels</a>	1/15/15	LaPlaya lists at #9 and Marco Beach Ocean Resort at #23
NPR (National Public Radio)	<a href="#">Analysts watch for impacts of European economic weakness on U.S.</a>	1/20/15	Include mention of German tourism in Naples, interview with JoNell Modys. This was on the national NPR broadcast
National Geographic Intelligent Travel blog	<a href="#">I Heart My National Park: Everglades</a>	1/23/15	Personal account of what Carlton Ward loves about Everglades National Park; includes Everglades City lodging and dining
Naples Daily News	<a href="#">No more barking about leashed dogs on Keewaydin Island beaches</a>	1/26/15	BCC to formalize rule that allows leashed dogs on Keewaydin beaches
The Fishing Wire	<a href="#">Florida's Keewaydin Island Ranked as One of the World's Top 10 Secret Beaches</a>	1/27/15	Story based on CNN's designation from July '14; references Rookery Bay NERR
FlipKey.com	<a href="#">Naples ranked as a Best Gulf Coast Beach destination</a>	1/28/15	Ranking based on reviews from FlipKey, the vacation rental company for TripAdvisor
TravelPulse	<a href="#">Five U.S. golf vacations we wish we were taking right now</a>	1/28/15	CVB golf press release info and photo

EyesOnNews.com	<a href="#">Ready, set, EAT - Everglades Seafood Festival is next week</a>	1/28/15	<a href="http://eyesonnews.com/ready-set-eat-everglades-seafood-festival-is-next-week18587/">http://eyesonnews.com/ready-set-eat-everglades-seafood-festival-is-next-week18587/</a>
TravelandLeisure.com	<a href="#">Craziest Places for Cat Lovers</a>	1/29/15	Florida Panther Festival on list; CVB press release info is included
Trivago.com	<a href="#">Naples ranked #2 in Trivago.com's 2015 Best US Cities for Hotels</a>	1/29/15	Ranking based on hotel ratings aggregated from 31 booking sites - shows top cities for quality hotels at the best price
TheScoutGuide (Naples)	<a href="#">Prohibition inspired cocktails at The Continental</a>	1/29/15	Naples' section of TheScoutGuide.com
The News-Press	<a href="#">The Brass Tap to open brand's first brew pub in Naples</a>	1/29/15	New Brass Tap location to open in Naples in late February
Tampa Bay Times	<a href="#">Florida is losing millionaires: fluke or trend?</a>	1/28/14	Naples on top of U.S. for per capita millionaires
Boston Globe	<a href="#">Cozy up to exotic birds at Florida bird sanctuary</a>	1/31/15	Profile of the guided tours at the private Bird Gardens of Naples
ChicagoMag.com	<a href="#">Done with that blizzard? Five reasons to book a trip to Naples, Florida</a>	2/2/15	CVB assisted writer Nina Hanh with local favorite activities, photos. She attended Naples Grande opening
TravelDailyNews.org	<a href="#">Florida: Marco Island ranks as most expensive destination, CheapHotels.org survey shows</a>	2/2/15	Survey from CheapHotels.org
FamilyTravelForum.com	<a href="#">Top ten gulf coast activities in Naples and Everglades City</a>	2/2/15	CVB press trip

New York Times	<a href="#">Chocolate Gifts for Valentine's Day</a>	2/6/15	Norman Love chocolates mentioned in round up of best Valentine's gifts
Newsday	<a href="#">Naples, Florida: Low-key luxury</a>	2/7/15	Ted Loos story based on his visits, top picks for recreation, dining, etc. CVB provided photos
USA Today	<a href="#">Beaches With Shells in Florida</a>	2/10/15	Marco Island mentioned as one of four top beaches in FL for shelling
offMetro.com	<a href="#">Gourmet Getaways: Three Place to Eat in Naples, Florida</a>	2/11/15	Feature from CVB press trip profiles three top places to dine and how to get around in Naples without a car
TravelPulse.com	<a href="#">Forbes Travel Guide Unveils 2015 Star Ratings</a>	2/11/15	2015 Star announcement, thanks to host Ritz-Carlton, Naples
NewsChannel10.com Amarillo, TX	<a href="#">Forbes Travel Guide Unveils 2015 Star Ratings</a>	2/11/15	Forbes press release on 2015 star announcement, hosted at Ritz-Carlton, Naples
Naples Illustrated	<a href="#">Planet Tails pet shop grand opening and Cat Café fundraiser</a>	2/7/15	Print and online coverage of shop and Cat Café expansion
Tourism Marketing Today newsletter	Regional Roundup: Naples Marco Island Everglades CVB	February	FL Assoc. of Destination Marketing Org's newsletter coverage
ETB Travel News	<a href="#">Inn on Fifth Club Level Suites earns Forbes 4 Star rating</a>	2/12/15	Inn on 5th gets first Forbes star award



**Naples, Marco Island, Everglades CVB****Call Summary by Toll Free Number**

For the month of January 2015

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	4	15.55
PR-Editorial (800-688-3600)	49	172.95
Film Commission (800-349-5770)	0	0.00
International (239-225-1013)	9	52.58
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
<b><u>Grand Total:</u></b>	<b><u>62</u></b>	<b><u>241.08</u></b>

**Naples, Marco Island, Everglades CVB****Inquiry Summary by Purpose**

For the month of January 2015

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	34	135.73
Special Fulfillment	0	0.00
Guide Request	997	115.17
CVB Office Referral	7	23.28
Hang up	0	0.00
Wrong Number	0	0.00
eNewsletter Signup	567	0.00
Golf E-blast	0	0.00
Meeting Planner	0	0.00
<b><u>Grand Total:</u></b>	<b><u>1,605</u></b>	<b><u>274.18</u></b>

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

For the month of January 2015

<b><u>Guide</u></b>	<b><u># of Requests</u></b>	<b><u>Quantity</u></b>
Area Map	4	1051
Business Cards	1	1
Golf Guide	1	900
Meeting Planner Kit	1	1
Rack Brochure (Portuguese)	4	4
Rack Brochure (Spanish)	6	6
Visitor's Guide (English)	985	5600
Visitor's Guide (German)	9	9
Welcome Post Card	2	260
<b><u>Grand Total:</u></b>	<b><u>1013</u></b>	<b><u>7832</u></b>
Unigue requests for guides:	996	

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

For the month of January 2015

<b><u>Source</u></b>	<b><u>Current Year</u></b>			<b><u>Last Year</u></b>		
	<b><u>Month</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>	<b><u>Month</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>
Group Markets	0	10	0.38%	0	50	0.31%
Leisure Markets	925	2,239	84.43%	737	12,294	77.32%
Meeting Planners	1	3	0.11%	1	15	0.09%
Meetings	19	19	0.72%	0	0	0.00%
Miscellaneous	28	69	2.60%	26	113	0.71%
Niche Markets	24	312	11.76%	151	3,424	21.53%
Spring/Summer In-State Campaign	0	0	0.00%	0	2	0.01%
Travel Agents	0	0	0.00%	1	3	0.02%
<b><u>Grand Total:</u></b>	<b><u>997</u></b>	<b><u>2,652</u></b>		<b><u>916</u></b>	<b><u>15,901</u></b>	

\* YTD = Fiscal Year to Date



**Naples, Marco Island, Everglades CVB****Request Summary by Group Markets**

For the month of January 2015

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
<b>Group Business - Corporate Meetings Professional</b>			
Collaborate Meetings Magazine August 2014	0	10	100.00%
<b>Group Business - Corporate Meetings Professional</b>	<b>0</b>	<b>10</b>	<b>100.00%</b>
<b>Grand Total:</b>	<b>0</b>	<b>10</b>	

\*YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Leisure Markets**

For the month of January 2015

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
<b>Consumer Directories</b>			
2010 Naples, Marco Island & the Everglades Visitors Guide	0	2	0.25%
2013 Florida Insider Guide - Quick Check	2	4	0.49%
2013 Visit Florida Magazine - Quick Check	20	53	6.55%
2013 Visit Florida Magazine - Specific Target	3	11	1.36%
2014 Visit Florida Magazine - Quick Check	158	471	58.22%
2014 Visit Florida Magazine - Specific Target	96	254	31.40%
2015 Visit Florida Magazine - Quick Check	7	7	0.87%
2015 Visit Florida Magazine - Specific Target	7	7	0.87%
<b>Consumer Directories</b>	<b>293</b>	<b>809</b>	<b>36.13%</b>
<b>Consumer E-Marketing</b>			
DestinationBrochures.com	1	5	0.35%
Other/Unknown	2	5	0.35%
ParadiseCoast.co.uk	1	1	0.07%
ParadiseCoast.com	626	1413	99.23%
Miles Media Imports	626	1405	98.67%
Phone	0	7	0.49%
WEBSITE	0	1	0.07%
<b>Consumer E-Marketing</b>	<b>630</b>	<b>1424</b>	<b>63.60%</b>
<b>Consumer Magazines</b>			
AAA Florida TourBook 2009 Edition	1	2	40.00%
Other/Unknown	1	3	60.00%
<b>Consumer Magazines</b>	<b>2</b>	<b>5</b>	<b>0.22%</b>
<b>Consumer Newspaper</b>			
Other/Unknown	0	1	100.00%
<b>Consumer Newspaper</b>	<b>0</b>	<b>1</b>	<b>0.04%</b>
<b>Grand Total:</b>	<b>925</b>	<b>2239</b>	

\*YTD = Fiscal Year to Date

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

For the month of January 2015

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
ParadiseCoast.com/Meetings	1	3	100.00%
<b><u>Grand Total:</u></b>	<b><u>1</u></b>	<b><u>3</u></b>	

\*YTD = Fiscal Year to Date

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

For the month of January 2015

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
<b>Group Markets - Bridal/Sports</b>			
Bridal Guide March/April 2015	19	19	100.00%
<b>Group Markets - Bridal/Sports</b>	<b>19</b>	<b>19</b>	<b>100.00%</b>
<b>Grand Total:</b>	<b>19</b>	<b>19</b>	

\*YTD = Fiscal Year to Date

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

For the month of January 2015

<b><u>Media</u></b>	<b><u># of Requests</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>
CVB Bulk Mail Request	12	34	49.28%
CVB Office	1	2	2.90%
Friend/Relative	9	17	24.64%
Other/Unknown	6	16	23.19%
<b><u>Grand Total:</u></b>	<b><u>28</u></b>	<b><u>69</u></b>	

\*YTD = Fiscal Year to Date

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

For the month of January 2015

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
<b>Niche Markets (Bridal/Honeymoon)</b>			
Bridal Guide January/February 2014	1	2	11.11%
Bridal Guide March/April 2014	4	15	83.33%
Bridal Guide November/December 2013	0	1	5.56%
<b>Niche Markets (Bridal/Honeymoon)</b>	<b>5</b>	<b>18</b>	<b>5.77%</b>
<b>Niche Markets (ECO)</b>			
Audubon (Added Value) May/June 2014	0	10	3.41%
Audubon (Added Value) September/October 2014	15	242	82.59%
Audubon July/August 2014	4	41	13.99%
<b>Niche Markets (ECO)</b>	<b>19</b>	<b>293</b>	<b>93.91%</b>
<b>Niche Markets (Senior)</b>			
AAA Going Places South May/June 2011	0	1	100.00%
<b>Niche Markets (Senior)</b>	<b>0</b>	<b>1</b>	<b>0.32%</b>
<b>Grand Total:</b>	<b>24</b>	<b>312</b>	

\*YTD = Fiscal Year to Date

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

For the month of January 2015

<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	118	389	16.66%	73	3,419	58.43%
New York	62	183	7.84%	59	192	3.28%
Ohio	65	157	6.72%	63	160	2.73%
Illinois	63	144	6.17%	56	143	2.44%
Pennsylvania	52	121	5.18%	49	154	2.63%
Michigan	49	119	5.10%	43	132	2.26%
Wisconsin	46	119	5.10%	37	105	1.79%
New Jersey	34	81	3.47%	31	100	1.71%
Indiana	32	77	3.30%	30	96	1.64%
Minnesota	29	70	3.00%	48	126	2.15%
Texas	22	61	2.61%	20	79	1.35%
Virginia	26	60	2.57%	17	63	1.08%
North Carolina	20	58	2.48%	21	74	1.26%
Massachusetts	24	56	2.40%	21	70	1.20%
California	17	55	2.36%	19	82	1.40%
Maryland	24	53	2.27%	17	71	1.21%
Iowa	14	46	1.97%	18	49	0.84%
Georgia	15	44	1.88%	19	80	1.37%
Tennessee	16	41	1.76%	11	50	0.85%
Missouri	15	40	1.71%	27	73	1.25%
Connecticut	11	36	1.54%	12	37	0.63%
South Carolina	16	33	1.41%	8	46	0.79%
Kentucky	14	30	1.28%	11	36	0.62%
Colorado	11	29	1.24%	12	34	0.58%
Washington	4	18	0.77%	6	26	0.44%
Kansas	6	17	0.73%	7	26	0.44%
New Hampshire	6	17	0.73%	6	12	0.21%
Alabama	6	16	0.69%	13	48	0.82%
Oregon	7	15	0.64%	1	12	0.21%
West Virginia	6	13	0.56%	4	13	0.22%

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

For the month of January 2015

<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>
Arkansas	5	12	0.51%	6	20	0.34%
Louisiana	5	12	0.51%	7	26	0.44%
Delaware	3	11	0.47%	1	11	0.19%
Oklahoma	3	11	0.47%	3	12	0.21%
Nebraska	1	10	0.43%	4	17	0.29%
Mississippi	4	9	0.39%	4	20	0.34%
Maine	1	8	0.34%	2	13	0.22%
Nevada	3	8	0.34%	3	6	0.10%
South Dakota	0	8	0.34%	3	9	0.15%
Arizona	3	7	0.30%	8	24	0.41%
Rhode Island	4	7	0.30%	4	28	0.48%
Montana	1	6	0.26%	1	2	0.03%
North Dakota	2	6	0.26%	3	10	0.17%
Vermont	2	6	0.26%	1	3	0.05%
Hawaii	2	4	0.17%	0	2	0.03%
Alaska	1	3	0.13%	0	1	0.02%
New Mexico	2	3	0.13%	3	10	0.17%
Puerto Rico	0	2	0.09%	2	9	0.15%
District of Columbia	0	1	0.04%	3	6	0.10%
Utah	0	1	0.04%	0	6	0.10%
Virgin Island	0	1	0.04%	0	0	0.00%
Wyoming	0	1	0.04%	0	4	0.07%
Armed Forces	0	0	0.00%	0	0	0.00%
Idaho	0	0	0.00%	0	4	0.07%
<b>Grand Total:</b>	<b>872</b>	<b>2,335</b>		<b>817</b>	<b>5,851</b>	

\* YTD = Fiscal Year to Date



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

For the month of January 2015

<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	872	2,335	88.05%	817	5,851	94.95%
Canada	49	116	4.37%	51	152	2.47%
United Kingdom	28	61	2.30%	20	53	0.86%
Germany	9	40	1.51%	5	20	0.32%
No Address Given	17	38	1.43%	3	10	0.16%
Netherlands	2	9	0.34%	1	5	0.08%
Brazil	1	7	0.26%	4	9	0.15%
Argentina	2	6	0.23%	0	2	0.03%
France	1	6	0.23%	1	5	0.08%
Belgium	1	4	0.15%	3	5	0.08%
Austria	0	3	0.11%	0	0	0.00%
Serbia And Montenegro	3	3	0.11%	0	0	0.00%
Spain	1	3	0.11%	1	1	0.02%
Australia	0	2	0.08%	1	3	0.05%
Czech Republic	1	2	0.08%	0	0	0.00%
Italy	0	2	0.08%	1	3	0.05%
Sweden	0	2	0.08%	0	8	0.13%
Denmark	1	1	0.04%	2	3	0.05%
Finland	0	1	0.04%	0	0	0.00%
Greece	1	1	0.04%	0	0	0.00%
India	1	1	0.04%	0	2	0.03%
Ireland	0	1	0.04%	2	2	0.03%
Israel	1	1	0.04%	0	0	0.00%
Luxembourg	1	1	0.04%	0	0	0.00%
Malaysia	1	1	0.04%	0	1	0.02%
Norway	0	1	0.04%	0	1	0.02%
Portugal	1	1	0.04%	0	1	0.02%
South Africa	1	1	0.04%	0	0	0.00%
Switzerland	1	1	0.04%	0	1	0.02%
Ukraine	1	1	0.04%	0	1	0.02%
Algeria	0	0	0.00%	0	3	0.05%

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

For the month of January 2015

<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	0	0.00%	1	1	0.02%
Estonia	0	0	0.00%	0	1	0.02%
French Polynesia	0	0	0.00%	0	1	0.02%
Hungary	0	0	0.00%	0	1	0.02%
Indonesia	0	0	0.00%	1	1	0.02%
Iran	0	0	0.00%	0	1	0.02%
Martinique	0	0	0.00%	0	1	0.02%
Mexico	0	0	0.00%	1	2	0.03%
Poland	0	0	0.00%	0	1	0.02%
Russia	0	0	0.00%	0	2	0.03%
Slovenia	0	0	0.00%	0	1	0.02%
Sri Lanka	0	0	0.00%	0	1	0.02%
Taiwan	0	0	0.00%	0	2	0.03%
Thailand	0	0	0.00%	0	1	0.02%
Turkey	0	0	0.00%	1	2	0.03%
Uruguay	0	0	0.00%	0	1	0.02%
<b>Grand Total:</b>	<b>997</b>	<b>2,652</b>		<b>916</b>	<b>6,162</b>	

\* YTD = Fiscal Year to Date

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

For the month of January 2015

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Meeting Planners</b>			
IMEX America October 2014	0	152	97%
Meeting Planner Kit Fulfillment	0	1	1%
Other/Unknown	0	2	1%
<b>Meeting Planners</b>	<b>0</b>	<b>155</b>	<b>99%</b>
<b>Travel Agents</b>			
Other/Unknown	0	1	1%
<b>Travel Agents</b>	<b>0</b>	<b>1</b>	<b>1%</b>
<b>Grand Total:</b>	<b>0</b>	<b>156</b>	

\* YTD = Fiscal Year to Date