

TDC EXECUTIVE SUMMARY

Review and make recommendation to the Board of County Commissioners to approve the Fiscal Year 2016 Strategic Marketing Plan for the Naples, Marco Island, Everglades Convention & Visitors Bureau (CVB) and make a finding that this item promotes tourism.

OBJECTIVE: Review the strategic plan for the destination for FY 16 commencing October 1, 2015.

CONSIDERATIONS: During 2015, the CVB conducted meetings with its marketing partners at quarterly Advisory Roundtables where numerous elements of our destination marketing efforts were discussed. Additional input was gained at our day-long strategic retreat on July 1, 2015; face to face meetings with hotel sales and marketing managers and PR representatives throughout the year. The CVB also created and rolled out in 2014-15 a co-op marketing program featuring special cost saving opportunities to our tourism partners in shared advertising and trade show attendance, and feedback is requested from partners on those offerings. The information collected from all of these sources is analyzed and compiled into a one year marketing plan to promote the destination and a three year longer range plan to meet our destination marketing objectives in the future. All of the above efforts have laid the groundwork for the FY 16 Strategic Marketing plan for TDC review and recommendation.

This plan will be presented to the Collier County Lodging and Tourism Alliance meeting on September 29 for their input. That group has participated in the July 1 marketing summit and in our quarterly roundtable meetings and unanimous support of the plan is expected.

The PowerPoint presentation included with this Executive Summary is an overview of the complete plan as presented in the printed books provided to each TDC member. The plan includes all aspects of the CVB's initiatives to market Collier County worldwide as a tourism destination of choice for group and leisure vacations in 2015-2016. With TDC recommendation, the plan will be presented to Board of County Commissioners on October 13 for final approval. The entire plan will then be posted on our website for use by our Collier tourism industry partners.

The plan includes Goals, Objectives, Situation Analysis, Strategies, Implementation details, and detailed planned expenditures for each marketing discipline in the Tourism Department Budget for FY 16. Those planned expenditures include Administrative Costs, Marketing and Advertising, Public Relations and Communications, Group and Leisure Sales, Sports Marketing, Film and Entertainment, International representation in the UK, Europe and Brazil, Marketing Grants and Museum Grants.

FISCAL IMPACT: The projected destination marketing budget to support this strategic marketing plan is \$5.0 million in paid advertising and promotion plus Contracted Services, Promotions, Administrative costs totaling an additional 4.3 million. These expenditures are funded by the FY 16 projected tourist tax revenue, collected monthly

by the Collier County Tax Collector. This budget reflects the new allocations in the tourist tax ordinance for marketing approved by the BCC in June 2013. These funds are a part of the Fund 184 and 194 approved Tourism Department budget for FY 16.

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

RECOMMENDATION: Review and make recommendation to the Board of County Commissioners to approve the Fiscal Year 2016 Strategic Marketing Plan for the Naples Marco Island, Everglades Convention & Visitors Bureau (CVB) and make a finding that this item promotes tourism.

SUBMITTED BY: Jack Wert, Tourism Director



NAPLES • MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST

Strategic Marketing Plan



Plan Development Process

- **Quarterly Tourism Industry meetings to discuss marketing initiatives**
- **Annual Marketing Planning Summit- July 1**
- **Collier Lodging & Tourism Alliance review 9/29**
- **Review and Recommendation of TDC**
- **Present Final Plan to BCC October 13**

DESTINATION STRATEGIC PLAN 2016-19

INTRODUCTION

This plan includes two key sections: The Naples, Marco Island, Everglades Convention & Visitors Bureau (CVB) 's three-year Strategic Plan for 2016-19, as well as the 2015-16 (FY 16) Marketing Plan.

The Three-year Strategic Plan outlines our goals and major initiatives through 2019. The FY 16 Marketing Plan explains, in greater detail, the strategies and tactics we will use in order to increase both leisure and group travel over the coming year. There is a Situation Analysis for each of these key market segments plus an in-depth discussion of the strategies we will implement to move our destination through the challenging months and years ahead.

The FY 16 Marketing Plan is designed to be flexible so that we can react to changes in the fast-paced tourism industry. The Marketing Plan will be available to our tourism partners on a flash drive so that any element can be accessed and downloaded for use. We encourage our hotels, attractions, shopping venues, restaurants and other tourism-related businesses to use our brand elements in their marketing efforts. This will help us extend the Paradise Coast brand much further.

Strategic Marketing Plan Content

- Market Intelligence
- Three Year Strategic Plan FY 16-19
- Marketing Plan 2015-16
- Group Market Plan
- Leisure Market Plan
- Florida State Association Plan
- PR & Communications Plan
- Sports Market Plan
- Film & TV Plan
- International Markets
 - UK/Ireland
 - European Plan
 - Brazil Plan
- Arts, Culture, Heritage
- Air Service Marketing
- Implementation Plans
- Budgets

Market Intelligence



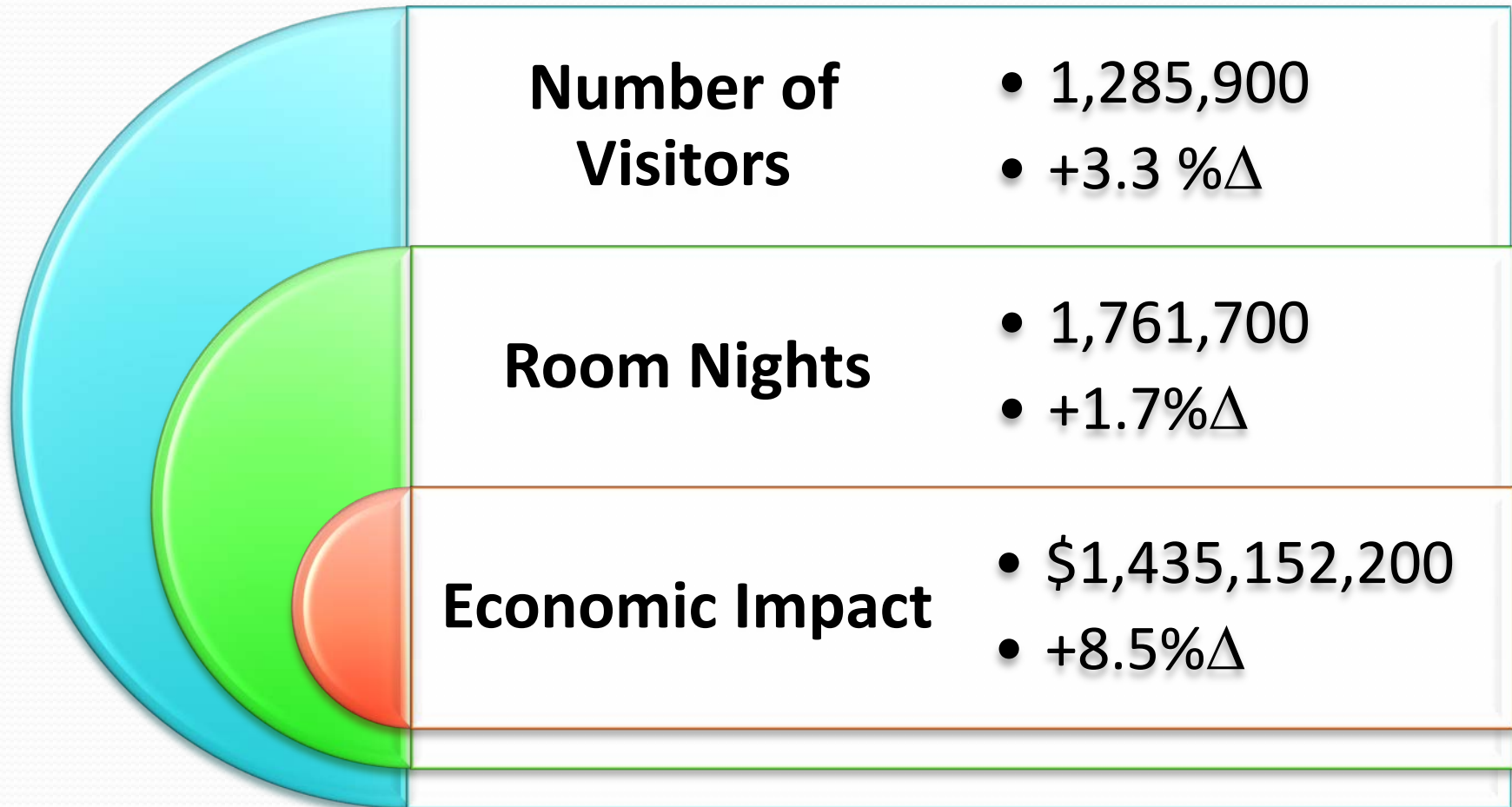
Market Intelligence

January – August 2015
Visitor Analytics



Collier Tourism Metrics

Collier YTD 2015 (Jan. – Aug.)



Competitive Destinations Analytics

YTD 2015 (Jan. – Aug.)

	Occupancy		ADR		RevPAR	
	2015	% Δ	2015	% Δ	2015	% Δ
Naples MSA	71.2%	-0.2	\$231.71	+7.7	\$165.01	+7.5
Naples Upscale	78.0%	-2.5	\$295.06	+10.0	\$230.22	+7.2
Miami-Hialeah	79.8%	-0.2	\$200.99	+6.7	\$160.35	+6.5
Florida Keys	82.9%	-0.7	\$277.95	+5.9	\$230.53	+5.1
Ft. Myers	74.0%	+5.2	\$156.75	+8.2	\$115.98	+13.8
Sarasota-Bradenton	72.9%	+0.3	\$143.05	+10.2	\$104.32	+10.6
Clearwater	79.5%	+3.1	\$136.17	+7.1	\$108.20	+10.4
St. Petersburg	74.1%	+4.0	\$147.79	+9.2	\$109.57	+13.5
Palm Beach County	75.4%	+0.4	\$175.61	+7.8	\$132.34	+8.2
Ft. Lauderdale	81.1%	+1.7	\$139.73	+6.3	\$113.39	+8.0

SOURCE: SMITH TRAVEL RESEARCH, INC.

Visitor Origins

Collier YTD 2015 (Jan. – Aug.)

	# of Visitors 2015	Δ %
Florida	420,040	-0.3%
Southeast	84,543	+7.3%
Northeast	282,006	+5.5%
Midwest	213,112	+2.5%
Canada	35,328	+1.0%
Europe	188,199	+6.2%
US Opp Mkts	62,672	+10.1%
YTD 2015	1,285,900	+3.3%

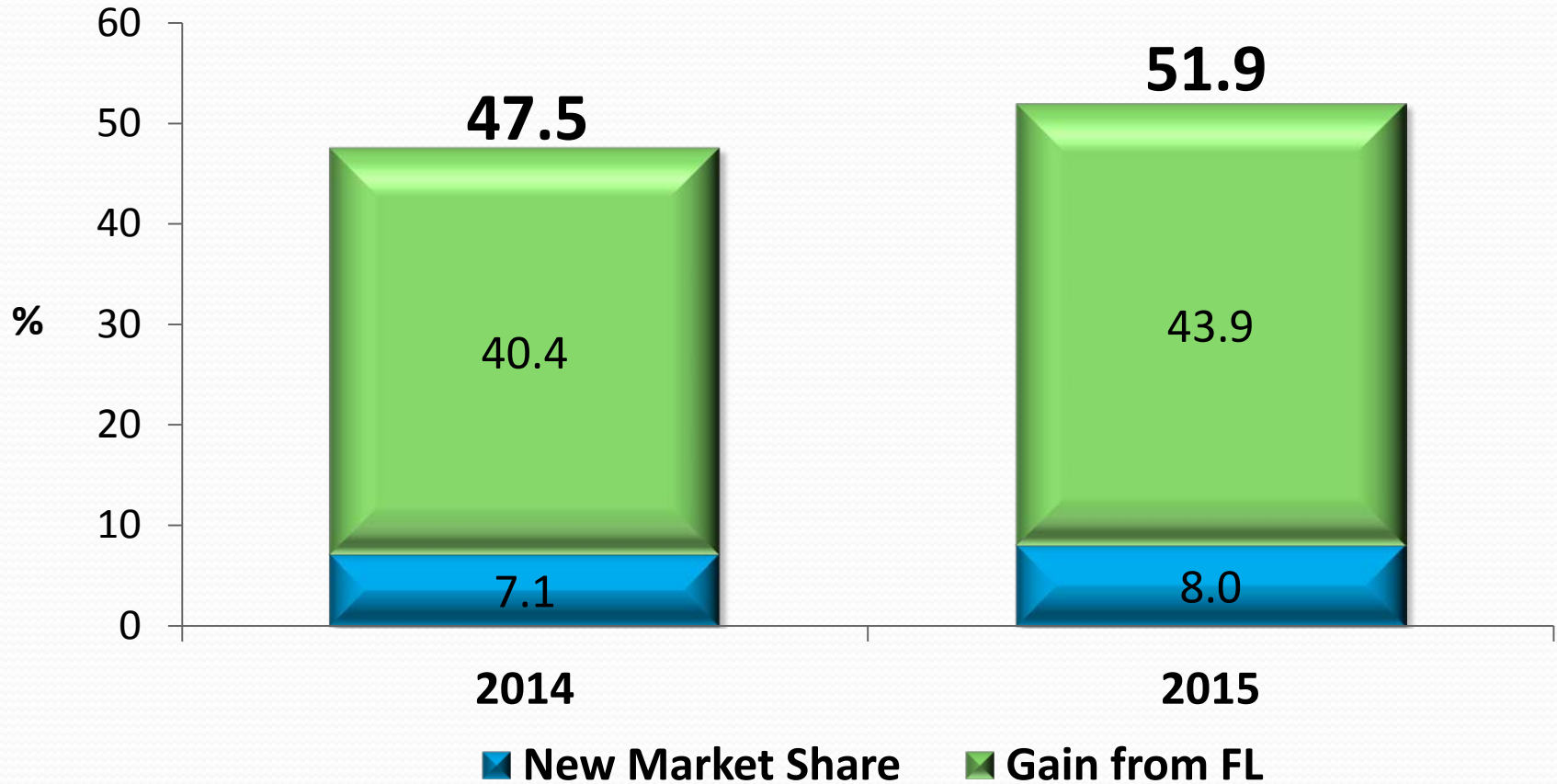
Collier Top DMA's

Fall 2014 – Summer 2015

Market (% of domestic visitation)	Fall 2014	Winter 2015	Summer 2015	Annual 14/15
Miami-Ft. Lauderdale	11.5	8.1	15.6	11.3
Tampa-St. Petersburg	9.3	6.1	9.0	7.8
New York	6.3	9.6	5.9	7.6
Greater Orlando	5.5	3.7	6.0	4.9
Chicago	3.1	6.6	3.8	4.8
West Palm Beach	4.3	2.6	6.2	4.1
Philadelphia	3.0	4.9	2.6	3.7
Boston	3.5	4.8	2.2	3.7
Minneapolis-St. Paul	2.3	2.9	1.8	2.4
Detroit	2.2	2.5	2.1	2.3
Atlanta	2.1	2.1	2.3	2.2
Washington, D.C.	2.4	1.9	2.1	2.1
Cleveland	1.5	2.4	2.0	2.0
Pittsburgh	1.4	1.5	1.9	1.6

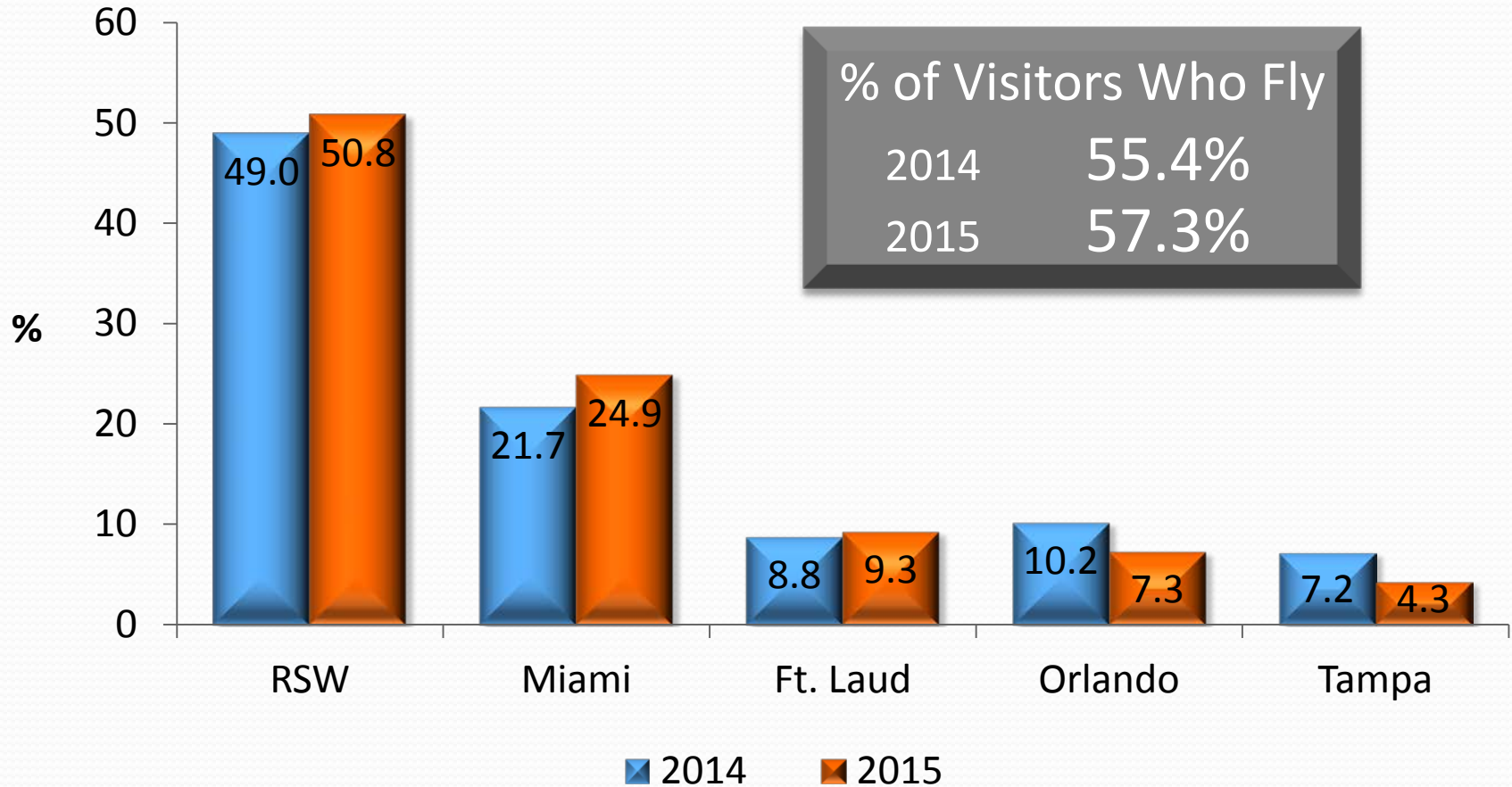
First Time Visitors (% Yes)

Collier August 2015

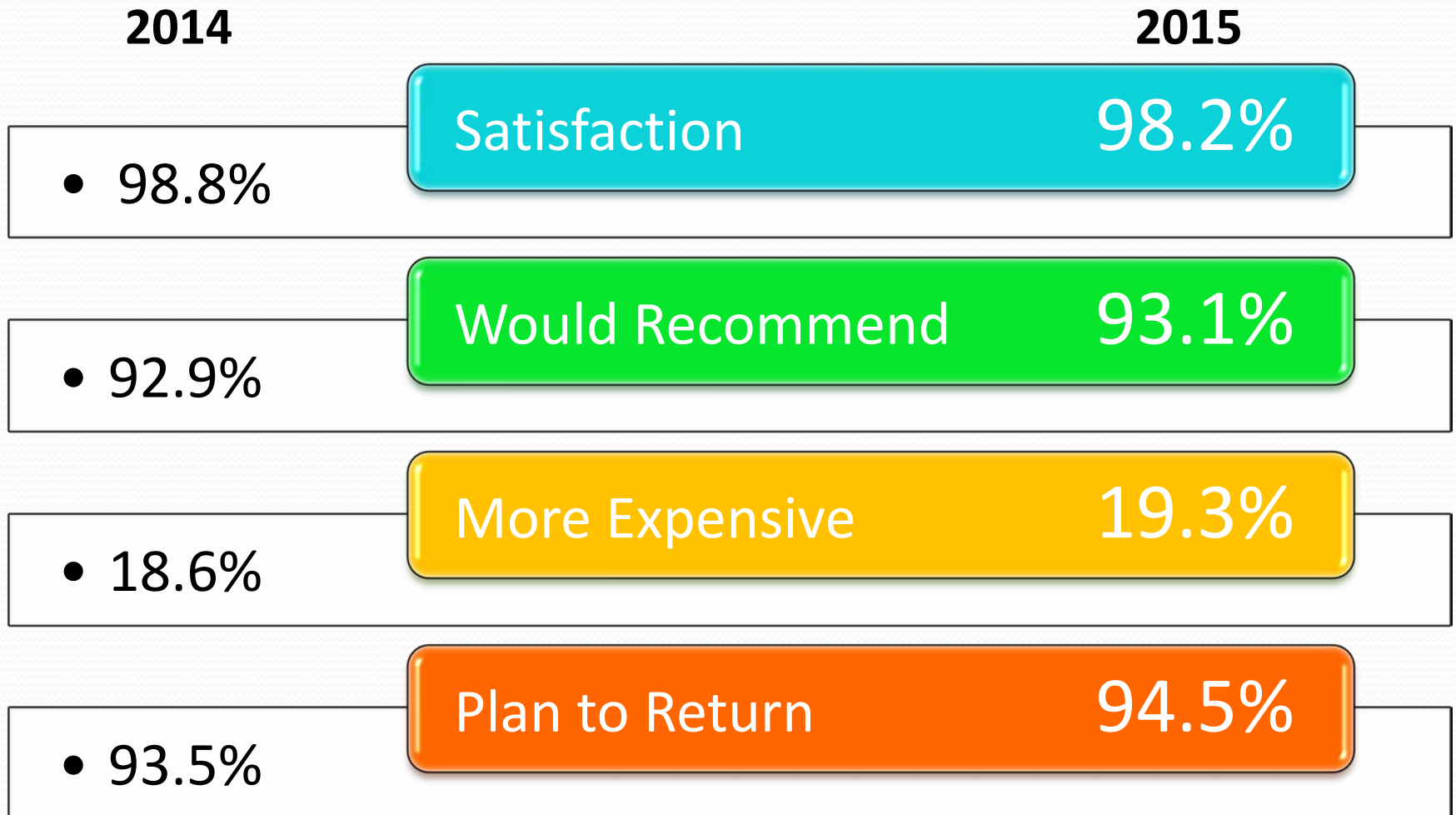


Airports of Deplanement (Top Five)

Collier August 2015



Visitor Perceptions



Average Age/Median Income

Collier August 2015

2014

2015

- 44.4

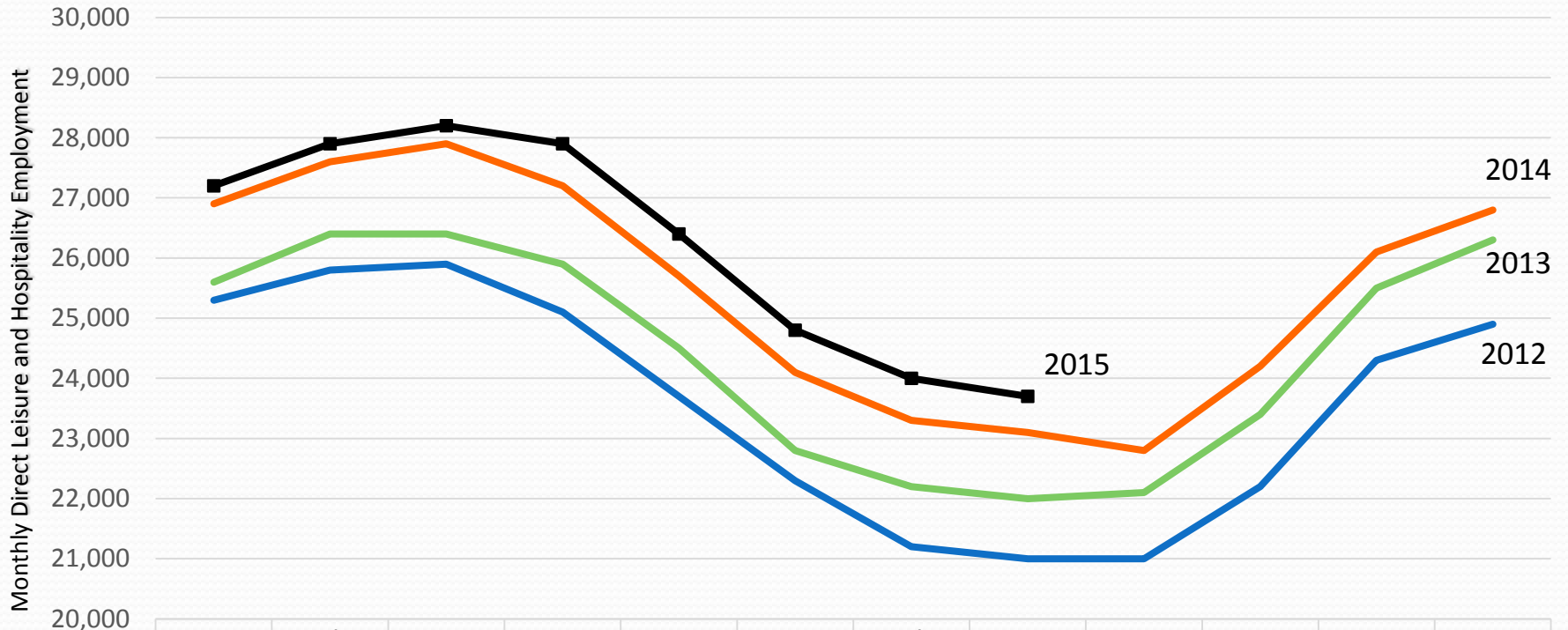
Average Age (years)

45.9

- \$141,003

Median HH Income \$149,835

Collier Direct Hospitality & Tourism Employment (Calendar Years)*



	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec
2012	25,300	25,800	25,900	25,100	23,700	22,300	21,200	21,000	21,000	22,200	24,300	24,900
2013	25,600	26,400	26,400	25,900	24,500	22,800	22,200	22,000	22,100	23,400	25,500	26,300
2014	26,900	27,600	27,900	27,200	25,700	24,100	23,300	23,100	22,800	24,200	26,100	26,800
2015	27,200	27,900	28,200	27,900	26,400	24,800	24,000	23,700				

* SOURCE: Florida Department of Economic Opportunity, Labor Market Information, Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector.

Visitor Comments



Strategic Marketing Plan FY 16-19

Long Term Goals FY 16-19

- **Provide tourism industry leadership to ensure we remain competitive**
- **Maintain our trusted source status for travel information**
- **Maintain and grow our market share of Florida visitors**
- **Continue to build trust and engagement of local and regional tourism partners**
- **Influence our customers wherever they are in buying decision cycle**
- **Grow the yield of our marketing efforts through increased tourism taxable sales (TDT & Sales Tax)**
- **Engage our visitors and encourage them to share their experiences**
- **Deliver an increasing return on our marketing investments**
- **Influence potential visitors' intentions to travel to our destination**

Long Term Objectives FY 16-19

- Increase engagement of tourism partners in advertising co-ops to \$200,000 by end of 2016
- Increase group meeting visitors to 40% by 2017
- Grow ROI on marketing investment to \$125 by 2017
- Maintain satisfaction level at 98%
- Grow Economic Impact by 5% per year
- Grow annual visitation by 5% per year
- Grow hotel room nights by 3% per year

Destination Marketing Plan 2015-2016



Destination Marketing Plan for 2015-16

- **Goal:**
 - Implement strategies and tactics to increase both group and leisure travel to our destination.
- **Objective:**
 - Implement a marketing plan to navigate our destination through the ever-changing world-wide tourism marketplace and attract record numbers of visitors to our community.
- **Flexibility:**
 - Build in flexibility to react to trends and unexpected events in the year ahead.

Destination Objectives FY 16

- **Grow tourist tax revenue to \$21 million**
- **Increase inquiries to our tourism website by 10%**
- **Grow requests for Official Visitor Guide by 5%**
- **Grow year-round occupancy levels by 5%**
- **Grow our Return on Investment of visitor spending to advertising dollars invested to an average of \$110**

Destination Strengths

Strengths

- Tropical, relaxed, away from it all destination offering a vacation environment a bit different than elsewhere in Florida
- Wide, white sand beaches
- Unique, locally owned, one-of-a-kind shopping and dining experiences
- International Airport with direct service to and from domestic and international markets with capacity to expand gates and service
- An Integral Part of the Florida Brand
 - Strong International awareness
 - # 1 travel destination in the US
- Dedicated, renewable funding source (Tourist Development Tax)
- Year-round employment opportunities
- Visitor spending contributes a surplus of funds for community's benefit
- Accredited DMO by Destination Marketing Intl. Accreditation Program

Destination Weaknesses

Weaknesses

- Small CVB staff limits our potential
- Limited understanding in our community of the positive impacts of visitors on our community
- Higher than average airfares into Southwest Florida International Airport (RSW)
- Limited direct flights from US West Coast
- Higher than average transportation cost from RSW
- High year-round accommodation rates discourages some travelers
- Area has the reputation as a retirement community with limited activity for families
- Limited nightlife opportunities
- Limited public transportation from nighttime activities to hotels

Destination Opportunities

Opportunities

- New direct commercial air service to RSW and Naples will make us more accessible to visitors
- Local transportation providers are showing interest in expanding affordable airport transportation
- Growth of group meeting business encourages resort and hotel expansion and enhancement
- New hotel developments in Downtown Naples will bring more activities to that area.
- Expanded Community Relations/Advocacy program will enable us to deliver the correct tourism message to government and residents alike
- An expanded CVB staff will enable CVB to meet the growing demand for more staff support of visitors, media and meeting planners.

Destination Threats

Threats

- Natural and man-made disasters can discourage new and repeat visitation
- Homeland Security mandates are discouraging International visitation
- Internet booking of hotels limits our potential tourist tax revenue
- International currency exchange rate fluctuations affect future visitation

Target Markets FY 16

Domestic Leisure:

Summer:

- Florida residents and visitors from other Florida tourism destinations
(Miami, Fort Lauderdale, Sarasota, St. Pete, Tampa, Orlando)

Winter

- Northeast U.S. (New York, Boston, Philadelphia, Washington DC)
- Midwest U.S. (Chicago, Indianapolis, Columbus, Cleveland, Minneapolis)
- Southeast U.S. (Atlanta, Charlotte, Dallas/Ft. Worth)
- Canada (Toronto)

International:

- Central Europe (Germany, Switzerland, Netherlands)
- UK/Ireland
- Brazil

Opportunity Markets:

- France & Scandinavia

Media Target Demos & Needs

Leisure

Primary:

- Adults 35-64
- HHI \$150,000+
- Favoring women, families , couples
- Seek getaways to detach: quality with value
- Seek pampering, entertainment, education, one of a kind experiences/adventure, sustainable opportunities

Secondary:

- Millennials- 17-34 age group
- Gen X & Gen Y 30-50 age groups
- Visitor age declines each year
- Seek tech savvy experiences and destinations



Media Target Demos & Needs

Group Market

Primary Targets:

- Corporate & Association Meeting planners, SMERF, Sports event organizers
- Mid to large sized events with budgets of \$100,000 to \$500,000
- East Coast Corporate Parks, Tallahassee State Assoc.

Strategy:

- Seek meeting destinations with comfortable space, dining alternatives, unique recreation and resort booking perks

Strategies

Define our upscale, luxury brand and separate ourselves from the competition.

- Leisure - Discover Your Paradise. Florida's Paradise Coast.
- Golf - Play Where the Pro's Play.
- Dining - Discover Your Taste of Paradise.
- Meeting - Discover Your Meetings Paradise.

Leisure

To convince consumers that the Paradise Coast is their perfect vacation paradise using the following strategies:

- Let our customers define their paradise
- Move from a traditional monologue to dialogue with customers
- Replace headlines with storylines
- Create 360-degree trans-media storytelling
- Provide engaging content across social media platforms and Internet
- Continue to create new video content for visual storytelling

Strategies

Group Meetings

To convince meeting planners that the Paradise Coast is the perfect place to plan their group meeting by emphasizing the following:

- Indoor and outdoor meetings spaces and venues including beachfront resorts that can accommodate very large groups
- Boutique hotels that cater to smaller meetings
- Meeting facilities with on-site spas, golf courses and/or watersports opportunities
- Unique recreation experiences for attendees such as kayaking and airboat tours in the Everglades
- Resort booking perks such as spa, fishing, golf, boating, jet skis and tours
- On-site dining, as well as a large variety of world-class restaurants close by

Strategies

Sports Marketing

To inform sports planners and their teams that Naples, Marco Island and the Everglades is THE place to host sporting events by emphasizing the following:

- The Naples area has top-rated facilities like North Collier Regional Park including Fun and Sun Water Park and the Children's Museum
- Naples / Collier County has hosted hundreds of sporting events from beach volleyball, to professional golf and NFL Combine Training programs.
- Large softball and soccer and lacrosse events featuring over 150 teams also return to Naples year after year.
- The Naples, Marco Island, Everglades region offers a wide variety of accommodations in every price range offering discounted group rates, special offers and complimentary perks
- Convenient and family-friendly facilities
- Group discounts on hotels and local attractions
- Expert planning assistance
- The warm, beautiful Southwest Florida beaches and weather

PR & Communications Plan

Objectives

- Increase the number of media impressions in major media outlets especially in travel & luxury lifestyle print media, on a national and regional level.
- Distinguish Florida's Paradise Coast as the premier vacation destination in the southeast.
- Generate more media impressions in niche market segments i.e. luxury, honeymoon, & adventure markets.
- Create a cost-effective PR campaign to improve brand awareness for Florida's Paradise Coast in the specific target markets.
- Enable ongoing measurement of impact, results and ROI on all PR activities.

Goals

- **Increase** media coverage by 15%
- **Obtain** at least three top tier national travel publicity placements
- **Secure** dedicated coverage in luxury publications
- **Expand** digital footprint with coverage in blogs and online outlets
- **Continue and Increase** positive coverage of tourism, economic impact through by-lined features, effective inquiry response by in-house team

PR & Communications Plan

Strategies

- **Integrate** content with social media channels
- **Differentiate** the product from other Florida cities
- **Leverage** content from hotel, attraction, restaurant partners to provide an in-depth look at the destination
- **Target** A-list media to visit Florida's Paradise Coast and experience the offerings first-hand
- **Distribute** updates and information from the destination on a regular basis to print, online and broadcast media
- **Secure** partnerships with similarly aligned national brands
- **Provide** a steady flow of creative story ideas, news and trend information to keep the destination top-of-mind among all audiences
- **Layer** fun and engaging stories on How To Do the Destination with newly created videos, link to blgos
- **Media placement**, media placement and more media placement through the news bureau, media tours and an active visiting journalist program
- **Highlight** destination's proximity, facilities, service commitment and amenities as desirable attributes for both group travelers as well as leisure visitors
- **Create** promotional and publicity opportunities surrounding destination events with affinity groups and organizations, including retail and media outlets that reach niche audience interested in the events
- **Emphasize** offerings beyond the beaches – world-class cuisine, premier golf courses, high-end shopping, luxury accommodations, rich art scene

Digital & Social Media Plan

Target Markets:

Geographic

- Northeast (primarily New York metro)
- Midwest (Chicago metro)
- Canada (Toronto)
- Florida (Miami, Palm Beach, Orlando and Tampa/St. Pete)
- International (Brazil, UK, Germany, Scandinavia, and France)

Interest Market Segments

- Cultural Explorers/Heritage
- Honeymooners, Weddings, Romance
- Escapers, Girls'/Guys' Getaways
- Golfers/Sports/Health & Fitness
- Food and Wine Lovers
- Spa-Goers
- Families
- Water sports Enthusiasts
- Ecotourists, Adventurers, Anglers
- Affinity Groups
- SW FL news media to boost regional coverage

Digital & Social Media

Digital Advertising Initiatives

- Drive traffic to specific landing pages that are optimized for click, email signup, sharing and booking.
- Continue creating branded video content for use in rich-media advertising, social platforms and campaign landing pages
- Retargeting programs to bring visitors back ParadisCoast.com
- Enhanced Facebook advertising and Twitter's "Sponsored Tweets"
- Geo-fencing technology
- Native Advertising opportunities with advertorial and video content.

Objectives/Strategies:

Twitter:

- Continue to increase engagements and interactions

Facebook:

- Continue increasing followers via contest, and post boosting.
- Launch Portuguese Facebook Page by November

Instagram:

- Continue follower increase
- Increase video usage

Google+:

- Continue with minimal posting and engagement until it becomes clearer on what exactly Google will do with this platform.

LinkedIn:

- Attract more flowers via paid advertising campaign.

Pinterest:

- Increase followers and board content.

Film & Entertainment

Target Markets

- Continue top of mind industry awareness in both New York and California
- Tradeshows are moving away from the value of a floor booth presence to producing an exclusive event tied-in to an actual industry event for one-on-one interaction with clients
- Pitching ideas to the client based on cultural knowledge of our area is becoming especially important to the prevalence of reality shows. Includes the emerging sports reality competition shows (like *American Ninja Warrior*)
- European/U.K. television is very interested in creating content in the U.S. and creating partnerships with US destinations
- Spanish-language TV is a huge market for the Greater Miami area and expansion of it needs to be explored for the rest of FL to tap in to that opportunity
- South by Southwest (SXSW) continues to be the top interactive event in the entertainment industry and an important opportunity to have access to innovative entertainment creators. It is also an opportunity for cross-over opportunities with Sports Marketing

Strategies

- Solicit, generate and market production to Collier County
- Provide proactive client support services for all film, TV, print, and new media projects
- Continue to run professional scouting trips for all projects considering Collier-based locations for future production
 - Manage a high-speed response time for leads/inquiries and appropriate permitting
 - Integrate social media outlets and client engagement
 - Maintain relationships with the local businesses to increase knowledge of geographical area and better promote the talent and production companies based in Collier County
 - Work with producers to match them with local crew and production services that can best assist them
 - Maintain strong relationship with the Florida State Office of Film and Entertainment/Florida Department of Economic Opportunity
 - Continue strategic partnerships with other Florida Film Commissions to strengthen political and marketing abilities
 - Advocate on film industry legislative issues in partnership with Film Florida
 - Support local crew and production resources to stay competitive
 - Maintain an integrated position with all city/county/state entities and authorities

Arts, Culture & Heritage Plan

Strategies

- **Dedicated Arts & Culture section of the CVB website:** This will include expanded partner listings, descriptive information, images, hyperlinks and special offers. Webpage will also link to various arts & culture related web videos and articles.
- **Consumer e-Newsletter** to promote the Celebrate the Arts Month in November. Content centers on arts, culture and history events with hyperlinks to the digital Arts, Culture & Heritage Guide content.
- **Arts, Culture & Museum Grantees:** Encourage grantees to use our visitor feeder markets to place their event ads and to link to our CVB events web page.
- **County Museums Assistance:** \$100,000 dedicated to supporting events and marketing initiatives. Continue to build new revenue opportunities for our museums. Move Naples Visitor Center to Naples Depot rail car

Air Service Support Plan

Strategies:

- Attract new scheduled and chartered flights from western US
- Attract new International service from UK, Europe, Scandinavia and South and Central America.
- Expand efforts targeting our primary fly-drive markets, including Miami, Ft. Lauderdale, Palm Beach, Tampa, and Orlando.
- Distribute Visitor Guides and maps at RSW, Charlotte County Regional, Naples Municipal Airport and Collier County Airports.
- Maintain and create new co-op programs with Lee VCB, RSW Airport and VISIT FLORIDA marketing teams fore new service
- Attend air service trade shows with the RSW airport, Lee VCB and VISIT FLORIDA marketing teams
- Apply for air service grants through VISIT FLORIDA and International destinations
 - Budget: \$250,000 for FY 16
 - \$50,000 additional funding for each fiscal year for the next two years for marketing support of new or existing service.

BUDGETS

TOURISM/CVB BUDGET RECAP FY 16

	FY 16	FY 15	FY 14	FY 13	FY 12
FUND 194- ADMINISTRATIVE COSTS					
Personal Services (Salaries)	\$1,017,500	\$902,900	\$863,000	\$652,900	\$580,800
Operating Expenses	\$429,800	\$466,300	\$352,900	\$397,800	450,100
Indirect Cost Reimbursements	\$54,300	\$61,000	\$57,300	\$71,900	101,100
Capital Expense	\$4,000	\$15,000	\$37,000	\$0	0
TOTAL OVERHEAD COST	\$1,505,600	\$1,445,200	\$1,310,200	\$1,122,600	
Transfers:					
Fund 184 Advertising & Promotion	\$540,800	\$411,400	\$302,600	\$97,500	227,400
Emergency Advertising Fund 196	\$0	\$0	\$0	\$266,500	43,000
Tourism Office Space/Utility Cost to Fund 113	\$0	\$0	\$58,000	\$58,000	0
Tax Collector Fees	\$45,500	\$42,000	\$41,700	\$41,700	37,900
TOTAL TRANSFERS	\$586,300	\$453,400	\$402,300	\$463,700	
Reserve- Revenue Hold Back	-\$21,200	-\$15,000	\$0	\$0	0
TOTAL FUND 194 ADMINISTRATIVE EXPENSES	\$2,070,700	\$1,883,600	\$1,712,500	\$1,586,300	\$1,440,300
FUND 184- MARKETING & PROMOTION					
Group Meeting Support	\$655,000	\$277,000	\$345,800		
Advertising & Promotion	\$5,000,000	\$4,000,000	\$3,500,000	\$2,300,000	\$1,785,600
Contractual Services	\$2,226,500	\$2,265,300	\$1,893,700	\$1,796,400	1,424,500
Travel Expenses	\$210,100	\$152,400	\$146,000	\$117,800	108,000
Promotional & Sponsorships	\$726,400	\$1,110,600	\$914,900	\$220,900	214,800
Sports Event Venue Support	\$100,000	\$0	\$0	\$0	0
Postage, Insurance, Printing	\$33,900	\$56,500		\$16,200	
Trade Show Registrations	\$339,000	\$286,000	\$235,300	\$131,900	125,100
TOTAL MARKETING & PROMOTION EXPENSES	\$9,290,900	\$8,147,800		\$4,583,200	
Tax Collector Fees	\$137,600	\$118,000	\$108,800	\$89,800	\$82,100
Indirect Cost Reimbursements	\$61,700	\$29,700	\$39,700	\$25,600	33,000
Transfer to Fund 196- Emergency Recovery & Capital Projects	\$2,500,000				
Reserves -Contingency & Cash Flow	\$509,300	\$1,103,100	\$198,700	\$0	
TOTAL FUND 184- MARKETING AND PROMOTION	\$12,499,500	\$9,398,600	\$7,382,900	\$4,698,600	\$3,773,100

FUND 193- MUSEUM GRANTS

Non-County Owned/Operated Museum Grants	\$40,000	\$379,600	\$50,000	\$315,500	287,300
Tax Collector Fees	\$9,300	\$8,600	\$8,600	\$8,600	7,800
Indirect Cost Reimbursements	\$700	\$1,400	\$2,000	\$800	1,200
Carry forward & Reserves	\$1,724,600	\$900,300	\$574,400		0
TOTAL FUND 193 MUSEUMS	\$1,774,600	\$1,289,900	\$635,000	\$324,900	\$296,300

FUND 196- EMERGENCY ADVERTISING

Post Disaster Stimulus	\$1,500,000	\$0	\$500,000	\$317,900	
Reserve for Capital Projects	\$1,764,200				
Transfer to 184	\$12,000	\$3,300	\$95,800		
Indirect Cost Reimbursements	\$100	\$2,600	\$2,100	\$3,000	
Carry Forward- Reserves	\$0	\$768,100	\$192,600	\$1,000,000	957,000
TOTAL EMERGENCY ADVERTISING RESERVE	\$3,276,300	\$774,000	\$790,500	\$1,320,900	\$1,000,000

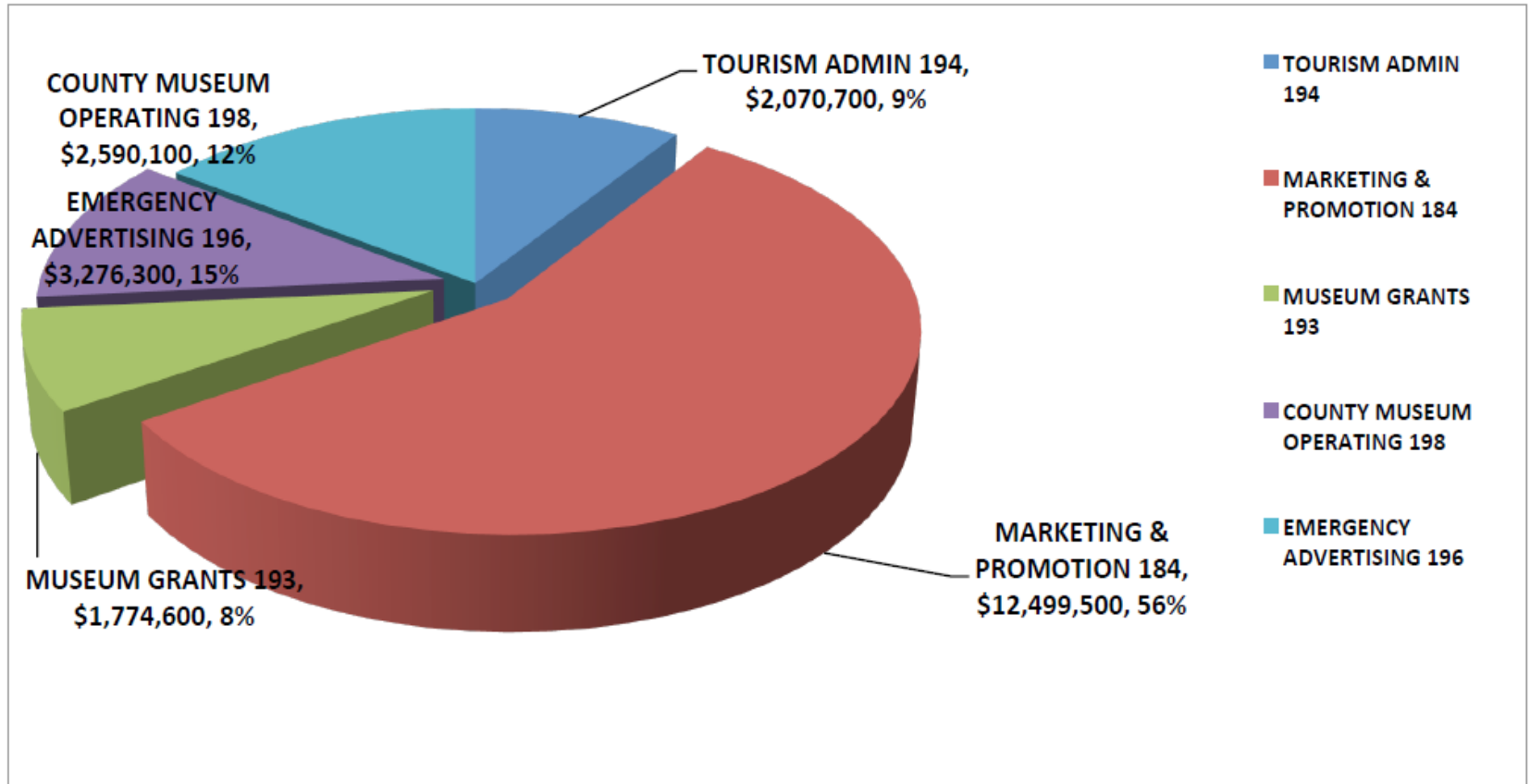
TOTAL TOURISM MARKETING & ADMINISTRATIVE BUDGET

\$19,621,100	\$13,346,100	\$8,808,400	\$6,344,400	\$6,509,700
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FUND 198 COUNTY OWNED MUSEUMS

			\$1,686,20		
Operating Budget from TDC Tax	\$1,857,500	\$1,722,300	0	\$1,589,300	\$1,452,700
Tax Collector Fees	\$38,000	\$34,000	\$33,000	\$33,000	\$28,700
Transfers & Reserves	\$694,600	\$503,900	\$204,000	\$201,200	\$132,900
TOTAL COUNTY MUSEUM OPERATIONS	\$2,590,100	\$2,260,200	\$1,923,200	\$1,823,500	\$1,614,300

TOURISM/CVB BUDGET RECAP FY 16



MARKETING, PROMOTION, ADVERTISING, PR

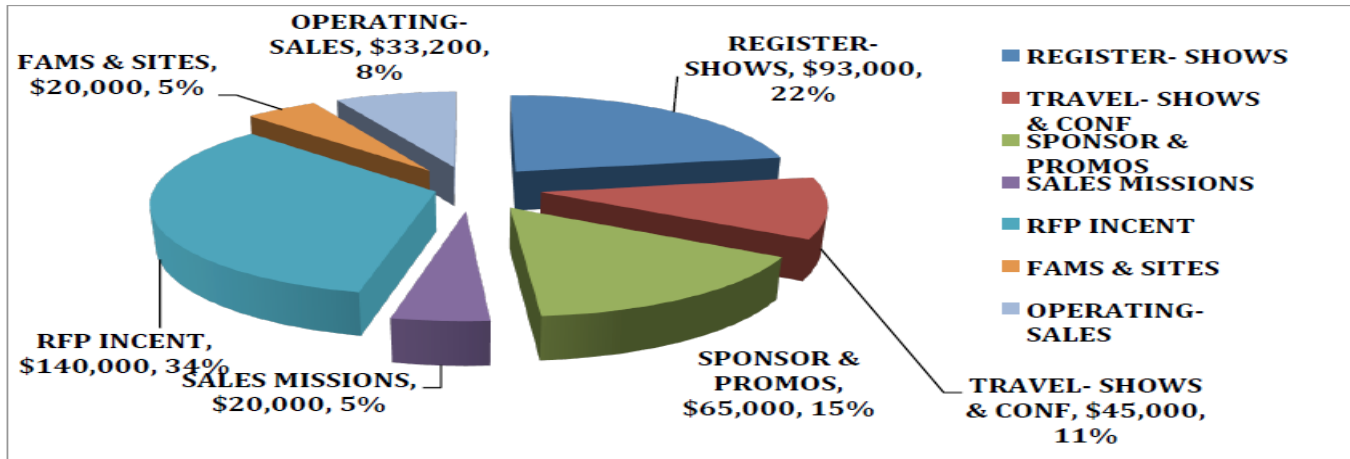
	FY 16 Funds 184/194*	FY 15 Funds 184/194*	FY 14 Fund 184/94*	FY 13 FUND 184/194*	FY 12 Fund 184/194 *
	\$5,000,00				
Paid Advertising-Agency of Record	0	\$4,000,000	\$3,500,000	\$2,300,000	\$2,000,000
Co-op Advertising - Partner Contributions	-\$150,000	-\$150,000	-\$125,000	-\$100,000	-\$120,000
Heritage (Museums) Marketing Efforts	\$100,000	\$100,000	\$100,000		
Air Service Marketing	\$250,000	\$200,000			
	\$5,200,00				
Net Paid Advertising	0	\$4,150,000	\$3,375,000	\$2,200,000	\$1,880,000
Promotions/Sponsorships	\$111,000	\$340,100		\$220,900	
Group Meetings Support-Enhancements	\$500,000				
Travel & Tradeshow Registrations	\$549,100	\$438,600		\$265,900	
Contracted Services:					
Paradise Advertising-Service Fee	\$500,000	\$400,000	\$450,000	\$300,000	300,000
Lou Hammond PR	\$198,000	\$198,000			
Phase V - Fulfillment & Inquiry	\$150,000	\$150,000	\$130,000	\$130,000	130,000
Miles Media- Visitor Guide	\$50,000	\$35,000	\$35,000	\$35,000	35,000
Miles Media - Websites	\$200,000	\$234,600	\$227,500	\$180,000	155,000
Research Data Services	\$126,000	\$125,000	\$125,000	\$114,900	114,000
S&M Technologies-SEO	\$75,000	\$75,000	\$75,000	\$50,000	38,000
OMMAC - UK Representation	\$200,000	\$200,000	\$200,000	\$186,300	186,300
DiaMonde - European Representation	\$200,000	\$150,000	\$150,000	\$146,000	146,000
Brazil Representation	\$55,000	\$50,000	\$50,000		
IDSS*	\$16,000	\$7,500	\$7,500		
Constant Contact	\$4,000				
Film Scout	\$5,000				
Clean Pix	\$8,700				
Book Direct- Hotel Reservations system*	\$33,000	\$33,000	24000		
Media Monitoring	\$46,000	\$46,000			
Visa Vue Research w. Visit Florida	\$0	\$0	12,000	\$12,000	11,600
Smith Travel Research	\$7,500	\$7,500	\$6,900	\$6,400	6,400
United Arts Association	\$25,000	\$25,000	\$24,000	\$24,000	24,000
Sports Facilities Needs Study	\$75,000				
Naples Chamber*	\$65,000	\$65,000	65,500	\$65,000	65,000
Video Still Audio Production	\$90,000				
Misc Contractual Services	\$50,000				
	\$2,179,20				
Total Contracted Services	0	\$1,801,600	\$1,582,400	\$1,249,600	\$1,211,300
Marketing Grants (Cat. B):					
Naples Intl. Film Festival	\$0	\$0	\$0	\$0	10,000
Art Naples World Festival	\$25,000	\$25,000	\$25,000	\$50,000	25,000
Corrigan Sports- Lacrosse	\$0	\$0	\$0	\$0	10,000
Everglades Seafood Festival	\$0	\$25,000	\$0	\$0	0
Stone Crab Festival	\$0	\$0	\$25,000	\$13,000	
Sports Marketing Grants	\$100,000	\$100,000			
Mktg. Grant Contingencies	\$125,000	\$50,000	\$75,000	\$62,000	5,000
Total Grants	\$250,000	\$200,000	\$125,000	\$125,000	50,000

TOURISM ADMIN (OPERATING EXPENSES)

	FY 16	FY 15	FY 14	FY 13	FY 12
Fund 194					
PERSONAL SERVICES					
Regular Salaries	\$694,073	\$607,237	\$571,761	\$422,675	\$426,471
Deferred Comp Match	\$3,500	\$3,500	\$3,000	\$3,000	3,000
Parks & Rec. Shared Cost- Sports Position	\$0	\$0	\$52,000	\$0	503
Salary Adjustments	\$22,646	\$15,216	\$0	\$17,875	0
Benefits (FICA, Hosp Ins, Retirement)	\$295,181	\$259,047	\$380,539	\$156,210	149,626
Other Salaries	\$0	\$16,000		\$51,940	
	\$1,015,40				
PERSONAL SERVICES SUB					
Workers Comp	\$2,100	\$1,900	\$1,700	\$1,200	1,200
	\$1,017,50		\$1,009,00		
TOTAL PERSONAL SERVICES	0	\$902,900	0	\$652,900	\$580,800
OPERATING EXPENSES					
Contractual Services					
Book Direct- JackRabbit Booking Engine	\$33,000	\$33,000	\$24,000	\$11,700	21,000
Clean Pix	\$8,700	\$15,000	\$12,000	\$12,000	20,000
Storage Contractor	\$700	\$700	\$700	\$700	1,000
iDSS	\$16,000	\$7,500	\$7,500	\$7,500	6,000
EnFlyer	\$0	\$1,000	\$1,000	\$1,000	2,000
Visa Vue Research	\$0	\$0	\$12,000	\$12,000	11,600
ReelScout Film Library	\$5,000	\$5,000	\$5,000	\$8,400	900
Sports Coordinator Salary 1/2 Share-P&R	\$0	\$45,000	\$0	\$52,000	
Info Center Coordinator- Naples COC	\$65,000	\$65,000	\$65,000	\$65,000	65,000
Impact Calculator	\$5,000	\$10,000	\$10,000	\$10,000	
Sports Marketing Contractor	\$0	\$0	\$0	\$17,000	
Fiscal Tech Support- Job Bank	\$0	\$42,000	\$42,000		
Sub Total Contractual Services	\$133,400	\$224,200	\$179,200	\$197,300	\$127,500
Minutes & Records for TDC Meetings	\$3,800	\$3,600	\$3,600	\$3,000	1,500
IT Services Charge-Computers & Phones	\$34,800	\$34,600	\$25,500	\$25,400	24,700
Staff Mileage Reimbursement	\$9,000	\$8,400	\$3,200	\$3,200	2,200
Staff Travel for Regional Meetings/Training	\$25,000	\$25,000	\$2,500	\$3,600	2,200
Cellular Phones- Sales Staff	\$4,800	\$13,500	\$13,500	\$9,000	9,000
Office Telephones	\$5,100	\$3,600	\$5,300	\$5,000	4,200
Postage/Freight/Fed Ex-Shipping to trade shows	\$14,400	\$11,400	\$10,400	\$15,400	15,400
Rent for Tourism Office 2660 N. Horseshoe	\$50,000	\$75,000	\$0	\$0	4,000
Utilities for Tourism Offices	\$6,400				
Rent for Film Office at Norris Center & Phone	\$8,400	\$9,900	\$8,400	\$8,400	66,400
Rental Charges- Motor Pool	\$200	\$200		\$200	400
Fleet Maint & Parts	\$100	\$5,200		\$3,800	3,800
Fleet Maint Parts & Sublet	\$3,400				
Fleet- Fuel	\$2,900	\$3,300		\$4,100	3,600
Insurance- General & Auto	\$6,900	\$6,300	\$5,900	\$5,400	5,600
Lease Office Equipment- Copier	\$4,000	\$6,000	\$6,000	\$5,900	3,000
Printing-Outside	\$5,300	\$0		\$1,000	1,000
Offsite Records Storage	\$800				

GROUP SALES DEPT. BUDGET

	FY 16 FUND 184/194*	FY 15 FUND 184/194*	FY 14 Fund 184/194*	FY 13 FUND 184194*	FY 12 FUND 184/194*
Promotional Items Debi	\$5,000	\$4,000	\$8,000	\$10,000	\$10,000
Sponsorship of Meeting & Events	\$65,000	\$60,000	\$30,000	\$50,000	50,000
Site Visits	\$10,000	\$5,000			
Trade Show Registrations- Debi	\$93,000	\$70,000	\$100,000	\$65,000	60,000
Trade Show Booth Décor*	\$2,000	\$2,000	\$15,000	\$12,000	12,000
Sales Dues & Memberships*	\$2,000	\$2,000	\$6,000	\$4,800	2,300
Debi Sales Travel	\$45,000	\$42,000	\$52,000	\$35,000	30,000
Brochure Distribution	\$1,000	\$2,000	\$13,000	\$12,000	10,000
Mileage - Local*	\$700	\$700	\$500	\$500	500
Shipping to Shows*	\$2,000	\$2,000	\$10,000	\$11,000	10,000
Sales Missions	\$20,000	\$35,000	\$0	\$0	0
Fam Trip Support	\$20,000	\$15,000	\$30,000	\$30,000	30,000
Freelance Art & Video	\$10,000	\$15,000	\$0	\$0	5,000
Printing of Invitations	\$500	\$500	\$0	\$0	1,000
Group Meeting RFP Incentives	\$140,000	\$100,000	\$345,800	\$0	260,000



Recommendation

- **Recommend approval of the FY 2015 -16 Strategic Marketing Plan and related expenditures for the Naples, Marco Island, Everglades Convention & Visitors Bureau (CVB) and make a finding that these expenditures promote tourism**

Discussion/Suggestions

Convention & Visitors Bureau Destination Marketing Plan



2015-2016