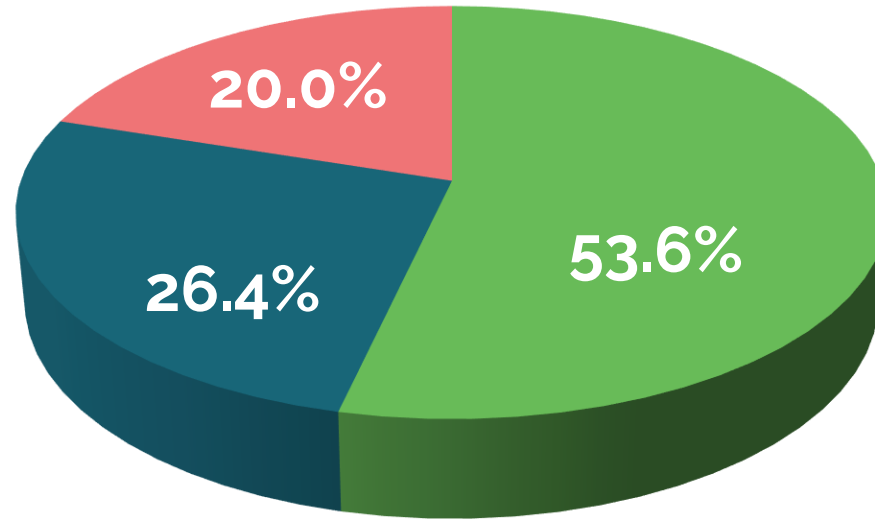


**Lee County Tourist Development Council
Attractions Marketing Application Webinar
FY2026-27**

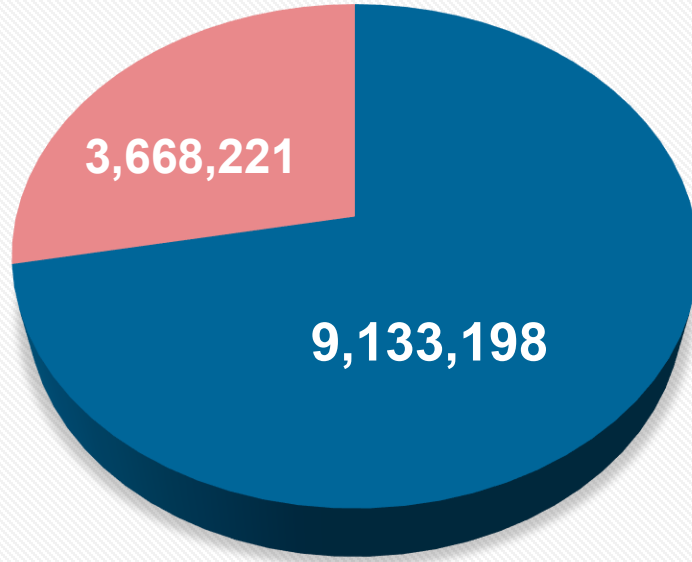
Tourist Development Tax (TDT) Distribution



■ Advertising/Promotions ■ Beach & Shoreline ■ Stadium Facilities

TDC Marketing Program 2000-2026

Total: \$12,801,419



■ Attractions Marketing Funding ■ Events Marketing Funding

VCB Departments

Marketing

- Digital, social, print and broadcast media
- Websites and Co-Op Advertising Program
- Destination Development

Visitor Services

- Visitor Assistance Program at RSW
- Team Tourism educational workshops and events
- Tourism Ambassador Program

Admin

- Operations/ Fiscal
- Community relations
- TDC meetings
- Customer service training (Guest First)

Domestic and International Sales

- Promotes domestic and international groups, meetings and consumer tour and travel

Communications/ PR

- Solicits local, national, and international media coverage
- Conducts media missions and FAM tours

Take advantage of how the VCB can support you!

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](#), engage with us, and use #MyFortMyers on relevant posts.



@VisitFortMyers



Attractions Marketing Program Timeline Fiscal Year 2026-2027

- Application Cycle Opens – Tuesday, May 12, 2026 @ 3:00pm
- Application Closes - Wednesday, June 10 @ 5:00pm
- Review Workshop (Discussion & Recommendations) Friday, August 7, at 9:30am **Be sure to attend!**
- Approval of Recommendations - Thursday, August 13 (during TDC meeting)
- Budget Approval- BoCC - September 2026
- Funding allocation confirmation sent to partners by October 1, 2026

Attractions Marketing Program Purpose

Provide marketing guidance and financial assistance to Lee County nonprofit attractions that will:

- Enhance and diversify year-round tourism opportunities in Lee County.
- Offer visitor facing programs that may extend the stay of visitors.
- Highlight the unique art, historic, and cultural offerings of the destination.

Program Eligibility Checklist

- Nonprofit 501 status.
- Tourism-based organization that offers programming for visitors.
- Facilities, programs and or services **MUST** be available to visitors throughout the year.

Attractions Marketing Program Details

- Review Guidelines
<https://www.visitfortmyers.com/lee-vcb/funding-programs/attractions-marketing>
- Local spend permitted, encourage out-of-marketing and hotel partner collaboration and packages.
- By reimbursement.
- Maximum Request \$25,000 (less than 100,000 annual visitors) & \$50,000 (more than 100,000 annual visitors)
- Applicant contribution encouraged.
- Spending starts October 1, 2026 - Sept 10, 2027.

Eligible expenses

- Third party agency fees directly related to the placement of marketing tactics listed in the approved marketing plan- not to exceed 15% of the amount awarded that is utilized.
- Social media tactics.
- Prints ads with TDC logo.
- See page 5 of the guidelines for more!

Evaluation Criteria

- Commitment to the VCB's mission of enriching arts & culture.
- Visitor facing authentic, unique immersive experiences.
- Presents diverse marketing tactics.
- Open to the public and offers visitor-facing programming year-round.
- History of collaborative partnerships.
- Creativity of programming to attract new visitors.

How to Apply & Attraction Marketing Program Resources

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

Attractions Marketing Program Resources

Attractions Marketing Program Guidelines and Timeline FY26

Attractions Marketing Program FY2025-2026 Appendices

Status/Final Report - Fillable Form

Reimbursement Instructions


Reimbursement Webinar

Online Application

Online Application Portal website- bookmark this page!

<https://www.grantinterface.com/Home/Logon?urlkey=leevcb>

grantinterface.com/Home/Logon?urlkey=leevcb



Logon

Email Address*

Password*

[Log On](#) [Create New Account](#)

[Forgot your Password?](#)

Embedded Links

> Project Request

∨ Background Information

Look for these embedded links to DOWNLOAD forms

1. Tell us how your attraction meets the required programming goals?*

- View the required [program goals on pages 1 and 2 of the guidelines](#).
- Describe how your organization serves visitors through programs and or services throughout the year..

2,500 characters left of 2,500

3. Describe how TDC Attractions funding aligns with your organizations mission?*

Appendix A: Marketing Project Description – Attractions Marketing Funding

Name of Attraction: My Favorite Lee County Attraction

Marketing Activity	Brief Description <i>(Please state medium, size, and quantities where applicable)</i>	Amount Requested	Applicant Contribution	Estimated reach / # of Impressions
Design of Advertising Materials <i>List what design is for (posters, print ads, digital banners)? List how it will be used (print, digital ads)?</i>	Design of 12 social media ads, 6 prints ads and 10 digital banner ads.	2,500	500	See ad placement and social media reach
Ad Placement (Media Buy) <i>Where will the ads be placed? Local radio, TV online platforms? List dates and duration.</i>	Florida Weekly Digital Ad Buys (St. Pete/ Tampa/ Key West) Jan & Feb 2027- 4 weeks total Florida Weekly Print ads (Fort Myers) March & April- 4 weeks Radio ads (iHeart & WGCU- NPR) January 2027 2 weeks (St. Peter/ Miami) Local IQ Digital Ads Feb 2027 - 2 weeks e.g. banners, video, native, location-based targeted ads, etc.)	1,500	1,000	Reach 150,000 Impressions 250,000
Social Media Tactics <i>List platforms (Facebook, Instagram etc.) and number and types of posts, paid promotion details.</i>	Facebook reels Instagram reels and carousels	4,500	1,500	600,000 Impressions
Web Development <i>Will a website be created or updated? List features of website that will be updated.</i>	Create new landing page on website for program offerings for 2027; Update photographs on all pages and create new event pages.	1,500	1,000	Reach 20,000 Impressions 45,000
Other <i>Include other plans for content creation (promo video, photography etc.) List how this will be used. List other elements (SEO, Geo targeting)</i>	New video and professional photographs to place on new landing page on website. Short videos for Facebook and Instagram posts, content creation for social.	3,500	1,000	See web development and placement of social media tactics.

TOTAL \$ 14,500 \$ 5,000

Appendix A: Marketing Plan

DOWNLOAD THIS
NEW VERSION and
use links to forms
that are in the
application to
ensure they are the
most up to date.



Third party agency fees directly related to the placement of marketing tactics cannot exceed 15% of the amount requested.

Appendix B: Goal Outcomes Chart-Attractions Marketing Funding –Provide detail on year over year measurements.

Name of attraction: Florida Repertory Theatre

Performance Indicator	2022-23 Results (if applicable)	2023-24 Results (to date)	Measurement Tool	2024-25 Objectives
Total Attendance	61,485	65,124	e.g. admission, ticket sales or coupons redeemed	75,000
Out of town vs. local	Out of town: 2,441	19% of ticket buyers were from out of state 31% of ticket buyers were from outside Lee City 67% of ticket buyers were from outside Fort Myers Supplemental data: 27% of "first-time" ticket transactions were made by customers from outside Florida.	Patron Management Software; Theatre Manager	Out of town: 15,000
Website traffic-click thru rate, eNews open rate	173,984 sessions 131,232 unique visitors eNews open rate = 45.5%	213,024 sessions 165,910 visitors eNews open rate = 48%	e.g. Google Analytics	200,000 sessions 170,000 visitors 48% eNews open rate
Visitor satisfaction levels	99.99% of survey respondents responded yes, to recommending us to a friend.	99.6% of survey respondents responded "yes" to recommending us to friends/family. Supplemental data: 3% of satisfaction survey respondents were from out-of-town	e.g. Visitor Surveys	99% will recommend.
# of Hotel/Restaurant or other partner packages sold		"Plan a Visit" webpage which has links to hotels/restaurants partners had 1,514 views.		Book 2 out of town group sales packages with local area hotels & dining
Social media engagement	1,298,353 total impressions (Facebook, Instagram, YouTube, FB ads)	1,594,000 total impressions/views/reach (Facebook, Instagram, YouTube)	analytics/insights from Facebook, Instagram, YouTube, Social Display Ad program	1,500,000 total impressions
Other				

Appendix B

Statistics

20-Year Recap

2018 Spring Training Impact Study

Value of Tourism

Bed Tax Information

Monthly Hotel Update

Annual Visitor Profile Summary Reports

Performance Dashboard

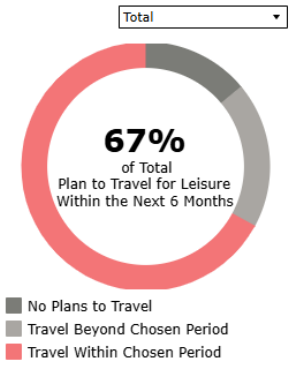
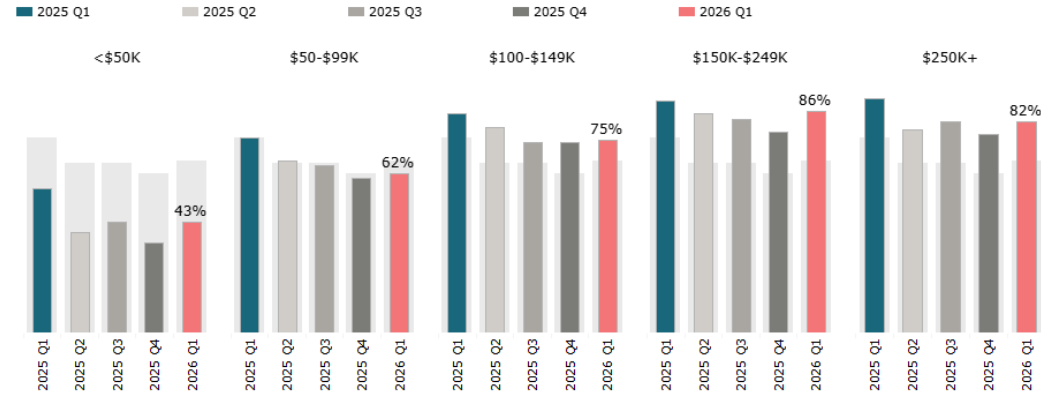
Travel Trends

As of Q1 2026



Planning Leisure Travel Within the Next 6 Months

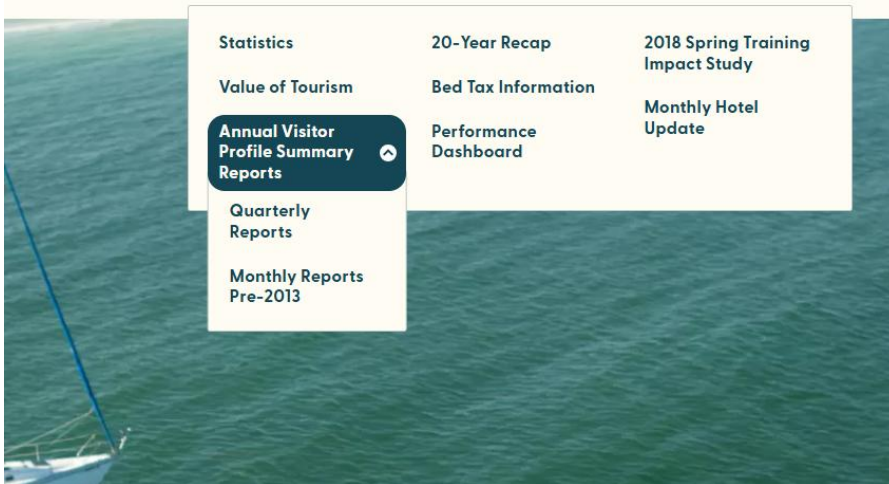
% of American Consumers Planning Travel by Household Income (Calendar Year)



VCB Resources
Stay up to date on
travel trends

Where to find this information on Leevcb.com

Destination Development Sales & Marketing **Statistics** News Events Resources



2025 Visitor Origin

Domestic 90.3%	International 9.7%
New York 6%	Canada 5%
Chicago 5.3%	Germany 1.8%
Minneapolis- Saint Paul 4.6%	UK 1.0%
Boston 4.1%	Other Europe .7%
Atlanta 3.3%	Other International 1.2%
Detroit 3.2%	
Philadelphia 3.2%	
Washington, DC- Hagerstown 2.2%	
Cleveland-Akron 2.1%	

Source 2025 Visitor Tracking Report (DSG)

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



CO-OP Opportunities

Current Programs*

VCB Website

- Featured Attraction
- Featured Accommodation
- Featured Deal
- Featured Restaurant
- Featured Event
- Premium Featured Accommodation Deal
- Premium Featured Attraction Deal
- Webcam Pre-roll**

Save the date!
August 12th
Co-op roll out event!

 <p>☆ Featured</p> <p>Florida Repertory Theatre</p> <p>Visit Website</p>	 <p>☆ Featured</p> <p>Centers for the Arts Bonita Springs</p> <p>Visit Website</p>
---	--

*All programs are offered quarterly: Oct-Dec, Jan-Mar, Apr-Jun, Jul-Sept
Note: TDC funds cannot be used for Co-Op buys.
** This program is offered monthly.

CO-OP Opportunities

Current Programs Social Media

- Facebook & Instagram Advertising
Single Image Placement: 1 partner per month
- Facebook & Instagram Advertising
Carousel Placement: 2 partners per month
- Facebook & Instagram Advertising
Slideshow Placement: 2 partners per month

**Meta, formerly known as Facebook, Inc., is the technology company that houses both Facebook and Instagram. All placements listed are considered dual placements that run on both platforms, with their algorithm optimizing delivery based on where your target audience is interacting with your ad most frequently.*



Overview		
Views 📊	Reach 📊	Interactions 📊
303,950	197,064	171

Business Listings

Tips to Make Your Business Stand Out

- Be descriptive!
- Add High-Quality Photos (Up to 10)
- Choose a strong Thumbnail Image
- Book a free Threshold360 session!
- Include your Google reviews.
- Add your Events!
- Events page gets most views!

Need help?

<https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines>

ECHO Global Farm Tours

Our Global Farm is anything but typical. Through our tour, you'll experience farming at its most creative, with unique demonstrations, plants, and techniques being used to help farmers and urban gardeners in developing countries.

There are seven different settings on our farm, with crops, techniques, and animals from around the world. ECHO is home to one of the largest collections of tropical food plants in...

Load More

Gallery



Category	Agri-Tourism, Museum Science
Discounts	AAA Discount, Group Discount, Military Discount, Other Discount, Senior Citizen Discount, Student Discount
Tour Information	Customized Tours, Guided Tours
Tour Duration	1.5 hours
Tour Schedule	Call for details.
Meeting Facilities	Outdoor Event Venues, Tables & Chairs, Use Own Caterer

Upcoming Events



Florida Repertory Theatre

Florida Repertory Theatre is a fully professional theatre company that *The Wall Street Journal* calls "As Good as Broadway" and "One of America's Top Repertory Companies!"

Located in the heart of the downtown Fort Myers River District, Florida Rep produces comedies, dramas, new plays, and musicals in the Historic Arcade Theatre and ArtStage Studio Theatre. Florida Rep and its vibrant Education Department...

Load More

Gallery



Amenities

Location	Historic River District
Time To Experience Activity	1 - 2 Hours
Activities	Children's Programs
Facility Amenities	Concessions
Category	Performing Arts Center, Theater
Discounts	Group Discount, Student Discount

Cross promote & stay in the know!

- Follow @VisitFortMyers on Facebook, Instagram & TikTok and share our posts.
- Tag us @VisitFortMyers on all social media posts.
- Sign up for VCB Industry Partner newsletter!
<https://www.visitfortmyers.com/lee-vcb/industry-newsletter-form>

Dates to remember!

May 12 @ 3pm- Application opens

May 27- deadline to submit marketing plan for review

MUST submit plan to Alison @ agiesen@leegov.com

June 10 @ 5pm- Application closes

August 7 @ 9:30am- Subcommittee Review Workshop

August 13 @ 9am TDC formalizes funding

QUESTIONS?

Alison Giesen

agiesen@leegov.com

Lee County Visitor & Convention Bureau

239-338-3500

Thank you!

A copy of this presentation will be posted for your reference at <https://www.visitfortmyers.com/lee-vcb/funding-programs/attractions-marketing>