



# Attractions Marketing Workshop

FY2019-20 funding cycle



THE BEACHES OF  
**FORT MYERS**  
**AND SANIBEL**



# Attractions Program Goal:

- Provide marketing guidance and financial assistance to non profit attractions that:
  - Enhance year round tourism opportunities in Lee County
  - Offer experiences that may extend the stay of visitors
  - Highlight the unique art and cultural offerings of the destination.



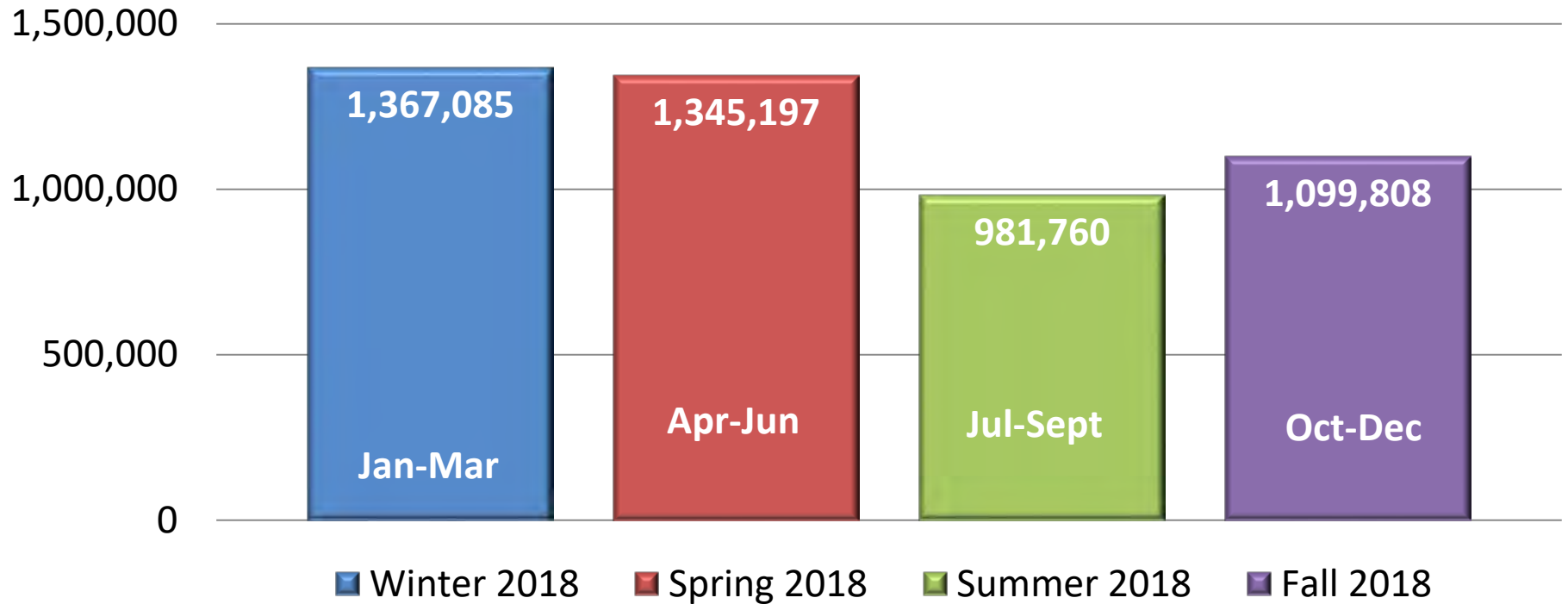
# THE VALUE OF TOURISM

<b>Visitation to Lee County</b> 2018	4,793,850
<b>Visitor Expenditures</b> 2018	\$3.1 billion
<b>Tourist Tax Revenue</b> FISCAL YEAR 2017-18	\$42.1 million
<b>Jobs</b> County Residents Employed Directly or Indirectly by Tourism 2018	59,275

Sources: Visitor Profile and Occupancy Analysis (DPA) & Lee County Clerk of Courts



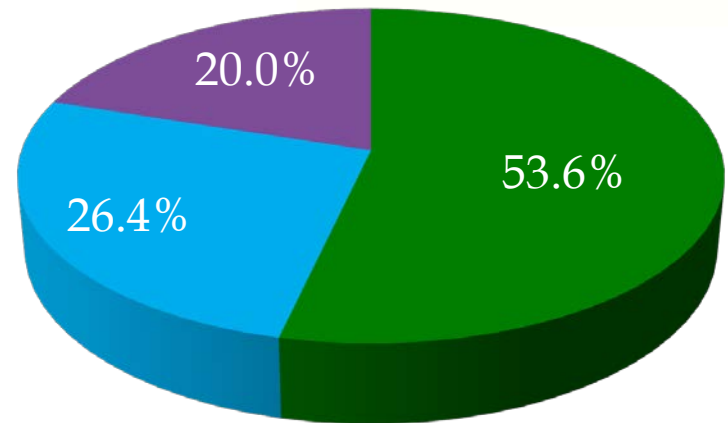
# ESTIMATED VISITATION BY SEASON



Source: Visitor Profile and Occupancy Analysis (DPA)

# Tourist Tax

- Funded by a 5% tourist tax (bed tax) on short-term accommodations
- Lee County's tourist tax funds three important functions, with the advertising/promotion portion representing the operational budget for the Lee County VCB

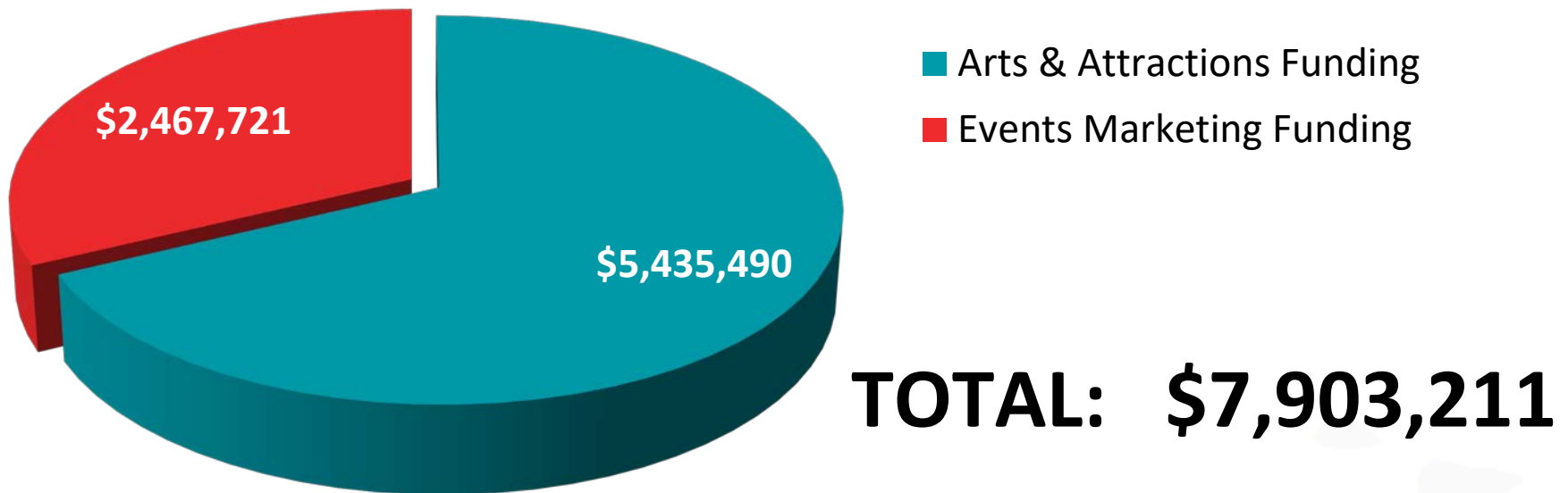


- Advertising/Promotion
- Beach & Shoreline
- Stadium Debt/Attractions Marketing/Sports Authority



# TDC Marketing Program Disbursement

## TDC Marketing Program Disbursement since Fiscal Year 2000



# Program Guideline Comparisons

Arts & Attractions	Events Marketing
Year-round marketing component	Multiple-day events
Local spend permitted, encourage out-of-area marketing	Out-of-area marketing only
Non-reimbursable	By reimbursement
\$20,000 cap per request	\$25,000 cap per request
Match encouraged	100% marketing match required
Final report required with measureables	Final report required with ROI via measureables



# Eligibility

## To be considered for funding:

- must be: a) legally organized as a nonprofit, holding a federal 501(c)(3) tax-exempt status OR b) a government organization that is incorporated in Lee County.
- The organization must provide a current IRS form 990.
- The Organization must have their financial statements compiled or reviewed annually by an independent reviewer and provide results upon request.
- Tourism based organization's facilities, programs or services must be available to visitors most of the year.
- The organization must have a dedicated administrator.





# Attraction Marketing Guidelines

- The grant will fund eligible marketing initiatives only.
- Partners will be required to submit a detailed final report, including specific information about marketing placements and results
- Applicants must show out-of-county visitor participation from organization's most recently completed fiscal year.
- Partners will be required to provide specific information about how out-of-county visitation data is collected.
- Funding is for projects that occur within the designated fiscal year only.
- All printed materials, signage or advertising placed with TDC funds must credit the Lee County Tourist Development Council
- Applicants are encouraged to have marketing plans reviewed by VCB marketing staff prior to submitting.



**LEE COUNTY**  
TOURIST DEVELOPMENT COUNCIL

# Attraction Marketing Guidelines

## **Grant funds MAY only be used for...**

- The design, production and placement of print, television, radio and billboard ads.
- Digital marketing efforts such as online advertising, social media campaigns, search optimization and e-marketing.
- The design and construction of a new website or enhancements to an existing website. Note: excludes Website hosting fees.
- Photography and video projects that support an approved marketing campaign.

## **Grant funds MAY NOT be used for...**

- Seasonal brochures, playbills & member newsletters
- Printing and mailing/distribution costs for travel guides, attraction maps, rack cards, and any direct mail project

## **Required Documents**

- 501c3 designation letter
- Operating Budget
- Project Budget w/marketing plan (appendix A)
- Goal setting & outcome (appendix B)
- Most recent Post grant report

# GUIDELINE CHANGES

At the November 29 meeting of the Attraction marketing subcommittee the following recommendations were made:

1. Reduce maximum allocation from \$25,000 to \$20,000
2. Maintain requirement that non-profits hold current 501c3 status
3. Revise audit requirement to read: *'independent review of financial statements must be submitted on request'*
4. Recommend peak season events apply for funding through the Events Marketing program
5. To encourage growth in digital and social marketing, printing and distribution costs for travel guides, attraction maps, rack cards and direct mail will no longer eligible for reimbursement through this program

*TDC approved these recommendations on March 15, 2019*

# Marketing Plan - Appendix A



## Appendix A: Marketing Project Description – Attractions Marketing Funding

Name of Attraction:

Marketing Activity	Brief Description <i>(Please state medium, size, and quantities where applicable)</i>	Amount Requested	Estimated reach / # of Impressions
Design of Advertising Materials			
Ad Placement (Media Buy)			
Social Media Tactics			
Web Development			

# Goals Outcome Chart-Appendix B



## Appendix B: Goal Outcomes Chart- Attractions Marketing Funding

Name of attraction: [Click here to enter text.](#)

Performance Indicator	2019-20 Objectives	2019-20 Results	Measurement Tool
Total Attendance Out of town vs. local	<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>	<i>e.g. ticket sales/coupons redeemed etc.</i> <a href="#">Click here to enter text.</a>
Website traffic, click through rate, and eNews open rate	<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>	<i>e.g. Google Analytics</i> <a href="#">Click here to enter text.</a>
Visitor satisfaction levels	<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>	<i>e.g. customer Satisfaction surveys/Comment cards etc.</i> <a href="#">Click here to enter text.</a>
No. of Hotel/Restaurant or other partner packages sold	<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>	<i>e.g. confirmed bookings</i> <a href="#">Click here to enter text.</a>
Social media engagement	<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>	<i>e.g. likes, comments, shares/overall impressions</i> <a href="#">Click here to enter text.</a>
Other	<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>
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# Industry Partner Website Opportunities

**FY to date: 1.4 million visits to [www.fortmyers-sanibel.com](http://www.fortmyers-sanibel.com)**

## **Attraction & Event Listing provide:**

- Opportunities to showcase your business to thousands of potential visitors
- Available to Lee County businesses and attractions providing services or products relevant to the tourism industry.
- Drive traffic from a well visited site to your website and business.

## **Register for an Account :**

- <https://www.fortmyers-sanibel.com/partner-registration/>

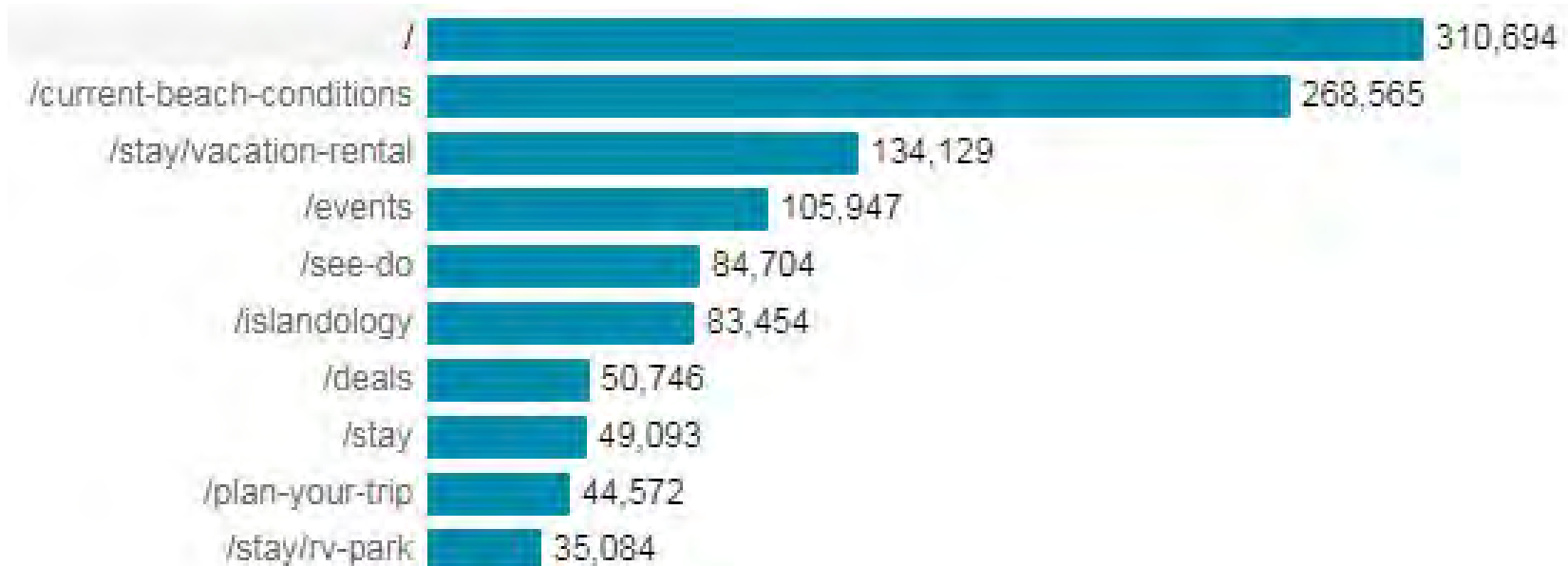


# Industry Partner Website Opportunities

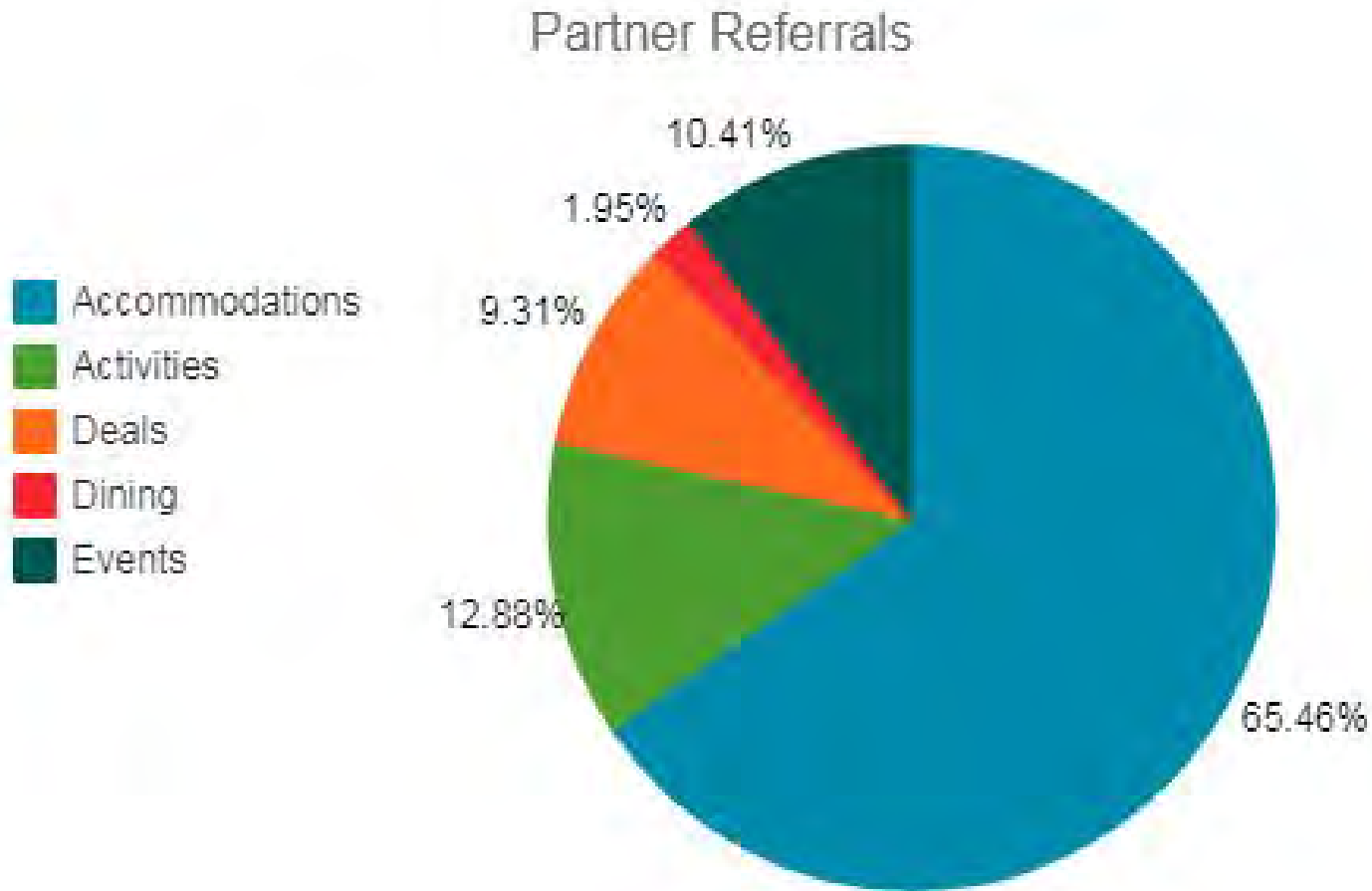
Website Performance  
10/1/2018-4/10/2019

Site Visits	New Users	Pageviews	Bounce Rate	Avg. Time on Site	Avg. Pages/Site Visit
1,488,243	1,147,119	2,667,176	57.90%	00:01:39	1.8
▲ 23.32%	▲ 23.53%	▲ 6.99%	▼ -10.11%	▼ -17.53%	▼ -13.24%

## Top performing pages:



# Partner Referrals FYTD= 253,705





# Lee County

## TRAVEL RALLY

WEDNESDAY, MAY 1, 2019

*Rain Date: Thursday, May 2*

4:00–7:00 PM

LAKES REGIONAL PARK

**FREE ADMISSION, PARKING,  
REFRESHMENTS & PRIZE GIVEAWAYS**



# Guests First Training Overview

- Lee County tourism and hospitality professionals are invited to expand their skills through free Guests First customer service training courses
- 8 training modules cover a variety of topics from conflict resolution to nonverbal communication
- Those who complete the Guests First program, and pass the AHLEI exam will earn the globally recognized credentials of CGSP, Certified Guest Service Professional



# Attractions Timeline

## Fiscal Year 2019/2020 Application Timeline:

- April 12 & 19 Attractions Marketing Application Workshop
- April 12 FY2019/20 Application Cycle opens
- May 24 Deadline for Applications
- May 31 Deadline-Post grant reports (from previous year)
- June 3-7 VCB review of Requests
- June 10-July 15 Committee Review of Requests
- August 8 TDC formalizes funding recommendations
- October 1 Attraction notified by SWFL Community Foundation
- November Check presentation reception

<https://www.leevcb.com/funding-programs/attractions-marketing>

# Questions?

**Feel free to contact the VCB marketing team-239.338.3500**

- **Program manager:** Nancy MacPhee [nmacphee@leegov.com](mailto:nmacphee@leegov.com)
- **Marketing manager:** Lesley-Ann Thompson [LAThompson@leegov.com](mailto:LAThompson@leegov.com)
- **Website manager:** Courtney Hersl [chersl@leegov.com](mailto:chersl@leegov.com)
- **Listing coordinator:** Josh Lambert [jlambert@leegov.com](mailto:jlambert@leegov.com)

**COOP program:**

**ELIZABETH ESCRIBANO, MMGY Global**

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2019 Lee County Arts and Attraction Grant Cycle

# Grant Portal Training

Trisha Botty, Grants Manager