



LEE COUNTY TOURIST DEVELOPMENT COUNCIL

Events Marketing Program

Application Webinar

April 10, 2024

EDISON & FORD WINTER ESTATES HOLIDAY NIGHTS

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

How to ask a question during the webinar

The screenshot shows a GoTo webinar interface in a Google Chrome browser. The address bar displays `app.goto.com/webinar/2446372026686285142`. The top navigation bar includes a status indicator "No active cameras", a timer set to "60:00", and a notification "You're in practice mode. Co-organizers and panelists can join, but attendees cannot until you start the webinar." with a "Start webinar" button. A red circle highlights the question icon (a speech bubble with a question mark) in the top bar, with a red arrow pointing down to it from the top right. The main content area features a message: "Nobody has turned on their camera yet" with a camera icon and a minus sign. Below this is a presentation slide with a photo of a street scene and the logo for "fort MYERS LEE COUNTY TOURIST DEVELOPMENT COUNCIL". The slide text reads: "Welcome to the webinar, the presentation will start soon." followed by "Today's topic" and "TDC Events Marketing Application Webinar". The bottom control bar contains icons for Record, React, Mic, Camera, Share, Tools, and Leave.

PROGRAM PURPOSE

- Stimulate economy during off –peak season
- Build the Tourism Pipeline
- Employ “Always On” Marketing
- Promote Lee County’s Assets
- Help Our Community Spread Our Tourism Story

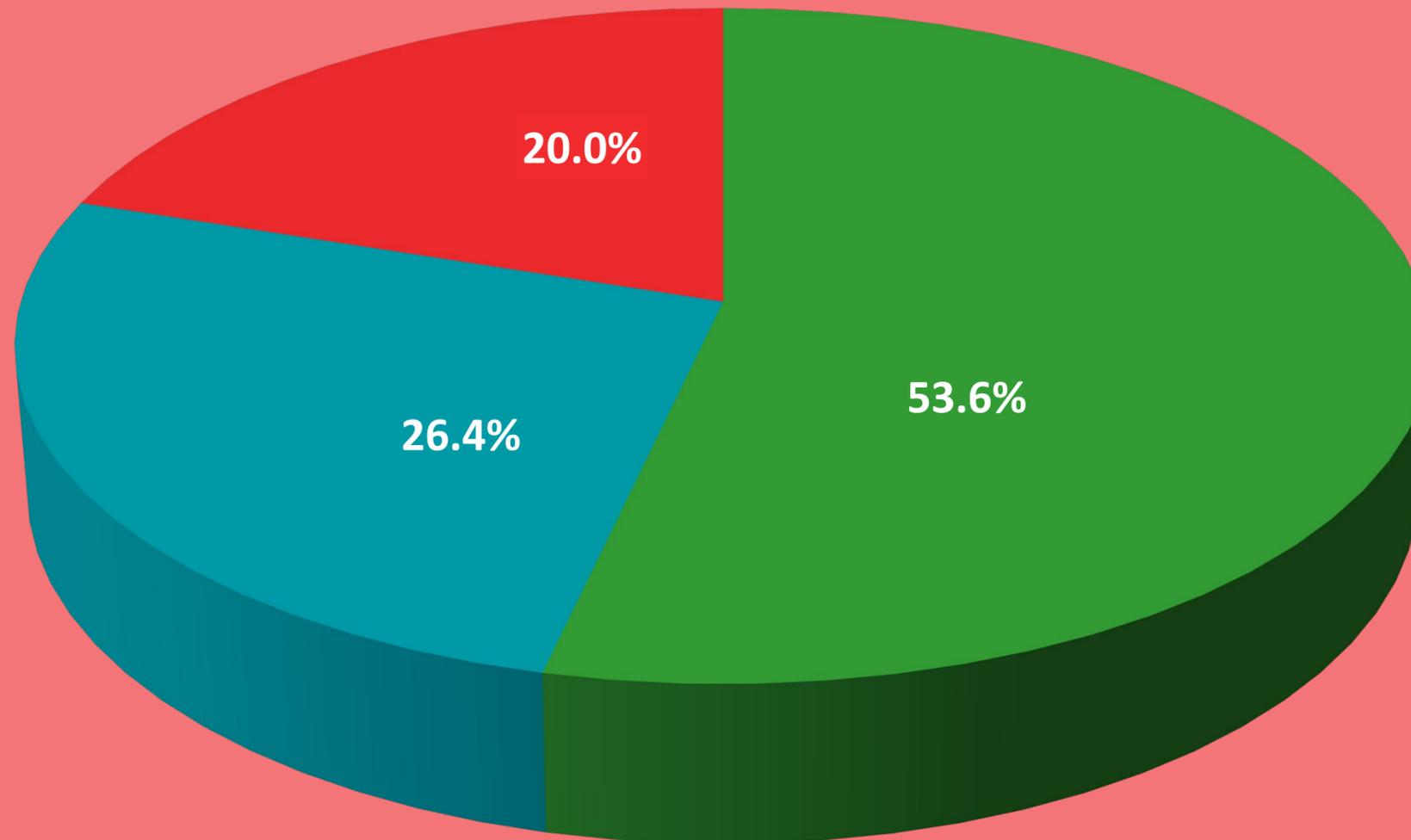


SANIBEL SHELL FESTIVAL

Program Timeline Fiscal Year 2024-2025

Application Cycle opens	Wednesday, April 10 @ 3:00pm
Application Deadline	Monday, May 13 @ 5:00pm
Review Workshop * Discussion & recommendations	Thursday- June 13 approx. 10:30am (follows TDC meeting)
Approval of recommendations	Thursday- August 8 (during TDC meeting)
Budget Approval –BoCC	September 2024
Funding allocation confirmation sent	By October 1, 2024

Tourist Development Tax Distribution



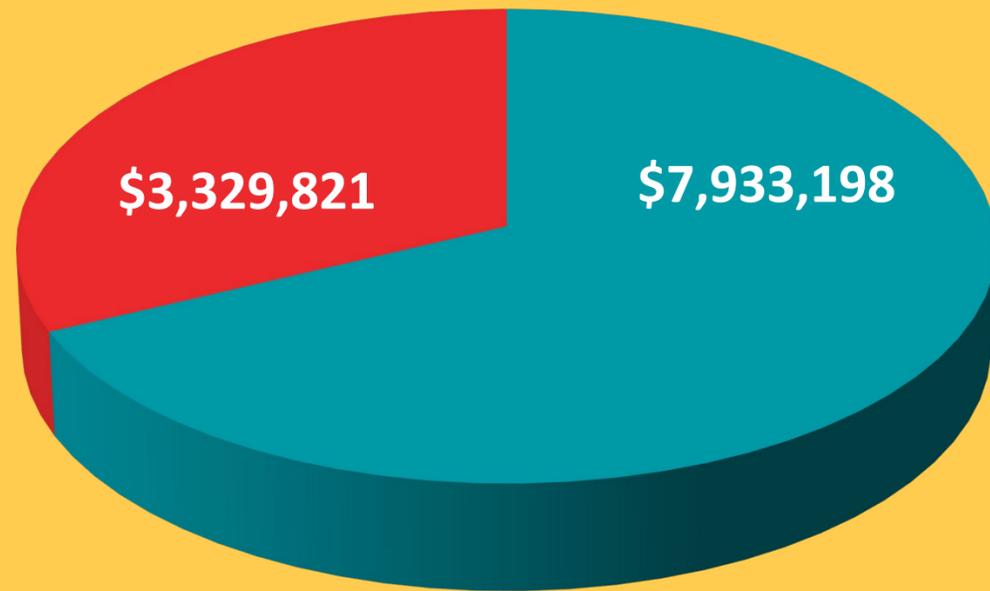
■ Advertising/Promotions

■ Beach & Shoreline

■ Stadium Facilities

TDC Marketing Program Funding since fy2000

- Arts & Attractions Funding
- Events Marketing Funding



TOTAL: \$11,263,019



BONITA SPRINGS NATIONAL ART FESTIVAL

PROGRAM ELIGIBILITY

- Lee County not-for-profit organizations (501c3, 501c6)
- Must be a multi-day event: Oct 1, 2024-Sept 30, 2025
- Marketing MUST be placed 140 miles away
- Must include collaborations with accommodation partners
- Reimbursable funding
- Must show a 75% marketing match, half of which can be in-kind
- Maximum allocation of \$25,000 per event



ARTFEST FORT MYERS

PROGRAM GUIDELINES

- Can be viewed/downloaded at: <https://www.visitfortmyers.com/lee-vcb/funding-programs>
- Each organization must designate a point of contact for the VCB to ensure all marketing placements have been implemented.
- All materials submitted will be a matter of public record.
- Incomplete applications without the required documentation will not be considered.
- Final event report is due within 60 days and include reimbursement request workbook.
- TDC credit must be included on collateral produced with TDC funds.

EVALUATION CRITERIA

- Commitment to the expansion of tourism- *max 15*
- Soundness of proposed event- *max 8*
- Organization stability- *max 5*
- Out of market promotion- *max 10*
- Quality and uniqueness- *max 4*
- Bonus – *max 8*



ECHO GLOBAL FOOD & FARM FESTIVAL

SUCCESSFUL PARTNERS WILL....

- Produce events that create FOMO, an urgent sense to attend!
- Collaborate with lodging partners to create unique event packages.
- Develop partnerships and work towards becoming sustainable.
- Create and maintain listings on [visitfortmyers.com](https://www.visitfortmyers.com).
- Maintain a responsive event website and implement mobile-first thinking into all marketing.
- Include VCB brand logos on all pieces produced with TDC funds.
- Participate in VCB marketing workshops & webinars.
- Measure and report back on effectiveness of your marketing efforts.



Cross promote!

- Follow @VisitFortMyers on Facebook, Instagram & TikTok and share our posts and stories
- Brag about our community by tagging us #MyFortMyers in social media posts
- Cross promote and attend other local events

Additional Partner Benefits

- **VCB Communications**

- EVENTS Press Release to 2,400 outlets
- Monthly newsletter-1,600 subscribers
- FB(@LeeVCB)- 5,520, followers

- **VCB Marketing:**

- Free web listing- 2.9 million pageviews
- Marketing plan guidance & resources



FRINGE FESTIVAL

CO OP CREDIT

All events funded through this program will receive:

- **Featured Event listing** the month prior to your event (estimated impressions 6,000 per quarter)
 - Post the event on VisitFortMyers.com consumer website. (average of 200,345 unique visits monthly)
 - Co op Value: \$125
- **Featured Event inclusion** in the Visit Fort Myers consumer email blast (225,000+ consumers monthly)
 - Co op Value: \$750



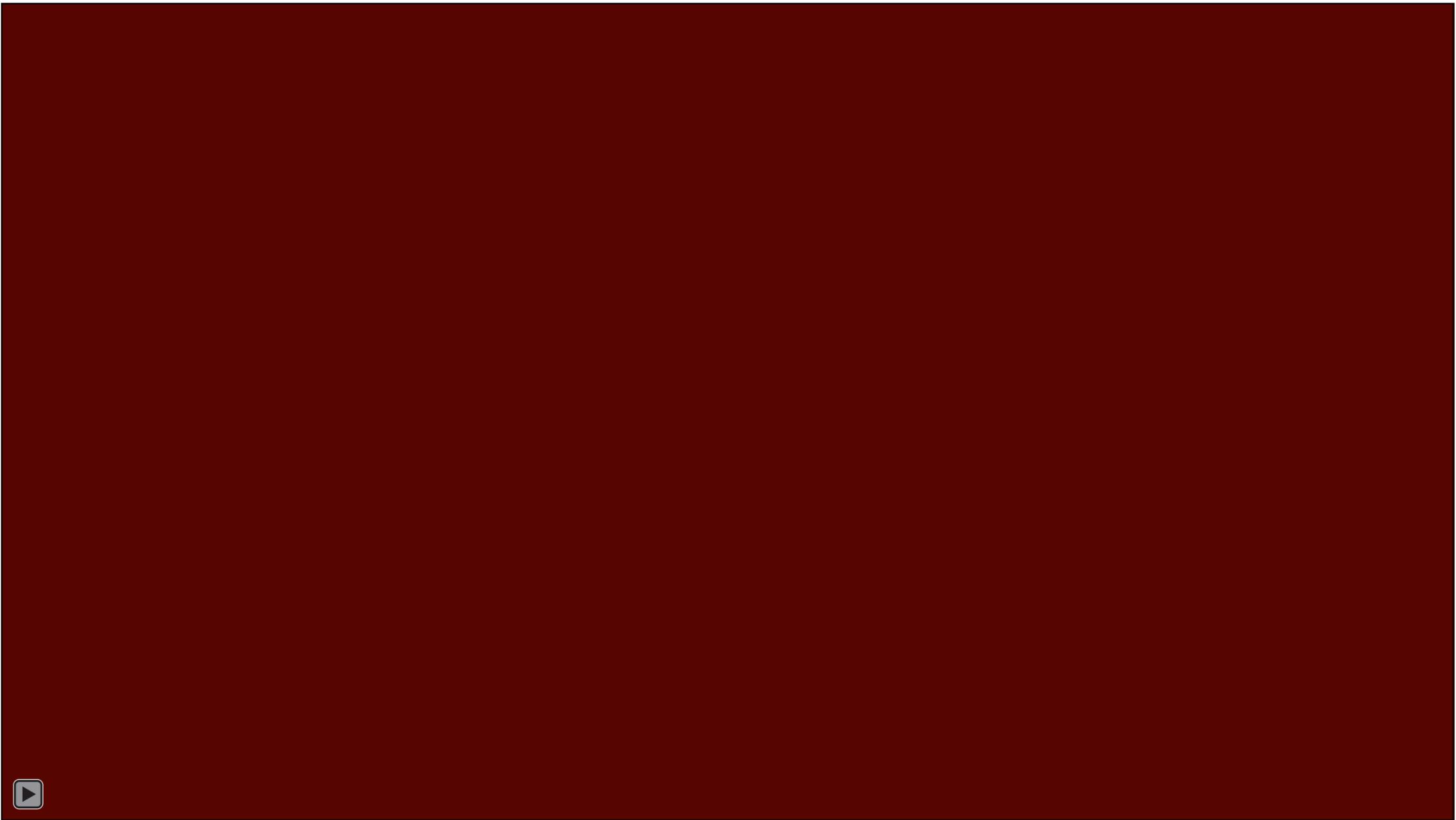
CAPE CORAL ART FESTIVAL

ISLAND HOPPER SONGWRITER FEST

ELIGIBLE MARKETING TACTICS

- Creative design of advertisements.
- Out-of-area placements, must show locations.
- Media buys for ad placement in newspapers, magazines, radio and television, digital and social mediums.
- Video or photography projects that supports the marketing plan.
- Creative Development for event's dedicated website.

Video Teasers



Reels



850,000 views on Facebook and 28K on Instagram!

2023 Visitor Origin

Domestic	International
88%	12%
New York	Canada
Chicago	Germany
Atlanta	Other International
Minneapolis-St. Paul	United Kingdom
Detroit	
Cleveland-Akron	
Boston	
Washington, DC- Hagerstown	
Cincinnati	

Source: 2023 Visitor Tracking Report (DSG)

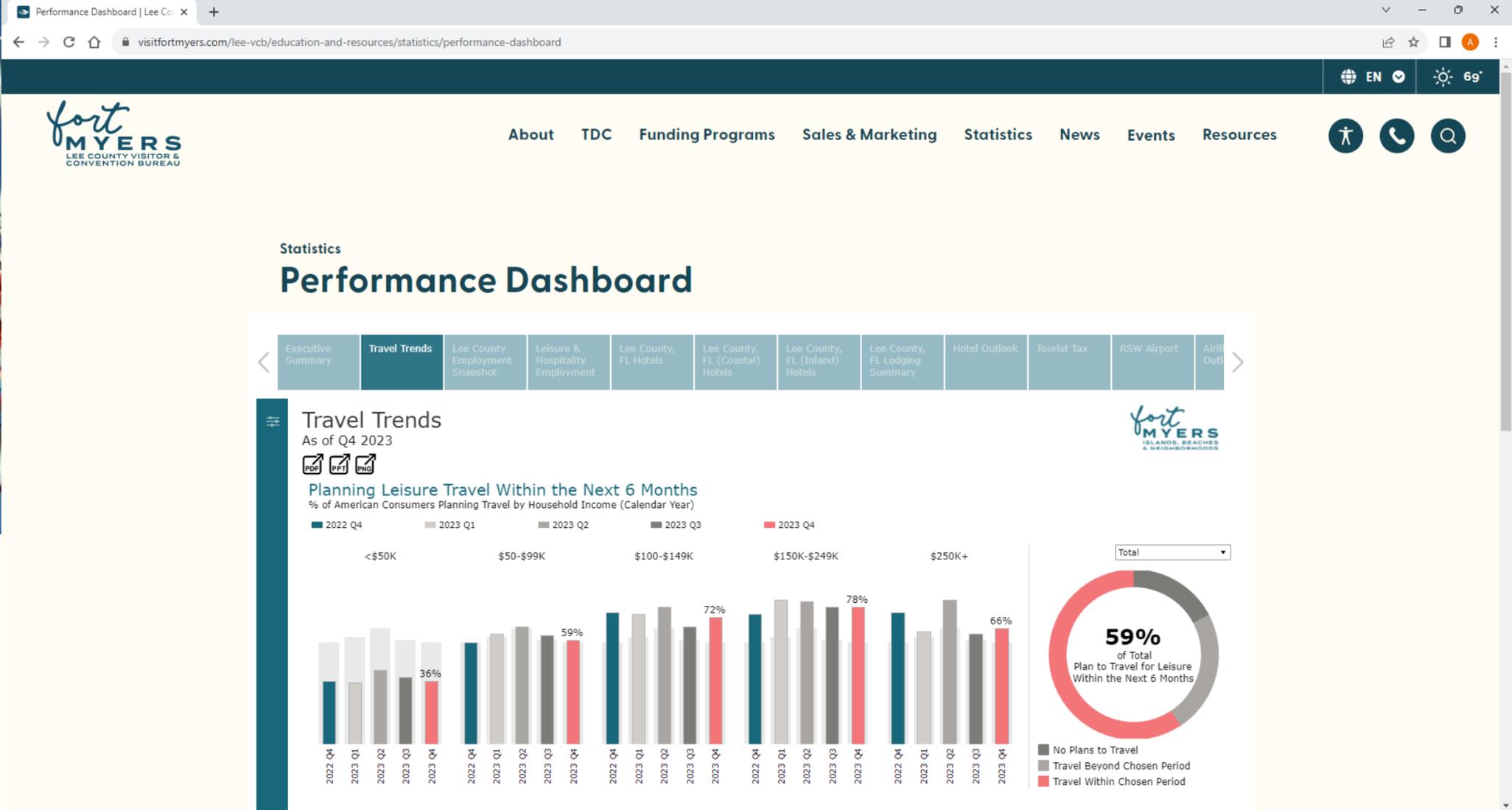
<https://www.visitfortmyers.com/lee-vcb/education-and-resources/statistics/annual-visitor-profile-summary-reports>

STATISTICS- TRAVEL TRENDS



- Statistics
- Value of Tourism
- Annual Visitor Profile Summary Reports
- 20-Year Recap
- Bed Tax Information
- Performance Dashboard**
- 2018 Spring Training Impact Study

Southwest Florida Ag Expo
Share SWFL's best family-friendly event with your guests. [Learn More.](#)



INELIGIBLE MARKETING TACTICS

- Advertising and promotion within Lee County
- Purchase of VCB CO-OP with TDC funds
- Invoices dated prior to TDC approval of funding (August)
- Prize money, scholarships, event bags, giveaways
- Website management for general organizational purposes
- Public Relations tactics
- Staff salaries, Management & Administrative fees

REPORTING

FINAL REPORT must include:

- Overall assessment
 - Marketing Results (B)
 - Attendee origin information (E)
 - Revenue producing room nights (F)
- Request for Reimbursement - Workbook



BURROWING OWL FESTIVAL

REPORTING

Appendix B: ROI SUMMARY SHEET

This section must be completed by events that have received TDC funding in the past. All other events should start measuring moving forward.

Name of event: **ARTFEST FORT MYERS**

Measurements	2020/2021	2021/2022	2022/2023
Event Attendance	<p>COVID required that we reduce crowd size.</p> <ul style="list-style-type: none"> Total Attendance = 6,433 Visitor = 12.4% Seasonal = 36.4% Year Round Lee County resident= 47.4% Year Round other FL resident = 2.1% 	<ul style="list-style-type: none"> Total Attendance = 65,000 Visitor = 13.2% Seasonal = 35.4% Year Round Lee County resident= 48.2% Year Round other FL resident = 3.2% 	<ul style="list-style-type: none"> Total Attendance = 95,000 Visitor = 15.2% Seasonal = 33.4% Year Round Lee County resident= 48.2% Year Round other FL resident = 3.2%
Number of paid room nights generated	244	143	124
Media Impressions (print, online, radio, tv)	<ul style="list-style-type: none"> Website = 113,326 annual visitors WGCU TV = 89,500. 36 spots in 2021 Public Radio = 92,400 cumulative. 43 spots. Commercial Radio = 228 spots w .9 million impressions. WOLZ & WCKT only. Billboards = 4,979,769 Destination Magazine = 11,500 issues in 56 hotels & local 	<ul style="list-style-type: none"> Website = 116,211 annual visitors GABI = 2,615 interactions NBC/ABC7 TV = 33,700. 21 spots WGCU TV = 12,431. 5 spots in 2021 Public Radio = 23,637 cumulative. 11 spots. Commercial Radio = 167 spots 551,039 impressions. WOLZ & WCKT only. 	<ul style="list-style-type: none"> Website = 154,070 annual visitors TV = 66,700. 46 spots Radio = 1,103,000 impressions. 375 spots. Billboards = 6,617,019 Destination Magazine = 14,000 issues in 105 hotels and local distribution. Plus out-of-market print <ul style="list-style-type: none"> Key West - 22,000 issues. Tampa - 18,000

Island Hopper Songwriter Fest Recap

	2014	2015	2016	2017	2018	2019	2021	2022	2023
Estimated Attendance (millions)	5000	12,634	13,962	15,000	18,000	21,000	12,500	15,091	13,586
Paid Media + PR Impressions (millions)	175	505	71	61	42.7	142	145	66	937
Lodging Deals	0	26	21	24	22	22	16	9	12
Confirmed Room Nights	62	200	222	223	573	714	525	?	719
September TDT Revenue (millions)	\$1.3	\$1.4	\$1.5	\$1.6	\$1.4	\$1.5	\$2.4	\$2.0	\$1.9
F & B Revenue Increase (yoy)		10%	15%	5-10%	15%	18%	15%	16%	15%
Songwriters	53	70	78	80	83	88	78	85	75
Performances	88	140	146	157	152	150	113	136	122
Ticketed Events	2	3	6	8	8	7	5	5	7
Website Views	92,370	94,138	124,369	103,485	123,720	92,958	203,443	32,931	74k
App Downloads	--	--	--	--	2,767	4,188	2,680	2,530	3,194
Notes				Hurricane Irma hit area 10 days prior	Red Tide			Hurricane Ian 3 days post event affected reporting	Hurricane Recovery 70% hotels open 30% hotels closed 5 former IHSF venues closed Reduced venues Downtown Added 2 nights/3 venues in Cape Coral

REPORTING- Receipts for Reimbursement

Meta

Receipt for Danielle Flood
Account ID: 18247600

Invoice/payment date
31 Jan 2023, 08:14

Payment method
Visa · 6564
Reference number: WVPJQM00NH2

Transaction ID
6883070715140211-11501933

Product type
Meta ads

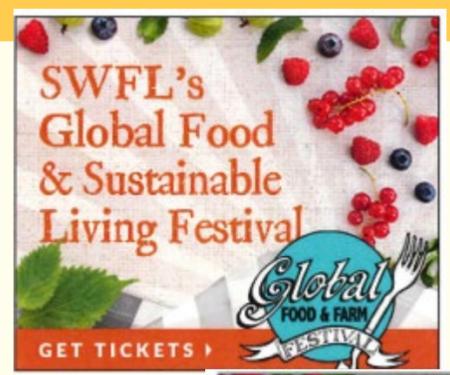
Paid

\$41.56 USD

Remaining ad costs at the end of the month.

Campaigns

Event: ECHO's Global Food and Farm Festival From 30 Jan 2023, 00:00 to 30 Jan 2023, 23:59	\$41.56
Event: ECHO's Global Food and Farm Festival	7,588 Impressions \$41.56



TOURS **DEMOS** **WORKSHOPS** **SAMPLES** **EXHIBITS**

Global FOOD & FARM FESTIVAL

MARCH 7-11 • 2023
FORT MYERS, FL

TOURS EXPERIENCES AND WORKSHOPS FOR THE WHOLE FAMILY INCLUDING

TROPICAL TASTING LUNCH Enjoy a farm-fresh lunch in our beautiful community garden, includes a brief guided walk through the ECHO Global Farm.

MAKE-AND-TAKE MASON JAR HERBS This guided workshop will give you all the tools to start a small kitchen herb garden.

EDIBLE BACKYARD DESIGN WORKSHOP Learn principles of edible landscaping and start designing your own backyard 'FoodScap'.

GARDEN AND GLASS TOUR Learn how to include fresh, tropical flavors in your homemade foods and beverages on an off-the-beaten path tour with an ECHO culinary guide.

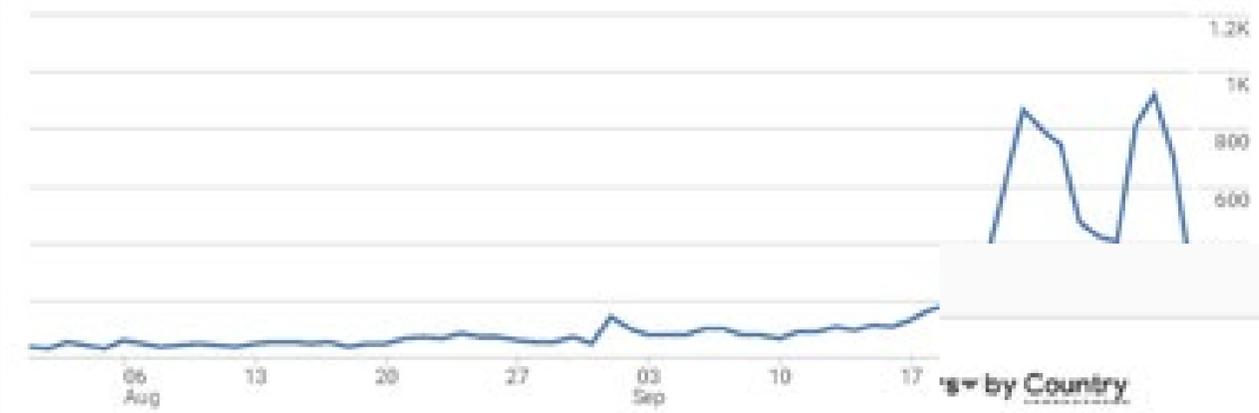
SATURDAY FARM DAY Spend the day at our 57-acre Global Farm and tour a tropical rain forest demonstration, learn seed-saving techniques, taste international foods, or test innovations demonstrated in the appropriate technology area!

echonet.org/events or call 239.543.3246 17391 Durrance Road, North Fort Myers, FL 33917

All Users [Add comparison](#) +

Reports snapshot

Users [?] **3K** New users [?] **2.2K** Average engagement time [?] **19m 09s** Total revenue [?] **\$0.00**



by Country

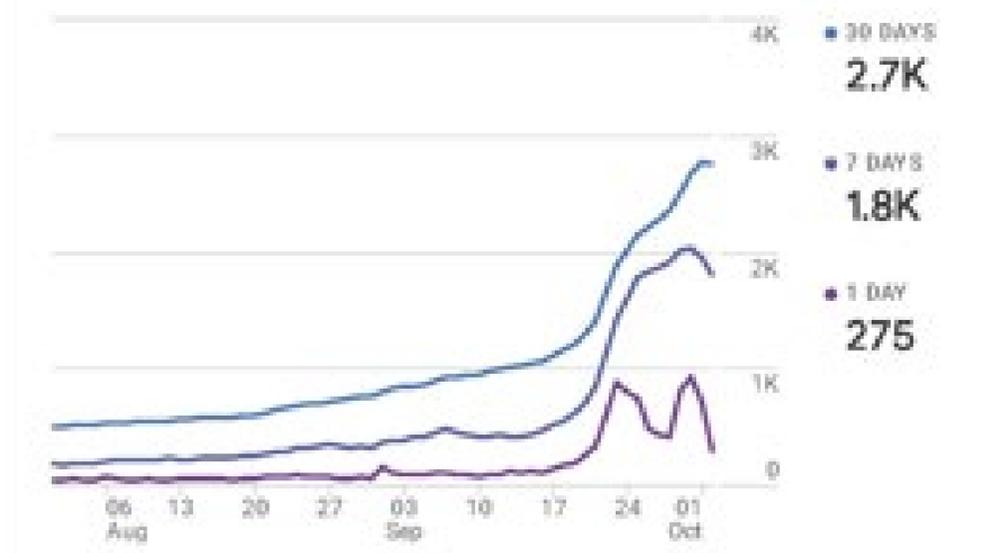


COUNTRY	USERS
United States	3K
Canada	15
United Kingdom	7
Germany	5
Egypt	3
Italy	2
Japan	2

[View countries](#) →

HOW ARE ACTIVE USERS TRENDING?

User activity over time



 **SCAN ME**

REPORTING- GOOGLE ANALYTICS

Want to learn more? Google Analytics offers FREE courses!

How to Apply

www.leevcb.com



TDC Funding Programs



Events Marketing



Online Events
Marketing Application



Create New Account
or
Login

<https://www.visitfortmyers.com/lee-vcb/funding-programs/events-marketing>

Program Resources:

[2024-2025 Events Marketing Timeline and Guidelines](#)

[Events Marketing Appendices](#)

[Application Webinar](#)

[Reimbursement Instructions](#)

[Online Application](#)

How to Apply

www.leevcb.com

TDC Funding Programs

Events Marketing

Online Events
Marketing Application

Create New Account
or
Login

The screenshot shows the Applicant Dashboard for Jacki Liszak. At the top, there are navigation links for Home, Apply, and Organization History. The dashboard title is "Applicant Dashboard". Below the title, there is a "Public Profile" badge. The applicant's information is listed on the left, and the organization's information is on the right. A message box indicates that if the organization information is incorrect, the user should click the edit (pencil) icon. Below this, there are tabs for "Active Requests" (2) and "Historical Requests" (2). Two request entries are shown: "12th Annual FMB Pirate Festival" and "31st American Sandsculpting Championships". Each entry includes a table with columns for "Process", "Application", "Decision", "Submitted", "Approved", and "Date".

[Home](#) [Apply](#) [Organization History](#)

Applicant Dashboard

c. ★ Public Profile

Applicant:
Jacki Liszak
jacki@fmbchamber.com
239.454.7500
1661 Estero Blvd
Fort Myers Beach, Florida 33931

Organization:
Fort Myers Beach Chamber of Commerce
N/A
(239) 454-7500
1661 Estero Blvd
Fort Myers Beach, Florida 33931

[Contact Email History](#)

i If your organization information does not appear correct, please click the edit (pencil) icon.

Active Requests **2** | Historical Requests **2**

12th Annual FMB Pirate Festival

Process: TDC Events Marketing Funding FY17-18

Application	Submitted	05/16/2017	View Application
Decision	Approved	07/20/2017	View Details

No Follow Ups have been scheduled

31st American Sandsculpting Championships

Process: TDC Events Marketing Funding FY17-18

Application	Submitted	05/16/2017	View Application
Decision	Approved	07/20/2017	View Details

*Appendix C:
BUDGET
TEMPLATES*

Appendix C: EVENT MARKETING BUDGET TEMPLATE - Please present in two parts (C #1 and #2).

1. Show total event budget. This allows the Tourist Development Council to determine what percentage of the total budget is dedicating to promoting the event.

Budget Line items	TDC Request	Organization	TOTAL
<i>Marketing Expenses</i>	25,000	18,750	43,750
<i>Operating Expenses</i>		52,253.17	
Other:			
Other:			

Marketing Budget

2. Show your marketing budget breakdown. This allows the Tourist Development Council to determine how the Events Marketing funds will be utilized.

Marketing Activities	Brief description	Amount requested	Organization match	Number of ads/impressions
Ad placement	Radio/TV local and out of market (organizational match is local)	7,000	11,250	
Graphic design				
Brochure/program distribution	Passport design and printing for the event			
Social media tactics	Social Media Campaigns	13,000	2,500	50,000
WEB	Design of a Taste of the Islands Microsite	5,000	5,000	30,000

REMINDERS!

- May 13- Application Deadline
- June 13- Events Review Workshop

ATTRACTIONS Program:

- May 16- Application Webinar
- June 17- Application Deadline

**TDC formalizes funding on
Thursday, August 8**



CROW'S TASTE OF THE ISLANDS

REGISTER NOW!

Search Engine Optimization & Analytics

- **Thursday, May 2, 2024 @ 3pm**

Learn about best practices for paid and organic search with Craig Paddock, Director of Paid Search at MMGY, along with Brandon Paddock, Paid Search Manager at MMGY. This session will cover how to analyze the effectiveness of your search campaigns, how Google is ranking websites in 2024, Google Ads new campaign types and more!



10 Ways the VCB Supports You

There are several ways industry partners can work with the VCB. Some of these include but are not limited to:

Business Listings

We encourage you to list your hotel, attraction, tour business, restaurant, or event for FREE on [VisitFortMyers.com](https://www.visitfortmyers.com).

Deals & Specials

We also invite you to regularly post special offers and consumer-focused deals or packages on [VisitFortMyers.com](https://www.visitfortmyers.com).

Co-op Advertising

Buy into our cooperative advertising program that gives you national ad presence and/or booth-sharing opportunities at trade shows at a fraction of the cost.

Grant Funding

Check eligibility and apply for one of our three [TDC funding programs](#): Beach & Shoreline, Events Marketing and Arts & Attractions Marketing.

Host Journalists and Influencers

Host press and social media influencers the VCB invites to write about our area, whether online or in print.

Data & Research

Complete our surveys and use our published statistics as a source for timely visitor research and industry information.

Events

Attend our events: Tourist Development Council Meetings, Tourism Outlook, Team Tourism Meetings, Travel Rally, E Awards, and Training Workshops.

Site Visits

Facilitate site visits for travel agents, travel wholesalers and meeting planners.

Train Staff

Enroll your staff in [Guests First](#), our Certified Guest Service Professionals (CGSP) program that improves customer service excellence.

Engage on Social

Follow @VisitFortMyers on [Facebook](#), [Instagram](#), [Pinterest](#), and [Twitter](#); engage with us, and use #MyFortMyers on relevant posts.



@VisitFortMyers



QUESTIONS?

Nancy MacPhee

nmacphee@leegov.com

Alison Giesen

agiesen@leegov.com

Lee County Visitor & Convention Bureau

239.338.3500

THANK YOU!

