

Request for Quotation (RFQ) for
VISIT SARASOTA COUNTY
- RFQ for Domestic Public Relations Services

The VSC is soliciting proposals from qualified firms and individuals for the following services: Domestic Public Relations Services promoting Sarasota County as a must experience tourism destination. The contract will be for work to be performed through October 1, 2021 - September 30, 2022. Proposals will be due by noon (EST) July 9 2021, with a committee reviewing on July 14 2021, and a decision being made on or before July 19, 2021.

Compensation and Budget:

The budget for FY 2022 (October 1, 2021-September 30, 2022) will range from \$80,000-\$90,000 (US Dollars), divided and billed in twelve equal payments.

Fee must include: Monthly retainers, operating expenses, detailed reporting, and travel to Sarasota County which can average four - six trips annually. (Fee does not include traveling expenses for approved media as VSC will pay for those directly.)

The scope of services to be provided under the direction of VSC shall include, but not necessarily be limited to, the following:

- a. Distribution of a wide variety of press releases.
- b. Building and maintaining relationships with and proactive pitching to major travel media: national, broadcast (including podcasts), print and online (including social media/influencers). Knowledge of national media is central to this scope.
- f. Identifying appropriate media and securing their participation on group and/or individual media press trips in Sarasota County. Assisting with itinerary development as directed by VSC professional staff. Providing follow up after trip to garner positive publicity.
- g. Monitor clippings and internet travel websites, travel blogs, social media and travel talk columns for Sarasota County and Florida discussions, providing quarterly reports and analysis.
- i. Arrange media missions and blitzes with media for VSC staff in key markets. Attend to help facilitate as necessary.
- k. Assist in planning, creation and development of public relations campaigns with strategic interactions with paid media, internet, etc.
- o. Assist in writing and compiling travel and tourism industry award submissions.
- r. Participate in monthly telephone conference calls with VSC staff.

If interested in submitting a estimate and proposal for this work, please email your digital copy of your *submission to Erin Duggan at EDuggan@VisitSarasota.org by noon, July 9, 2021.

Submission Format and Weighting of Each Section

Proposals submitted must contain the information listed below. The evaluation of proposals will consist of, but is not restricted to, these points.

Corporate Background (15 points)

Company legal name, state of incorporation or partnership registration, corporate headquarters address, phone number, email address(es), company website.

Key contact name, address, phone number, email address.

List firm's ownership and date established.

Total number of full-time employees and total number of part-time employees.

Total billings for each of the last five (5) years.

Statement of willingness to comply with all VSC insurance requirements.

Please share information regarding the firm's commitment to a culture of diversity and equality.

Experience and Response (50)

List all current travel/tourism/hospitality clients the Firm serves and year that respondent began providing services for these clients.

Provide a summary, not to exceed one (1) page, on why respondent is uniquely qualified to be the provider of services for VSC.

Provide one case history that is related to the type of service required for this proposal; this should be no more than one page, and should contain a high level look at program synopsis/situational overview; objective; methodology; insights/program interpretation/recommendations/actions; if appropriate, describe how your firm worked with others as a part of this project; results/outcome and budget.

Pricing (25)

Provide annual itemized pricing model and budget allocations for providing the summary of services described in the Scope of Services. Also include billing rates for special projects. The budget range for the project is \$80,000 - \$90,000 allocated for agency fees that will cover all expenses incurred by agency. (Funds needed for the expenses of media will come from a separate budget and will be paid for directly by VSC.)

References (10)

Provide name, title, phone number and email address for three (3) of the respondent's current travel/tourism/hospitality clients as references.

Background Information:

Brand Usage Guide:

https://www.visitsarasota.com/sites/default/files/VSC_BRAND%20GUIDE_2021_3.pdf

FY21 Plan:

https://www.visitsarasota.com/sites/default/files/VSC_FY2021%20Scope%20of%20Services%20ADA_2.pdf

FY22 Plan and FY 20 Economic Impact and Visitor Profile are attached.



SCOPE OF SERVICES : **FY2022**



LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT



Visit Sarasota County Board of Directors

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Sandrina McCloud, Visitor Experience Manager
Carolyn Perry, Sales Coordinator
Adam Cellini, Content Coordinator
Jess Bertolini, Website and Social Media Coordinator
Allison Jones, Sports Events and Sales Coordinator
Tammy Jones, Staff Accountant
Shantel Norman, Executive Assistant

A Look Back – The COVID-19 Year

Sarasota County Tourist Development Tax collections exceeded revised projections in the worst year for tourism in history. That did not happen by chance. It took the stellar reputation and brand of Sarasota County, our amenities, and the good decisions by the Sarasota County Commission. These decisions allowed the Visit Sarasota County team to make constant adjustments and seize on positive opportunities. In FY 2021, that leadership has continued to allow VSC to innovate and use its creative energies for the community's benefit.



A man and a woman are standing on a balcony, looking out over a cityscape with mountains in the background. The man is wearing a blue polo shirt and jeans, and the woman is wearing a white long-sleeved top and light-colored pants. They are both smiling and looking towards the right. The background shows a city with buildings and a mountain range under a clear sky.

What Does Success Look Like with This Plan?

VSC knows to keep our industry thriving 365 days a year it takes a mix of tourists. We use an assortment of tactics to ensure we are attracting a variety of groups (leisure, sports, meetings) and leisure guests to keep visitor spending strong, businesses open, and residents employed.

Metrics to be Reported Quarterly :

VSC will have a deep understanding of visitor travel behavior, demographics, and trends and will make information available to local businesses or those considering bringing business to our area.

Indicators of Destination Tourism Health (Year Over Year)

ECONOMIC IMPACT

AVERAGE DAILY RATE (ADR)

OCCUPANCY (OCC)

ROOM NIGHTS SOLD

VISITATION

VISITOR SPENDING

VSC Promised Deliverables

Use of Brand Tool Kit

Meetings (Groups)
Booked & Leads Sent

Airline Incentive
Program Spend

Sports Economic
Impact

SITs
Visitor Guide Orders &
Consumer E-news Subscriptions

Relocation Packets
Sent

Leisure Lodging

Future Sports Event
Bids Submitted

Where is tourism today in Sarasota County?

“ The leisure and hospitality sector in the region and in the state as a whole continued to suffer because of the pandemic. The industry was down 8,200 jobs in Sarasota-Manatee from last year. ”

- Adrienne Johnston, Chief Economist, FL Dept of Economic Opportunity

Sarasota County Tourist Development Tax collections, while down compared to 2019, have exceeded projected collections in FY 2020.

Beaches remain the **# One Reason** visitors came to Sarasota.

Here are the other drivers for 2019 compared to 2020 (can choose more than one):

PURPOSE	2019	2020
Relax & Unwind	53%	49%
Visit Friends/Relatives	48%	40%
Nature/Environment-Related	26%	20%
Family Vacation	19%	20%
Shopping	18%	15%
Fishing, Golf, Hunting	7%	8%
Special Event/Occasion	11%	9%
Culture, Arts	15%	8%
Business/Conference/Meeting	4%	3%
Sporting Event	4%	2%



What are experts saying about tourism's road to recovery?

U.S. hotel demand isn't forecast to return to 2019 levels until 2023 with room prices not fully recovered until 2025 according to a joint forecast from STR and Tourism Economics.

(Feb 2021)

"Our belief is that tourism is going to take two to three years to recover and it will be the longest-recovering sector that we have," said Florida chief economist Amy Baker.

(Sept. 2020)

"Business travel is expected to start showing signs of life late this year...although meetings activity isn't expected to grow significantly until 2022, and a full recovery for the industry isn't expected until 2025," according to the Global Business Travel Association's Outlook.

(Feb. 2021)

Overarching Goals for FY 2022

1 Business Thrives

Promote local businesses to ensure they thrive.

2 Opportunistic

Continue to be nimble and take advantage of opportunities and rapidly changing conditions.

3 Spotlighting County

Make sure that Sarasota County shines bright on the national stage as demonstrated through accolades and third-party content (earned exposure from media and influencers) highlighting Sarasota County's assets.

4 Economic Development

Keep bringing corporate business leaders and influencers to Sarasota County who have the potential to impact our economy beyond tourism.

Marketing & Brand : Advertising

\$1,387,850

Goals

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1 Business Thrives

Utilize digital advertising to drive exposure to local businesses.

Explore new media opportunities that utilize research to help make future advertising efforts more effective.

Create a targeted media campaign to attract groups to book in Sarasota County.

Develop a targeted media campaign to attract sports groups to host tournaments or games or train in Sarasota County.

Create and update Guides and Brochures (Print and Digital) and distribute to visitors in destination to educate and out of destination to motivate.

Showcase diversity and inclusiveness in imagery.

Create new assets needed to effectively market Sarasota County as a premier sports destination.

2 Opportunistic

Closely watch the tourism business climate to adjust any paid media accordingly.

Look for co-operative advertising opportunities to most efficiently spend funds. There will be a targeted effort on doing this in the sports marketing spaces with valued venue partners.

3 Spotlighting County

Utilize the positive comments and accolades of third-party media to tout in our paid advertising strategy.

4 Economic Development

Focus on targeted markets, demographics and behaviors to encourage business relocation, and/or remote workers.

Work with key stakeholders like Economic Development Corporation of Sarasota County (EDC) and Arts Alliance to ensure creative assets (images and words) represent what research is telling all of us.

Marketing & Brand : Website/Online

\$250,000

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1 Business Thrives

We will encourage referrals to area businesses.

We will implement a Customer Relationship Management (CRM) System to keep industry listings organized, inclusive of Extranet program so businesses can connect with the leads our website data points provide.

We will highlight local business deals and community events.

2 Opportunistic

We will stay up to date on all privacy laws while also maintaining the usability of the site and that it maintains ADA guidelines.

We will routinely work on Search Engine Optimization to ensure our website is coming up organically and through paid search features.

We will work with platforms that help curate a VisitSarasota.com experience that is unique to the visitor's wants and needs.

3 Spotighting County

In an effort to help create accolades and third-party content for our website and beyond, we will ensure all freelance writers who work with us will have an image and bio alongside their content. This will also help us showcase the diversity of our area's talent.

4 Economic Development

We will continue to create and curate forms that aid us in serving our local businesses and so that we may effectively share data and opportunities with EDC (business recruitment) and Arts Alliance (volunteer/donor recruitment) via "orientations."

Marketing & Brand : Earned Media/Public Relations

\$250,000

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1 Business Thrives

We will actively connect media and influencers to area businesses and their stories.

2 Opportunistic

We will reactively respond to requests 365 days a year to take advantage of timely requests and trending news.

3 Spotlighting County

We will add a domestic firm on annual retainer to assist with proactively telling our stories.

We will proactively host VIPs to create organic and authentic content and media that showcase the diversity and inclusiveness of Sarasota County.

4 Economic Development

There will be targeted outreach to niche business publications.

Marketing & Brand : Airline Marketing Incentive Program

\$350,000

2 Opportunistic

Encourage new airlines and new air service to choose SRQ Airport as a destination to serve.

Marketing & Brand : Social Content & Storytelling

\$85,000

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1 Business Thrives

Mention Sarasota County businesses in content.

Connect consumers to local businesses via a monthly curated consumer e-newsletter.

Explore ways to leverage the features of the digital and social media platforms we are on.

Utilize creativity to engage and excite consumers.

Continue to aggregate User Generated Content (UGC) to tell the Sarasota County story to visitors.

2 Opportunistic

Explore opportunities for new content series based on what is trending.

Look for timely platforms/themes/trends happening to further tell the Sarasota County story.

3 Spotlighting County

Develop an on-going social media strategy to ensure there is a consistent look and feel of the creative, such as video reels.

Feature visiting VIPs in content.

Use branded hashtags in social to amplify accolades.

Take advantage of contests and encourage voting.

4 Economic Development

Share success stories of businesses that have grown or relocated here.

Marketing & Brand : Promotions

\$145,000

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2 Opportunistic

Stay on top of marketing trends and share them with local businesses throughout the year.

4 Economic Development

VSC and EDC will use the tools provided by the Orioles and Braves to target corporate clients.

Marketing & Brand : Market Research

\$140,000

1 Business Thrives

Use third-party research to determine messaging, timing, and placement of media.

Share monthly research with the industry to help them shape their plans.

2 Opportunistic

Monitor consumer sentiment as able to adjust all of VSC's programming.

4 Economic Development

Continue to share research data with EDC and business groups.

Sports : Events & Training

\$480,000

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1 Business Thrives

Continue Threshold 360 to promote sports facilities.

Promote local hotels to sports event attendees.

Refer local businesses to sports event organizers.

Prioritize support for events occurring in low-tourism districts.

Develop a targeted mail campaign to promote local businesses for training trips.

Refer local hotels and other businesses to team coaches.

Create a behavior-based targeting campaign geared toward coaches for team training bookings at Sarasota County facilities and venues.

2 Opportunistic

Pursue, secure, and facilitate event opportunities with short lead times.

Provide support to accommodate unexpected changes and needs for booked events.

Support all requests for training bookings, regardless of lead time.

3 Spotighting County

Pursue "high-profile" sports events that attract significant national or international media attention to Sarasota area.

Support nominations for Sarasota sports facilities and organizations to receive national awards or recognition.

Pursue opportunities for professional or high-profile sports teams and athletes to train in Sarasota County.

4 Economic Development

Utilize benefits received through sports event sponsorships to promote business relocation messaging to event attendees.

Identify and pursue events with an attendee demographic consistent with that of business owners or decision-makers.

Provide information and resources for sports-related business relocation inquiries (goods/apparel, training, etc.).

Group & International Sales : Meeting & Leisure Groups

\$222,500

Goals

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1 Business Thrives

Continue to host the Virtual Tour Platform of meeting and event space throughout the County.

Create opportunities for area tourism businesses to participate in sales missions and trade events.

Enhance listings, opportunities, and exposure for Sarasota County and businesses within the county that can host groups on platforms that can deliver quality leads.

Develop a LinkedIn social media campaign for meetings.

2 Opportunistic

Reactively respond to requests.

Maintain active social and third-party channels.

3 Spotighting County

Proactively participate in industry trade events.

Promote us as a wedding destination by aggregating content.

4 Economic Development

Target specific business niches based on EDC focus.

Increase funding in Meeting Incentive Program.

Host Familiarization Tours & site inspections.

Group & International Sales : International

\$37,500

Goals

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1 Business Thrives

Host training sessions and one-on-one meetings with tour operators.

Participate in campaigns where able in order to drive business to local lodging and things to do businesses.

Create opportunities for area tourism businesses to participate in sales missions and trade events.

3 Spotlighting County

Share VSC consumer e-newsletters with international operators.

2 Opportunistic

Reactively respond to requests.

As countries open up for travel remind our existing international partners of opportunities in Sarasota.

Advertising on Online Travel Agencies in key markets of UK, Canada, and Germany.

Attend World Travel Market (WTM) to meet with UK Tour Operators.

4 Economic Development

Host Familiarization Tours when available.

Visitor Services

\$115,000

Goals

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1 Business Thrives

Host events at the Sarasota Visitor Center to promote local businesses.

Place Visitor Information Vehicle (VIV) at events around the county.

Consistently train and keep volunteers in the know on area businesses.

Install new TVs in the VIV for a visual presence of the county's assets.

2 Opportunistic

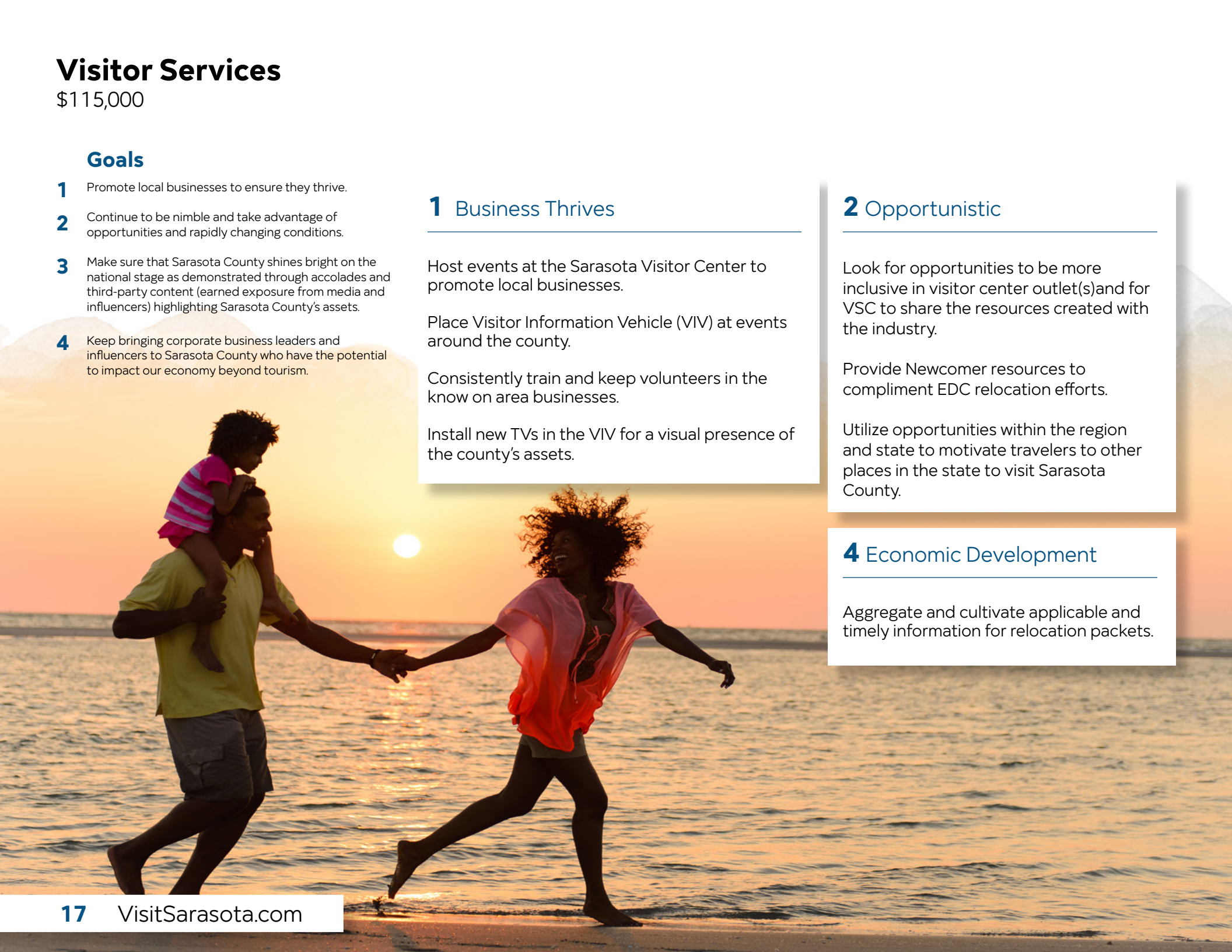
Look for opportunities to be more inclusive in visitor center outlet(s) and for VSC to share the resources created with the industry.

Provide Newcomer resources to compliment EDC relocation efforts.

Utilize opportunities within the region and state to motivate travelers to other places in the state to visit Sarasota County.

4 Economic Development

Aggregate and cultivate applicable and timely information for relocation packets.



Administrative

Postage \$45,000 | Telecomm \$27,000 | Administration \$45,000 | Management Fee \$1,000,000

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1 Business Thrives

Continue to be the expert on the business needs of the communities and maintain strong ties to new and existing businesses.

2 Opportunistic

Anticipate trends and opportunities. VSC administrative overhead remains below the national average as measured by Destinations International.

4 Economic Development

Maintain strong collaborations with all business organizations in the region and Florida.



Industry Relations/Private Sector Funding

\$457,985

Goals

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1 Business Thrives

Communicate with the industry via a monthly industry e-newsletter.

2 Opportunistic

Continue to seek opportunities for social interaction with the Sarasota County tourism industry.

Host in-person meetings and virtual webinars to provide information on topics that are relevant to the industry, from hyperlocal to international.

3 Spotlighting County

Provide a method for the industry to provide press releases to VSC and in turn translate the information into usable, newsworthy information for press coverage.

4 Economic Development

Continue visitor service partnerships with Sarasota Bradenton International Airport, chambers of commerce, and local events.

Budget Detail

COUNTY TDT PROMOTION FUND	Budget FY 2021	Budget FY 2021	Budget FY 2021	Budget FY 2022
Estimate of Beginning Fund Balance	\$ 2,086,614	\$ -	\$ 2,086,614	\$ 2,086,614
Forecast of annual TDT Revenue & Interest	3,387,336	-	3,387,336	3,387,336
EDC Film & Entertainment Office funding	(125,000)	-	(125,000)	(125,000)
County 60-90 day Reserve (FY2021=60 days)	(769,100)	-	(769,100)	(769,100)
Estimate of Available TDT Promotion Funds	\$ 4,579,850	\$ -	\$ 4,579,850	\$ 4,579,850

VSC TDT PROMOTION EXPENSE	Budget FY 2021	2021 Adjustments	Amended Budget FY 2021	Budget FY 2022	Amended FY 2021 VS. FY 2022
Advertising	\$ 1,198,000	\$ (76,000)	\$ 1,122,000	\$ 1,387,850	23.7%
Airline Marketing Incentive Program	361,789	300,000	661,789	350,000	-47.1%
Web Online	200,000		200,000	250,000	25.0%
Earned Media/Public Relations	200,000	(30,000)	170,000	250,000	47.1%
Social Content and Storytelling	85,000	(20,000)	65,000	85,000	30.8%
Promotion	125,000	(1,200)	123,800	145,000	17.1%
Market Research	153,000	1,200	154,200	140,000	-9.2%
Sports	485,000	(50,000)	435,000	480,000	10.3%
Meeting and Leisure Group Sales	274,000	(85,000)	189,000	222,500	17.7%
International Sales	26,061	(5,000)	21,061	37,500	78.1%
Visitor Services	115,000		115,000	115,000	0.0%
Telecommunications	27,000		27,000	27,000	0.0%
Postage & Shipping	45,000		45,000	45,000	0.0%
Administrative	45,000		45,000	45,000	0.0%
Management Fee	1,000,000	(234,000)	766,000	1,000,000	30.5%
Total (VSC Budget)	\$ 4,339,850		\$ 4,139,850	\$ 4,579,850	10.6%
PGA	0	200,000	200,000	-	
U18 World Baseball Cup	240,000	-	240,000	-	
Total	4,579,850	-	4,579,850	4,579,850	0.0%
Note: Private Sector Contribution (10% required match)	\$ 457,985		\$ 457,985	\$ 457,985	0.0%
	\$ -		\$ -	\$ -	

Budget Detail

	Detail	2022 Budget	2021 Budget
ADVERTISING			
<u>DIGITAL MEDIA</u>		1,042,850	702,165
General Leisure	722,850		
Meetings	100,000		
Sports (Trainings, Events)	50,000		
Economic Development Awareness	100,000		
Savor Sarasota Restaurant Week	20,000		
Summer Promotion	50,000		
<u>PRINT MEDIA PLACEMENTS</u>		-	72,780
<u>OUT OF HOME MEDIA PLACEMENTS</u>		-	72,780
<u>BROADCAST MEDIA PLACEMENTS</u>		-	72,780
<u>PROFESSIONAL DEVELOPMENT</u>		5,000	-
	5,000		
<u>PRODUCTION COSTS</u>		10,000	10,000
	10,000		
<u>AGENCY FEES</u>		300,000	191,495
Creative Agency Fees	200,000		
Media Buying Agency and Management Fees	100,000		
<u>Contingency</u>		30,000	
	30,000		
Total Advertising Budget	1,387,850	1,387,850	1,122,000

	Detail	2022 Budget	2021 Budget
Airline Marketing Incentive Program			
<u>AIRLINE MARKETING INCENTIVE PROGRAM</u>		350,000	661,789
Allegiant	100,000		
Southwest	100,000		
Sun County	12,500		
<u>Contingency</u>	137,500		
Total Airline Marketing Incentive Program	350,000	350,000	661,789

Budget Detail

	Detail	2022 Budget	2021 Budget
WEB ONLINE			
Email Marketing Platform	2,400	2,400	2,400
CRM	30,000	30,000	30,000
Domain renewals	2,500	2,500	2,500
Adobe Renewals	1,200	1,200	1,200
Mobile Apps / Third Party Platforms / Event Calendar	8,600	8,600	8,500
Monthly Web Services		125,000	125,000
	125,000		
Special Projects and web enhancements		80,000	30,400
	80,000		
Training on Trends / Tools	300	300	-
Total Web Online Budget		250,000	200,000

	Detail	2022 Budget	2021 Budget
SOCIAL CONTENT AND STORYTELLING			
Outreach			
Distribution & Engagement	6,800	25,925	20,000
Google DMO Partnership	3,500		
Social Media Software	15,625		
Content Creation		59,075	45,000
Freelance Writing/Copy, Video/Photography	44,075		
Social Media Support	15,000		
Total Social Content and Storytelling Budget		85,000	65,000

Budget Detail

	Detail	2022 Budget	2021 Budget
EARNED MEDIA/PUBLIC RELATIONS			
Media Development		56,000	49,100
Media Monitoring Service	12,000		
Press Trip Expenses (Domestic & International)	30,000		
Image Bank	4,000		
Satellite Media Tours/Wire Fees	10,000		
Outreach		33,500	54,000
Media receptions / Missions (VF, STS, & VSC)	25,000		
Public Relations Society of America (PRSA)	3,000		
Society of American Travel Writers (SATW)	4,000		
Award Entries (Compilation/fees)	500		
FOWA/OWAA	1,000		
Media Development		3,000	700
Florida Public Relations Association (FPRA)	3,000		
International In-House PR		6,000	-
IPW	3,000		
VISIT FLORIDA Opp	3,000		
Projects:		60,000	65,000
	60,000		
Contingency		1,500	1,200
	1,500		
USA/National PR FIRM RETAINER	90,000	90,000	-
			-
Total Earned Media/Public Relations Budget	250,000	250,000	170,000

Budget Detail

	Detail	2022 Budget	2021 Budget
PROMOTION			
Promotional		93,000	93,300
Marketing collateral, graphics, promotional items	30,000		
Mote Beach Conditions	15,000		
VSC EDC promo with Orioles and Braves	45,000		
Seasonal Sponsorships	3,000		
Leadership Development		8,000	4,000
Visit Florida & Florida Assn of DMOs	4,000		
Global Industry trends, trade shows and DMAI	4,000		
Dues, Subscriptions & Sponsorships		40,000	26,500
Visit Florida	10,000		
Destinations International Dues & DMAP Annual	17,000		
Southeast Tourism Society	1,000		
Florida Restaurant and Lodging Association	250		
Destinations Florida	11,000		
Florida Attractions Association	250		
Trail of FL Indian Heritage	300		
USAE Subscription	200		
Contingency		4,000	-
Contingency	4,000		
Total Promotion Budget	145,000	145,000	123,800

	Detail	2022 Budget	2021 Budget
RESEARCH			
Monthly ADR & Occupancy	100,000	136,000	136,000
Economic Impact Reports	30,000		
STR Reports	6,000		
Special Projects		4,000	18,200
	4,000		
Total Research Budget	140,000	140,000	154,200

Budget Detail

	Detail	2022 Budget	2021 Budget
SPORTS			
Grant Program		95,000	115,000
Event and Training Grants	95,000		
Bidded Events		315,000	252,000
Sarasota Offshore Grand Prix	100,000		
Fox Lea Farms Venice Tour	10,000		
FSRA Sweeps and Sculling	10,000		
USRowing Youth Nationals	20,000		
US Dragon Boat National Championship	10,000		
NCAA Rowing National Championships	20,000		
Y of the USA Masters Swimming	7,500		
American Canoe Kayak Championships	10,000		
USA BMX Sunshine National	15,000		
Sunfish World Championships	2,500		
Oshadega Ultimate	2,500		
US Rowing Southeast Regionals	2,500		
International Dragon Boat Federation Club Crew Champ	75,000		
LECOM Classic Golf Tournament	5,000		
Events TBD	25,000		
Business Development and Marketing		57,500	68,000
Sports ETA Symposium	10,000		
Additional sports tradeshow/conferences	10,000		
Site Visits and Bid Meetings	12,000		
Sponsorships	15,000		
Online Sports Marketplace Subscriptions	4,000		
Updated Collateral	500		
Promo Items	2,000		
Memberships	4,000		
Event Services		12,500	-
Software and tools	5,000		
Event Promotion	3,500		
Community Welcome Signage	3,000		
Volunteer Recruitment	1,000		
Total Sports Budget	480,000	480,000	435,000

Budget Detail

	Detail	2022 Budget	2021 Budget
Meetings and Leisure Group Sales			
Tradeshows			
FL Encounter	4,500	83,000	65,200
IMEX America	22,000		
ASAE Annual Conference (Co-op)	13,000		
Destination Southeast	6,500		
FSAE	2,500		
Cvent Elite Meetings Alliance	5,000		
Florida Bridal and Wedding Expo	3,500		
Connect Marketplace - 2 tracks Simultaneously	9,500		
MPI SE Conference	4,000		
Small Market Meetings Conference	4,500		
SGMP & Sales Mission	1,000		
Xsite & Sales Mission	2,500		
Travel Agent Forum	4,500		
Sponsorships			
MPI SOS/Tampa Bay Chapter Sponsorship	2,000	2,000	-
FAMS/ Site Visits			
VSC-Hosted FAMS	8,500	8,500	8,500
Sales Calls and Receptions			
In-Market VSC sales Missions/Events	1,250	1,250	1,250
Lead Generation			
Cvent Marketing Program	38,000	53,500	54,500
HB Partnership	7,000		
Prospecting Tool	8,500		
Incentives			
Incentive Promotion	50,000	50,000	47,400
Resources			
DMAI Economic Impact Calculator	3,500	14,285	7,600
Tradeshow Displays/Graphics	1,000		
Promo Items	485		
Save the Date Postcards	300		
Virtual Tour Platform Hosting	9,000		
Memberships			
MPI - Meeting Prof. International	450	6,220	3,160
FSAE - FL Society of Assoc. Execs.	250		
ASAE - American Society of Assoc. Execs.	475		
TourOperatorLand	3,950		
Group Family Travel	795		
SGMP	300		
Advertising and Listings			
Convention South Listing	240	1,840	-
MPI Online Listing	400		
FSAE Membership Directory	1,200		
Contingency			
Mileage	300	1,905	1,390
Contingency	1,605		
Total Meeting and Leisure Group Sales Budget			
	222,500	222,500	189,000

Budget Detail

	Detail	2022 Budget	2021 Budget
INTERNATIONAL			
Trade Shows		15,000	5,000
IITA Summit	2,000		
Florida Huddle	3,000		
World Travel Market	10,000		
UK Sales & Marketing		6,500	-
UK Trade Marketing & Sales Activities	6,500		
German Sales & Marketing		6,500	-
German Trade Marketing & Sales Activities	6,500		
Canadian Sales & Marketing		6,500	-
Canadian Marketing & Sales Activities	6,500		
Travel Trade/ Receptive Sales & Marketing		-	500
Travel Trade/Receptive Sales Mission	-		
Memberships		1,800	1,775
IITA	700		
US Travel Association	1,100		
Site Visits/FAMS		700	5,000
Site Visits/FAMS	700		
Contingency		500	8,786
	500		
Total International Budget	37,500	37,500	21,061

Budget Detail

	Detail	2022 Budget	2021 Budget
VISITOR SERVICES			
		115,000	
Chamber Collaborations, Visitor Centers & Kiosks	70,000		68,500
Chamber Kiosks	10,000		10,000
Engagement	2,500		2,500
Visitor Information Vehicle	6,000		2,000
Collateral	20,500		22,000
Contingency	6,000		10,000
Total Visitor Services Budget	115,000	115,000	115,000

	Detail	2022 Budget	2021 Budget
TELECOMMUNICATIONS			
		27,000	
Telephone Service & Lease			
Frontier - Admin	2,800		3,000
Frontier - Venice Visitor Center	1,100		1,100
Comcast - Admin	1,800		1,500
Star to Star - Admin	10,500		10,200
Star to Star - Visitor Center	3,200		3,000
Verizon Wireless	6,580		6,500
Wireless Internet	1,020		1,020
Conference calls	-		680
Total Telecommunications Budget	27,000	27,000	27,000

Budget Detail

POSTAGE	Detail	2022 Budget	2021 Budget
Fulfillment	24,000	24,000	24,000
VSC in house postage costs	8,000	8,000	8,000
Shipping carrier costs & Int'l	3,800	3,800	3,800
<u>Chamber mailing program</u>		9,200	9,200
Venice Chamber	1,500		
Siesta	6,500		
Longboat Key Chamber	1,200		
Total Postage Budget	45,000	45,000	45,000

ADMINISTRATION	Detail	2022 Budget	2021 Budget
<u>Computer maintenance</u>		25,000	25,000
Contracted technology support & archiving	25,000		
<u>Computer supplies & equipment</u>	10,000	10,000	10,000
<u>Office Supplies</u>	5,000	5,000	5,000
<u>Legal Fees</u>	5,000	5,000	5,000
Total Administration Budget	45,000	45,000	45,000

MANAGEMENT FEE	Detail	2022 Budget	2021 Budget
<u>Professional Marketing</u>		1,000,000	766,000
Personnel	1,000,000		
Total Management Fee Budget	1,000,000	1,000,000	766,000



LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

Printing paid for by Sarasota County Tourist Development Tax Revenue.

Visit Sarasota County

Economic Impact of Tourism

Fiscal Year 2020



Visitor Journey



Tourism Matters to Sarasota County



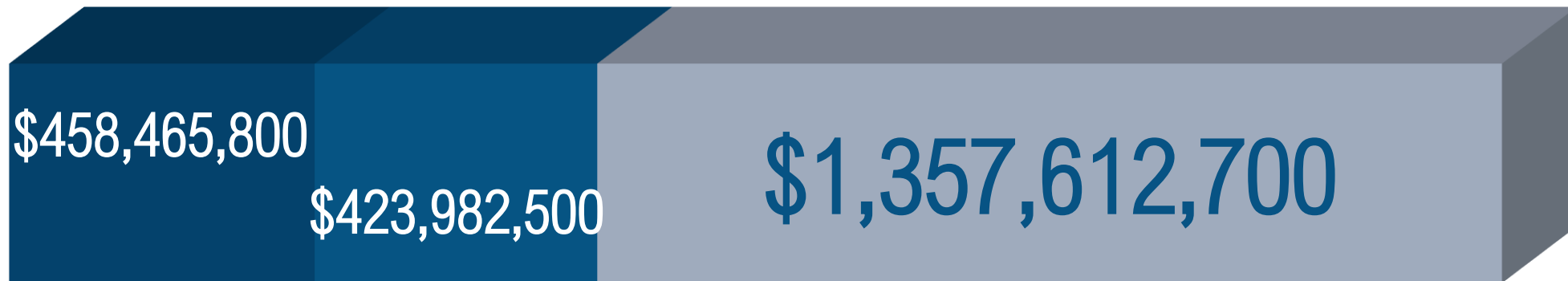
\$2,240,061,000

in Economic Impact (-28%)

TOTAL ECONOMIC IMPACT OF TOURISM

\$2,240,061,000¹

■ Induced² ■ Indirect³ ■ Direct

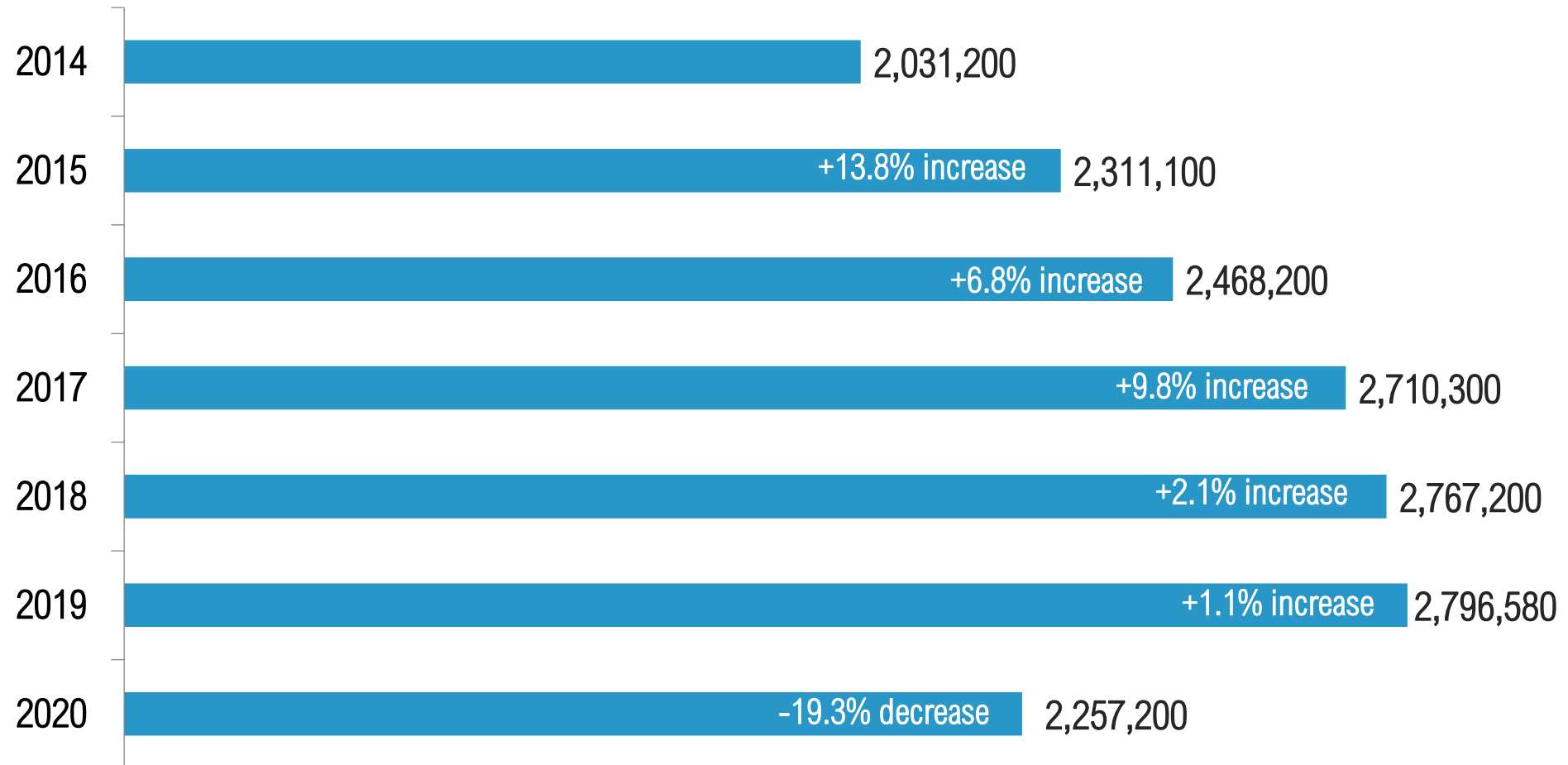


¹ All visitors.

² Induced effects are increased household spending resulting from tourism dollars.

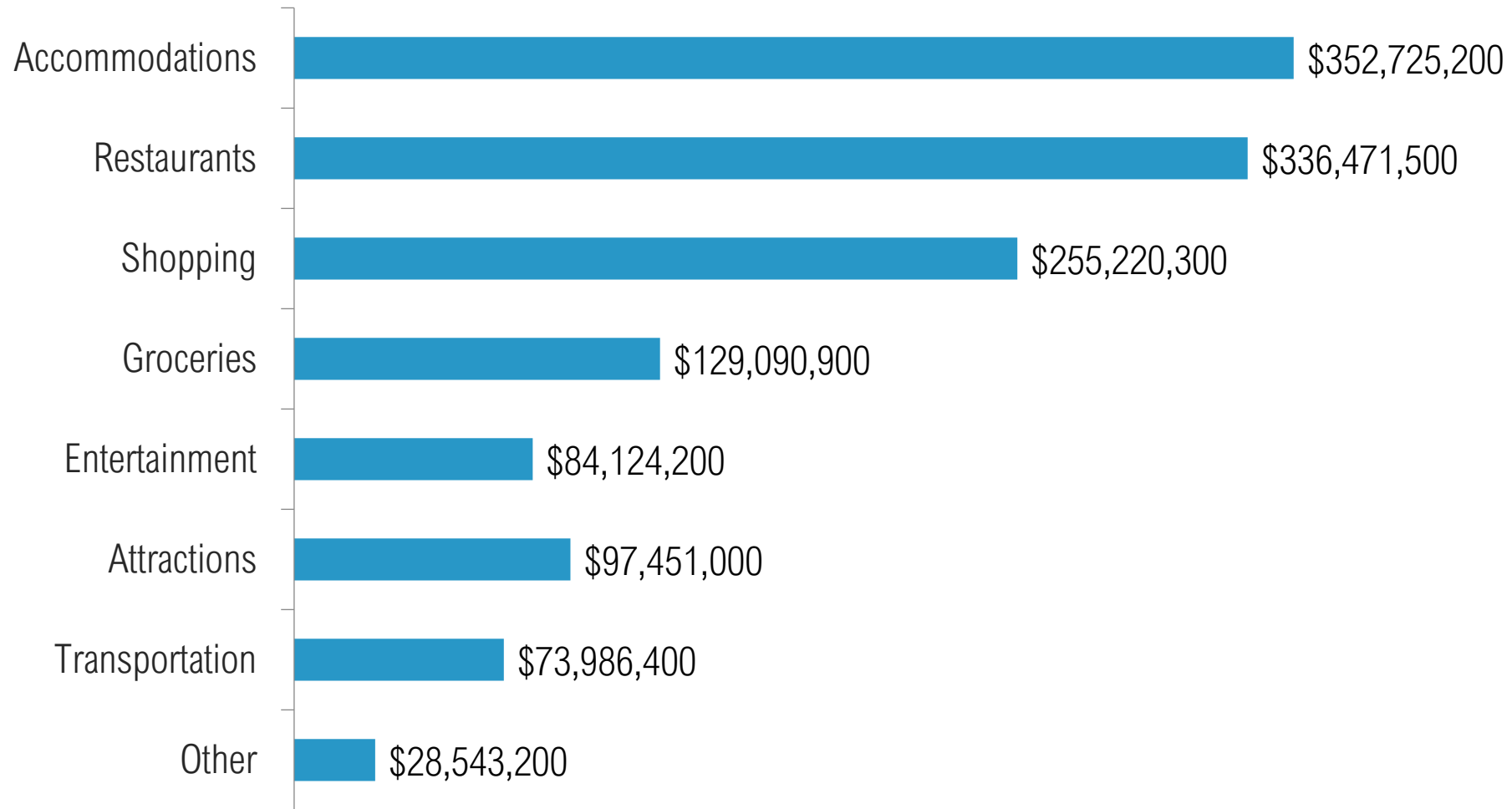
³ Indirect effects are increased business spending resulting from tourism dollars.

TOTAL NUMBER OF VISITORS¹



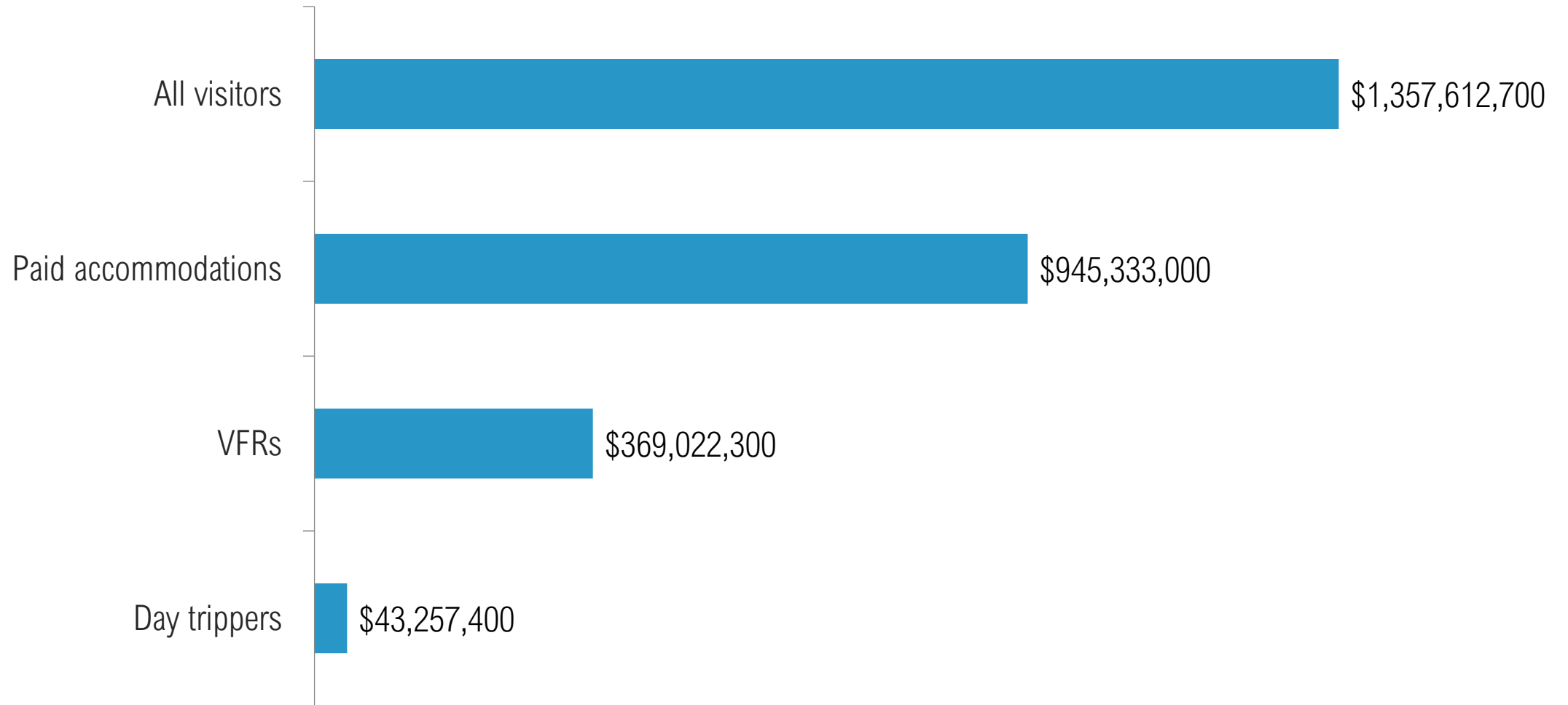
¹ Estimate includes visitors who stayed in paid accommodations, visitors who stayed with friends and relatives, and visitors who come for the day but do not spend the night in Sarasota County.

VISITORS' DIRECT SPENDING¹



¹ All visitors.

DIRECT SPENDING BY VISITOR TYPE



Tourism Matters to Sarasota County

1

=

\$978

VISITOR TO SARASOTA COUNTY
Who stays in paid accommodations

TO
SARASOTA COUNTY'S ECONOMY



\$1,164 for international visitors

TDT Collections

\$20,987,529



10.2% decrease from FY 2019 to FY 2020

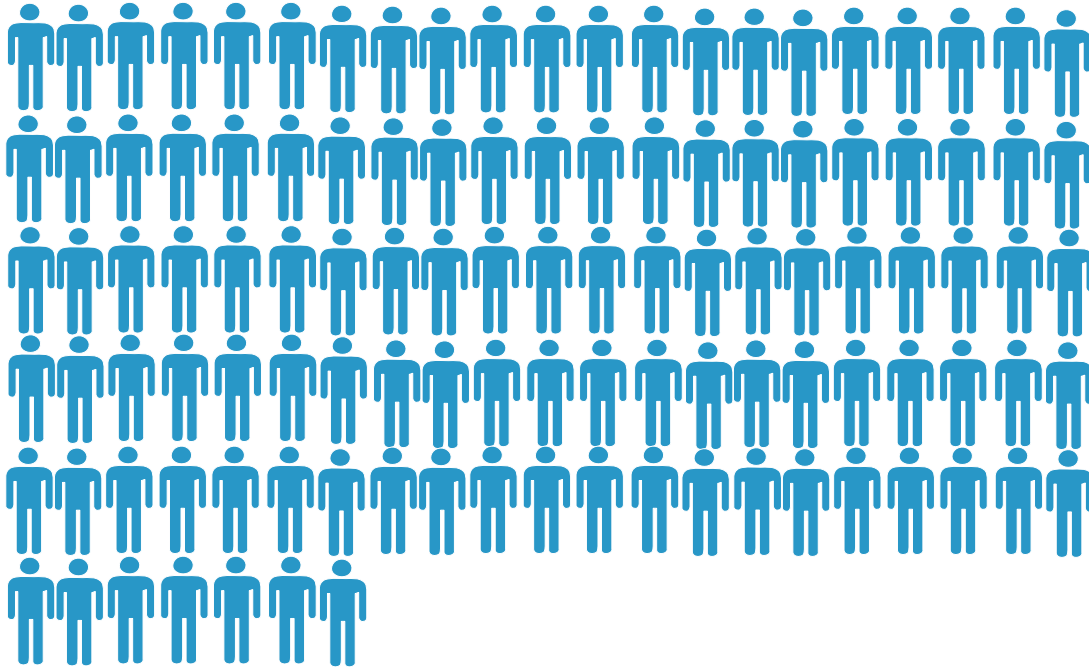
Tourism Matters to Sarasota County

19,000 jobs



\$499,136,700 in wages

Tourism Matters to Sarasota County



90

VISITORS TO
SARASOTA COUNTY

=

1

SARASOTA COUNTY
JOB



Tourism Matters to Sarasota County

Visitors save Sarasota County residents **\$590** per household

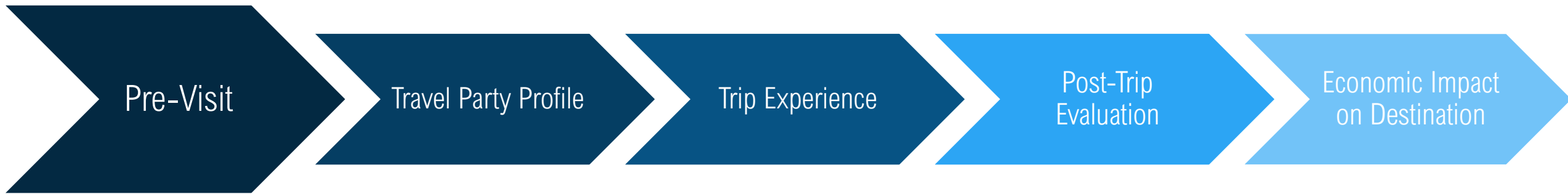


VSC Marketing Impact

\$1 of VSC advertising spending in FY 2020 is associated with **\$515** in visitor spending



Visitor Journey



Top Reasons for Visiting

- 58% Relax & unwind
- 41% Visit friends & relatives
- 28% Nature, environment
- 18% Family vacation
- 17% Shopping



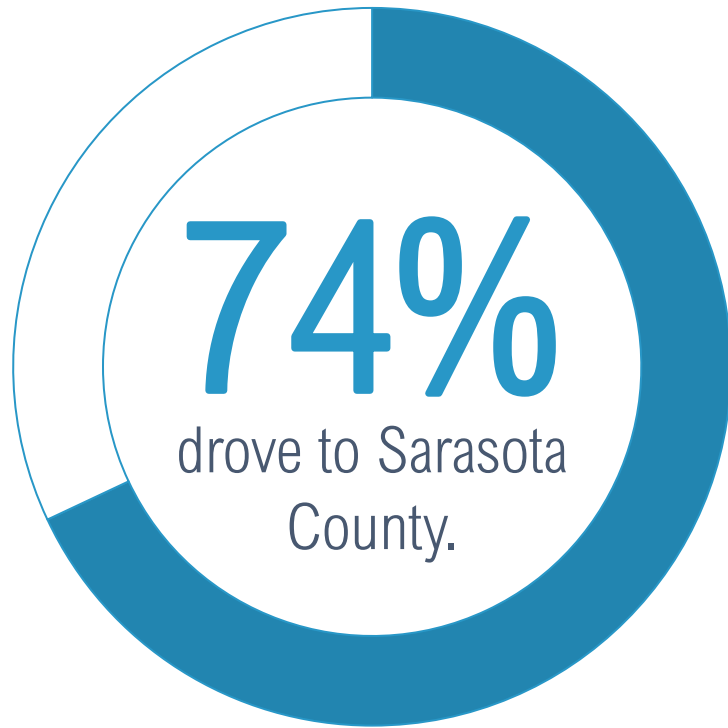
Sarasota Visitor Profile

43% of visitors noticed messages about Sarasota

73% who noticed messages were influenced by the message



Transportation

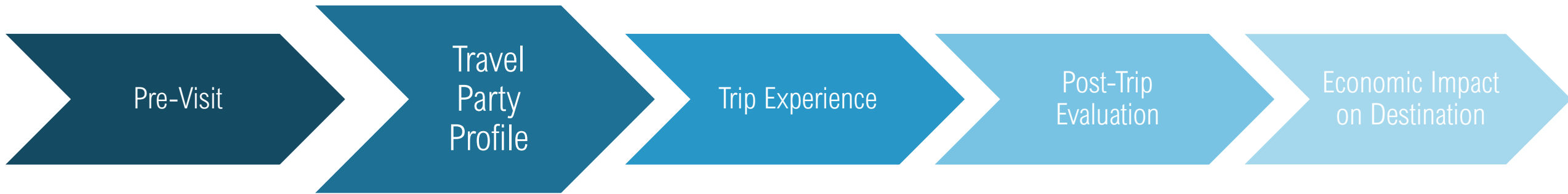


11% of visitors used
Tampa International
Airport



10% of visitors used
Sarasota/Bradenton
International Airport

Visitor Journey



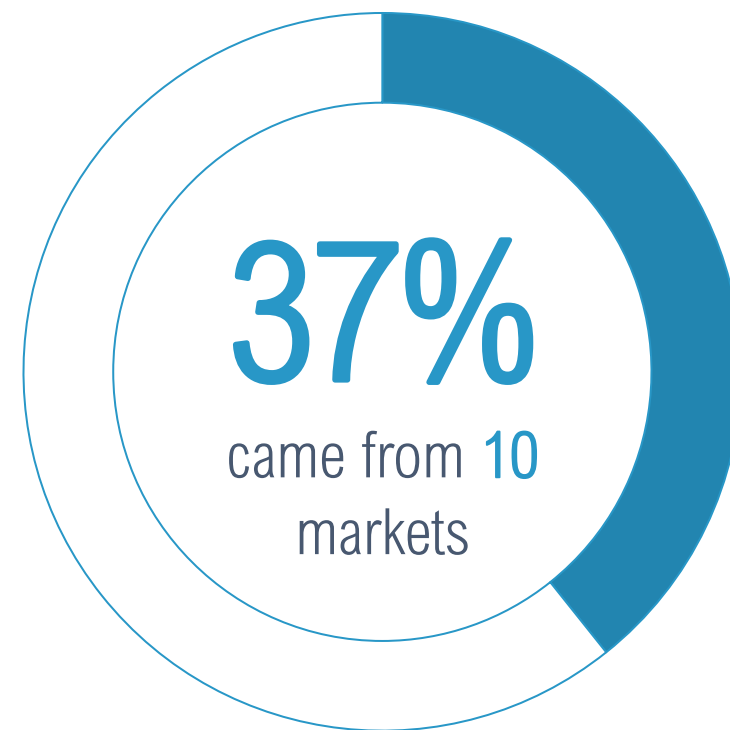
Visitor Origin¹

Visitor Origin	% of All Visitors
Florida	28%
Southeast	16%
Northeast	23%
Midwest	17%
West	4%
Canada	7%
United Kingdom	2%
Central Europe	1%
Other Europe	1%
Other International	1%
Total visitors	100.0%



Visitor Origin¹

Top 10 Markets	% of FY 2020
New York City	6.3%
Tampa area	6.2%
Atlanta	4.3%
Toronto-Ontario	3.5%
Miami-Ft. Lauderdale	3.2%
Wash DC-Baltimore	3.0%
Boston	2.9%
Chicago	2.7%
Naples	2.6%
Orlando	2.4%



Sarasota Visitor Profile

Average age = 50

Median household
income = \$119,780



Visitor Journey



Accommodation Metrics



32% Friends/family



31% Hotel/motel



21% Vacation rental



12% Personal
home



2% Camping/RV

Sarasota Visitor Profile

Visitors spent **6.7** nights
in Sarasota County

Travel party size = **2.8**
people



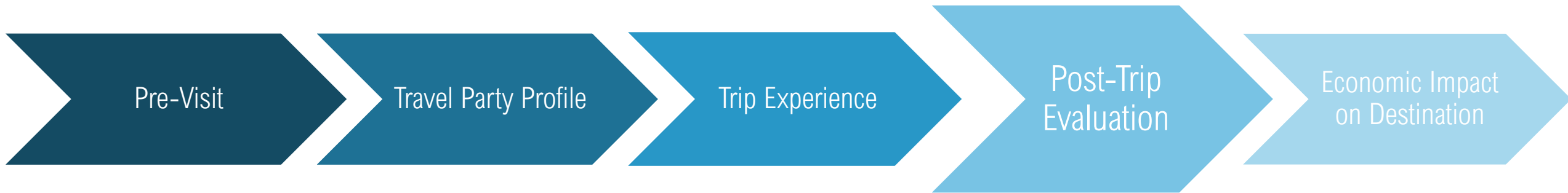
Sarasota Visitor Profile

16% were first time visitors

30% traveled with children



Visitor Journey



High Satisfaction

96% were very satisfied or satisfied with their visit.

91% plan to return

87% will recommend Sarasota to a friend



Questions?



Sarasota Visitor Profile: FY 2020

- Economic impact of tourism for Sarasota County during FY 2020 was based on data from the following sources:
 - 2,508 on-site interviews conducted by Downs & St. Germain Research with visitors staying in paid accommodations, staying with friends and relatives, and day visitors to Sarasota County.
 - ADR statistics provided by properties in Sarasota County
 - Downs & St. Germain Research's tourism databases
 - Various government agencies and data sources
 - IMPLAN Economic Impact Modeling software
 - TDT Collections provided by Sarasota County