



COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. The first meeting of every month is at 9:30AM while the second meeting of every month takes place at 5:30PM. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: 5/26/2022 Meeting Date: 6/2/2022

Department: Tourist Development

1. Nature and purpose of agenda item:

Budget amendment request to allocate funds for Visit Florida dues increase.

2. Recommended Motion/Action:

Motion to approve budget amendment for \$2,605 for Visit Florida increased dues.

3. Fiscal impact on current budget.

This item is not budgeted. The proposed budget amendment to fund this request is provided below.

The budget amendment number is BA 22-69 using fund(s) 107-TOURIST DEV/OPERATING.

FROM:	TO:	AMOUNT:
107-8400-584.90-97 RESERVES/EQUIPMENT RESERVE	107-5200-552.30-54 OPERATING EXPENDITURES/SUBSCRIPTIONS & DUES	\$2,605.00




971 WEST DUVAL STREET • SUITE 145 • LAKE CITY • FLORIDA • 32055

PH: 386.758.1312

Memorandum

Date: May 25, 2022

To: David Kraus, County Manager

From: Paula Vann, Executive Director Tourist Development 

Re: Visit Florida Dues Increase Budget Amendment

Columbia County Tourist Development requests to allocate \$2,605 from 107-8400-584.90-97 EQUIPMENT RESERVE to 107-5200-552.30-54 SUBSCRIPTIONS & DUES to cover the cost of increased Visit Florida dues for 2022.

Paula Vann

From: Dana Young <operations@email-VISITFLORIDA.org>
Sent: Monday, April 11, 2022 8:45 AM
To: Paula Vann
Subject: Changes to Your Visit Florida Partnership

To view this email as a web page, go [here](#).



Dear Industry Partner,

Since launching its partnership program over two decades ago, VISIT FLORIDA has continually enhanced its partnership benefits and delivered meaningful value for your destination. Your partnership dues play a critical role in allowing our Industry Relations team to service and support you. While VISIT FLORIDA has maintained the same rates for many years, the rising costs of doing business have necessitated a reevaluation of our partnership structure and rates.

As a result, VISIT FLORIDA will raise its Partnership dues—for the first time in 15 years—for renewals and new partnerships beginning July 1, 2022.

We are committed to growing your destination with the support of the VISIT FLORIDA umbrella brand, and will continue to offer innovative co-op programs, research, and partnership opportunities, both domestically and internationally, that deliver maximum ROI.

To review the new DMO Partnership rates and benefits offered, [click here](#).

In addition to partnership dues, Welcome Center program rates will also see a slight increase as of July 1.

We hope this advance notice will give you time to plan for your renewal, and please feel free to reach out to [our team](#) with any questions. As always, we appreciate your partnership and support and look forward to continuing to work together in the coming years.

Sincerely,

Dana Young
President and CEO, VISIT FLORIDA

This email was sent to: pvann@columbiacountyfla.com

This email was sent by: VISIT FLORIDA
2540 West Executive Center Circle, Tallahassee, FL, 32301, US

We respect your right to privacy - [view our policy](#)

Destination Marketing Organization

PARTNER BENEFITS



Market your brand, attract more visitors, and boost revenue through unique exposure in Partnership with the Official Tourism Marketing Corporation for the State of Florida. Destination Marketing Organization Partners receive the following core benefits:

ONLINE & PRINT EXPOSURE

- > **Enhanced Web Listing** on VISIT FLORIDA's global consumer website VISITFLORIDA.com with priority search placement and the ability to upload 12 images, 1 video, 5 deals and up to 20 special events. Your listing information will also display on the **VISIT FLORIDA Trip Planner App**.
- > **Printed Business Listing** in the ***Official Florida Vacation Guide*** (more than 400,000 print and digital copies).
- > Submit posts for consideration to be featured on **VISIT FLORIDA's consumer-facing social media** pages.
- > Receive added-value and save a minimum of 25 percent on a variety of advertising **Co-op Programs** throughout the year.
- > Submit a special event for consideration to be posted on the VISITFLORIDA.com **Editorial Calendar of Events**.

PR & PROMOTIONS

- > Apply to participate in a **Promotions Program**, providing complimentary vacation packages in exchange for media exposure in key markets.
- > Attend a **Media Reception** or **Mission**.
- > Offer your business services for **Press Trip** and **FAM Tour** opportunities in your area.
- > Submit **news releases** for consideration to be posted on our media site.
- > Access and respond to **editorial leads** throughout the year.

RESEARCH

- > Access to **VISIT FLORIDA Research** (such as county level economic impact studies, visitor profiles, trends and international data, **regional STR Reports**, etc.).
- > Access to the **Data Dashboard**, an interactive tool that offers high level destination performance, recovery data, location analysis, international arrivals, and lodging performance.
- > Free subscription to **Skift Research Reports**.

WELCOME CENTER PROGRAMS

- > Participate in the **Promotional Lobby Booth Program** in the three highway Official Florida Welcome Centers.
- > Discounted rates on brochure distribution, transparency display, and other **Welcome Center Programs**.

MEETINGS & CONVENTIONS / TRAVEL TRADE

- > **Trade Show & Sales Mission** opportunities.
- > Discounted registration to attend VISIT FLORIDA's signature meeting planner and tour operator events, **Florida Encounter** and **Florida Huddle**.
- > Utilize **Cover Your Event Insurance** as a sales tool to instill confidence in meeting planners that are considering booking events during hurricane season.

EDUCATION, TRAINING, & RESOURCES

- > Download **High-Quality Images** from the Image Library and use the VISIT FLORIDA **Partner Logo** to show your affiliation.
- > Access to the **VISIT FLORIDA Learning Academy** featuring over 100 articles on various digital marketing topics, including Google My Business.
- > Access to educational webinars on marketing topics and trends via the **Learning Library**.
- > Discount to attend the **Florida Governor's Conference on Tourism**, VISIT FLORIDA's signature annual networking and educational event for tourism professionals across the state.
- > Order free, bulk shipments of Transportation Maps and Vacation Guides.
- > One-on-one access to a dedicated **Partnership Manager** based in your region.

ANNUAL INVESTMENT FOR DMO PARTNERS

ANNUAL TDT COLLECTIONS	ANNUAL INVESTMENT
\$20M +	\$18,500
\$10-\$19.999M	\$12,000
\$5-\$9.999M	\$6,000
\$1-\$4.999M	\$3,000
\$500K-\$999K	\$1,500
\$0-\$499K	\$750



2540 W. Executive Center Circle, Suite 200
Tallahassee, FL 32301

VISITFLORIDA.org

May 18, 2022

Dear Rural Tourism Stakeholder,

I received letters from Visit Natural North Florida and several of its member counties regarding the rural marketing initiatives and efforts of VISIT FLORIDA. In response to these letters, I invited the 14 member counties of Visit Natural North Florida to meet directly with me and my team on May 2, 2022 about VISIT FLORIDA's rural marketing programs and strategy for moving forward. I would like to take this opportunity to address the concerns outlined in the letters and summarize what was discussed at the meeting.

It's important to first have a clear picture of where VISIT FLORIDA stands as an organization today. During the 2022 Legislative Session, the Florida Legislature reauthorized VISIT FLORIDA to October 1, 2028. This is the longest multi-year extension VISIT FLORIDA has received in many years, and a huge win for our organization, industry, and entire state. We sincerely thank you for your recognition of our reauthorization, and for your support and advocacy that helped get us here today.

In addition, both Chambers have agreed to fund VISIT FLORIDA at Governor DeSantis' budget recommendation of \$50 million for Fiscal Year 2022-23. This funding is non-recurring, but it will keep us equipped to lead our industry to more success. As you may know, our reality was very different just a few years ago. In 2019, VISIT FLORIDA's budget was cut by a third, from \$76 million to \$50 million. This dramatic decrease in funds required VISIT FLORIDA to make necessary staff reductions and reprioritize marketing initiatives.

Those decisions have been made with several things in mind. The first of which is always that VISIT FLORIDA is required to be a good steward of taxpayer dollars. With this responsibility comes the need to show the impact and value of our marketing programs and spend, in other words: the return on the state's investment, or Return on Investment (ROI). With the marketing we are doing now, we are able to show ROI and value.

We are highly accountable for every dollar we spend. And, we are also required to match every public dollar we receive with a private industry investment, and we must keep that statutory requirement at the forefront of everything we do. Our work takes a "whole Florida" approach, so when it comes to marketing Florida, we are supporting every county and community in our state – large and small.

Our rural destinations are vital to this approach. Home to the outdoor adventures, natural beauty, and hidden gems that are signature to our state, rural Florida represents the real Florida, and this authenticity is the heart and soul of VISIT FLORIDA's advertising.

Recent data shows that our marketing of rural communities and off the beaten path experiences has been incredibly successful. Between March and November of last year, Franklin, Hamilton, Union, DeSoto, Levy, Citrus, Marion, Dixie, Hernando, and Polk counties were all in the top 20 fastest growing counties for domestic visitation. In the first three months of 2022, hotel demand in Florida's North Central Rural Area of Opportunity (RAO) grew more than 12 percent compared to 2019 - faster than any other part of the state except the South Central RAO and Sarasota. Additionally, North Central RAO hotel demand grew by nearly 30 percent. In Florida's South Central RAO, hotel demand grew over 20 percent, and revenue by 47 percent.

Our rural partnerships have been crucial for this success, and we are very proud of everything we have accomplished together. VISIT FLORIDA is firmly committed to its rural Partners, and offering the programming and services that maximize our benefit to you.

With all this in mind, I would like to directly address the questions and concerns outlined in the letters I received:

VISIT FLORIDA Membership Rate Restructure

Since launching its partnership program over two decades ago, VISIT FLORIDA has continually enhanced its membership benefits and delivered meaningful value for Florida's tourism businesses. Your partnership dues play a critical role in funding a variety of marketing programs, resources, research, and Partner benefits. They also ensure that we meet our statutorily mandated 1:1 match requirement.

While VISIT FLORIDA has maintained the same rates for years, the rising costs of doing business necessitated a reevaluation of our partnership structure and pricing. As a result, VISIT FLORIDA is raising its partnership dues for the first time in 15 years. With this increase comes a more category-specific partnership structure that will allow our team to better meet our Partners' needs.

In approaching this, we reviewed the dues structures of our peer associations and organizations to assess industry standards and how VISIT FLORIDA can best utilize them. We also reached out directly to members of each partnership category to discuss the changes and get their candid feedback on this plan. Based on those discussions, we confirmed that the new contribution expectations are competitive with other similar programs.

With this restructure, VISIT FLORIDA's partnership fees will remain affordable. Destination Marketing Organization (DMO) partnership dues will be tiered ranges based on the annual county Tourism Development Tax (TDT) collection. Currently, VISIT FLORIDA's partnership fees bring in an average of \$1.2 million per year. Under the new structure, partnership fees are projected to bring in an average of \$1.75 million per year.

The Visit Natural North Florida's new annual partnership fee will be \$750 per year, representing the lowest tier of annual investment of any of our DMO partnership categories. To review the new DMO Partnership rates and benefits offered, [click here](#).

These changes were presented and discussed at VISIT FLORIDA's publicly-noticed Board of Directors Executive Committee meeting on March 29, 2022, which was covered by the Florida Channel. In addition, all VISIT FLORIDA Partners were notified directly of these changes via email on April 11, 2022. We recognize this increase may not have been budgeted in your current fiscal year, therefore, we will be accommodating with payment schedules to the degree that we can.

VISIT FLORIDA Staffing and Rural Representation

VISIT FLORIDA is proud to be a Partner-driven organization, and we have an absolutely incredible staff to carry out our mission. One of our most vital departments is our Industry Relations (IR) team, which helps to drive industry engagement and sales growth, as well as keep our Partners informed of VISIT FLORIDA marketing opportunities and program benefits.

The IR team is represented by eight VISIT FLORIDA staff members, five of whom are positioned around the state to ensure more productive relationships with their respective regions. When VISIT FLORIDA's budget was cut by \$26 million in 2019, our 44-employee staffing reduction resulted in the reallocation of responsibilities company-wide. Specifically, the IR team lost five team members, one of whom's duties included managing VISIT FLORIDA's RAO program.

Rural partnership management was reassigned to our highly qualified Senior Manager of Industry Relations, Amber O'Connell, who has done an exceptional job of servicing our Partners' needs throughout her tenure. We are also happy to report that three of the Regional Partnership Manager positions have since been restored.

Additionally, Brenna Dacks, the Regional Partnership Manager (RPM) representing all 14 counties of Visit Natural North Florida, has remained intact and uninterrupted in her role, and has served at VISIT FLORIDA for over 20 years. The head of VISIT FLORIDA's IR team, Kate Chunka, was recently elevated to the position of Vice President, and possesses nearly a decade of experience leading this department.

As previously mentioned, we have a responsibility to use a holistic, comprehensive approach to promote our rural destinations throughout Florida. With this wealth of industry relations expertise, VISIT FLORIDA has an unparalleled understanding of rural areas and their unique promotional needs.

Direct Funding and Grants for Small Businesses and Counties

Along with staffing reductions, our 2019 budget cut also resulted in the elimination of the VISIT FLORIDA grant program. Though VISIT FLORIDA no longer provides funding directly to Partners or task forces, we have reallocated it towards rural specific media such as outdoor and adventure social media campaigns, press trips, education and training, and co-op support.

This allows us to take a more inclusive approach to servicing all three RAOs, rather than with a separate, fragmented strategy. With this shift in strategy and resources, we launched a 25 percent co-investment for many of our co-operative advertising programs. VISIT FLORIDA budgets dedicated funding for rural county marketing and educational programs every year, including custom social media campaigns, content creator trips, and product development training.

Small businesses in the tourism industry continue to receive access to VISIT FLORIDA marketing programs and benefits through the Small Business partnership program for Florida core tourism businesses with annual gross revenues of less than \$1.25 million or if they are designated 501(c)3 corporations. VISIT FLORIDA continuously updates the benefits offered through this program, which include a Small Business Marketing Toolkit and Learning Academy online education portal.

Rural and small businesses are also supported through our Targeted Marketing Assistance Program (TMAP). This program offers exclusive benefits at no cost to independently owned and operated Florida businesses, many with annual gross revenues of less than \$500,000.

Managed directly by our IR team, TMAP is designed to help small, minority, rural, and agritourism businesses like many of those in your counties improve their marketing through a variety of benefits, including webinars, educational trainings, collateral review, social media opportunities, Welcome Center exposure, and complimentary Enhanced Web Listings on VISITFLORIDA.com.

Since launching the program in 2017, TMAP has served nearly 400 small businesses, again, most with gross annual revenues of less than \$500,000. Again, although we no longer offer grants, those dollars and resources are still being spent on rural-specific initiatives.

Opportunities for Rural Representation on VISIT FLORIDA's Board of Directors and/or Committees

In a state as large and diverse as ours, VISIT FLORIDA's Board is statutorily designed to ensure equitable representation in terms of both geography and industry sectors. VISIT FLORIDA's Board is made up of 31 Florida tourism industry experts who, along with its committees, provide guidance, input and insight into the evolution of VISIT FLORIDA programs, processes and messaging.

The Board appointment process includes review and approval by the Executive Office of the Governor, Department of Economic Opportunity, and Enterprise Florida. VISIT FLORIDA is seeking approval for a prospective Board member from a rural county and hopes they will be a part of the Board at the start of the coming fiscal year. We expect this to be finalized and this information to be publicly available in June.

Several of our current Board and Committee members represent statewide associations serving rural communities throughout Florida, including: Robert Skrob, Executive Director of Destinations Florida, Inc; Carol Dover, President and CEO of the Florida Restaurant & Lodging Association (FRLA); Malinda Horton, Executive Director of Florida Association of Museums, Inc. (FAM); Bill Lupfer, President and CEO of the Florida Attractions Association (FAA), Bobby Cornwell, President and CEO of Florida Association of RV Parks & Campgrounds (FARVC); and David Jones, President and CEO of SportsAbility Alliance (formerly the Florida Disabled Outdoors Association).

Those interested in serving on our Board or Committees may send a letter of interest to Meredith DaSilva, VISIT FLORIDA Vice President of Executive Operations and Administration, at mdasilva@VISITFLORIDA.org.

Communication Between Rural Counties and VISIT FLORIDA Leadership

VISIT FLORIDA's leadership is committed to open lines of communication with our Partners and stakeholders. I welcome the opportunity to meet and engage with all of Florida's tourism businesses and entities, and frequently present both virtually and in-person upon request at tourism industry functions throughout the state.

As previously stated, there is an entire department at VISIT FLORIDA dedicated to industry relations and partnership. As your Regional Partnership Manager (RPM), Brenna Dacks serves as a one-stop-shop liaison between Partners and VISIT FLORIDA. She and I both make every effort to accommodate all requests.

For any requests to speak, meet, or present, we invite you to submit a speaker request on our website. Additionally, several of our Industry Relations team members attend your monthly meetings throughout the year as their schedules permit, as well as provide you with relevant updates if they aren't able to be there.

Marketing Strategy and Focus

To reiterate, VISIT FLORIDA has a responsibility to support and represent all of Florida. Our "Whole Florida" approach includes a "core and more" marketing strategy, which ensures we are highlighting more traditional Florida tourism destinations and experiences, while also elevating adventure travel and outdoor offerings. VISIT FLORIDA prioritizes the promotion of rural Florida when crafting its annual budget and marketing plan. When possible, rural destinations, including RAOs, are incorporated in our advertising and programmatic activities.

In 2018, VISIT FLORIDA launched our first Adventure Seekers campaign, which spotlighted Florida's off the beaten path destinations and adventure activities. The campaign was hugely successful, and increased the number of adventure trips to Florida by nearly 27 percent after no growth the previous two years. Florida's rural areas were also a major part of the imagery for our 2020-21 in-state and domestic rebound efforts.

With the skyrocketing demand for outdoor and adventure experiences in recent years, our marketing focus on these activities has been particularly significant. Last year, VISIT FLORIDA provided an estimated \$3 million in marketing and advertising for RAO counties. The VISIT FLORIDA team works to craft opportunities that are "turn-key" for Partners. We coordinate streamlined programs that can help you reach targeted audiences and provide you with discounted rates that you wouldn't be able to obtain on your own.

These programs include innovative co-op advertising, research, and ways to partner under the Florida brand, both domestically and internationally, that deliver maximum ROI. Not only do Partners get an exclusive rate, the value of these programs is well beyond the sticker price and allows your limited budgets to go further. Of the 120+ marketing programs we offer, roughly 70 are priced \$5,000 and under. Of these, nearly half cost less than \$2,000, with more than 15 under \$1,000. Many of these are co-operative advertising programs that include a 25 percent co-investment by VISIT FLORIDA.

# of VISIT FLORIDA FY2021-2022 Marketing Programs (priced at \$5K and under)	Cost to Participate	Additional Information
8	\$0	Partner exclusive benefits
16	\$1 to \$999	5 domestic, 9 international
20	\$1,000 to \$1,999	9 domestic, 9 international
7	\$2,000 to \$2,999	6 domestic, 1 international
11	\$3,000 to \$3,999	11 domestic
2	\$4,000 to \$4,999	2 domestic
7	\$5,000	4 domestic, 3 international

Many of these co-ops have reached audiences specifically interested in culinary, culture, and nature experiences, with participation ranging from \$1,550 to \$3,750, and several with the 25 percent VISIT FLORIDA co-investment. Highlights include:

- OutsideOnline.com: publication that focuses on the outdoors and adventure seekers.
- Madden Media: The Other Side of Florida: Partner exclusive digital program that showcases hidden gems from across the state via a small-town road trip experience.
- The Local Palate: Southern food culture magazine.
- Compass Media: Festivals and Events Promotion: features digital ads on Facebook, Instagram, Google Display Network, and Google Search.
- Undiscovered Florida Magazine: publication that focuses on Florida's outdoor adventures, art/culture, and history/heritage, offering both print and digital exposure.

Additionally, VISIT FLORIDA is currently working with AAA Northeast (AAA NE) on an all-new Florida Day at AAA NE's annual travel agent training event, Threads, being held outside of New England for the first time ever from November 13-16 in Orlando. Featuring trainings, meal functions, speakers, a partner tradeshow, and experiential activities all focused exclusively on Florida, this is the first time an entire day of the conference has been dedicated to one destination. The day-long program gives you the opportunity to showcase your destination to over 200 AAA NE agents that are specifically interested in Florida travel.

The Northeast is an invaluable market for Florida, and our efforts with AAA NE have proven to be tremendously successful. Between December 2020 and June 2021, AAA NE sold \$18 million in Florida bookings, and more than \$8 million in bookings so far in 2022. We are looking forward to sharing more details about this program as they're finalized, and are committed to making it affordable for all participants.

Last year, VISIT FLORIDA was awarded \$5 million in CARES Act grant funding by the Economic Development Administration (EDA) to help support the recovery of Florida's tourism economy. 100 percent of this funding was used to assist our DMO partners throughout the state with VISIT FLORIDA's largest co-operative advertising effort ever.

The in-state portion focused on state pride, with 28 participating partners, including 13 RAO counties: Jefferson, Columbia, Levy, Gulf, Gilchrist, Okeechobee, Suwannee, Washington, Madison, Putnam, Jackson, Taylor, and Franklin. The campaign resulted in 76.9 million impressions and \$102,000 in added media value. The national portion continued the momentum of our Power of Vacation messaging, with 19 participating Partners. The campaign was hugely successful, resulting in nearly 720 million total impressions.

The EDA program offered tiered video advertising packages and was affordable for DMOs of all sizes. For all packages, VISIT FLORIDA contributed 80 percent, while VISIT FLORIDA Partners contributed 20 percent. A special package was created specifically for RAO DMO Partners at an affordable price point of \$2,500. With VISIT FLORIDA's 80 percent co-investment, participating RAO DMO Partners received a \$12,500 campaign – something many of them wouldn't have been able to do on their own.

In addition, VISIT FLORIDA has worked closely with RAOs over the past several years to promote their destinations, including with content creator partnerships, social media campaigns, and marketing training. VISIT FLORIDA's multi-channel education and marketing program for RAOs is specifically designed to drive visitation to the "Unexplored Florida" region, which includes a newly formed partnership with the Adventure Travel and Trade Association (or ATTA).

As part of this partnership, ATTA has been conducting a two-module Adventure training program for local tourism suppliers in these rural counties such as hotels, shops, restaurants and outdoor activity providers. The goal is to empower smaller destinations with the tools to best develop and market their unique products and drive more of the right visitors to these areas.

The program provides an in-depth overview of who the adventure traveler is, and marketing and product development. It is delivered by practicing industry leaders who live and breathe the current adventure travel marketplace, and is free of charge for participants (excluding food, transportation, and lodging expenses).

VISIT FLORIDA hosted the first two two-day training in Steinhatchee for over 50 participants in December 2019. After being put on hold due to the pandemic, it was offered again in November of last year in Sebring for over 60 participants. The second module was held this past February in Apalachicola for over 50 participants. A final workshop is scheduled for June 22-23 in Okeechobee. Feedback from these programs has been overwhelmingly positive, and VISIT FLORIDA plans to continue working with ATTA to offer more education and training for our rural counties.

Another component of our RAO marketing program is a new dedicated section under "Things to Do" on VISITFLORIDA.com, titled "Florida Off The Beaten Path," which links to individual content tiles for each RAO county. With 67 percent of the 25 million visits to our site in 2021 coming from organic search, content like this is extremely important and provides incredible value and search engine optimization (SEO), including on Google platforms.

VISIT FLORIDA also worked with Visit Natural North Florida on its Domestic 2020-21 RAO Custom Social Campaign. Targeting outdoor adventure audiences, VISIT FLORIDA coordinated all aspects of this Partner-exclusive co-op, as well as paid the media placement fee. Results show the campaign was extremely successful, yielding over 6 million impressions, and over 100,000 clicks through to your website.

Visit Natural North Florida has also participated in many VISIT FLORIDA press trips, content creator trips, and media assists over the past year, which have resulted in over 29 million total impressions and views, and more than \$280,000 in media value.

Other rural/RAO services and discounts offered by VISIT FLORIDA include:

- Complimentary annual brochure distribution at Welcome Centers (\$381);
- Special \$100 RAO registration discount for the annual Florida Governor's Conference on Tourism (\$539);
- Annual county-level economic impact reports;
- Regional economic impact reports for the North Central Florida RAO;
- Complimentary registration with booth and set of appointments at 2022 Florida Huddle.

At 2021 Virtual Florida Huddle, Visit Natural North Florida received a \$250 complimentary registration. Visit Natural North Florida also participated in 2022 Florida Huddle with the \$2,600 booth/registration fee waived, allowing you to put those dollars into other marketing programs and help your budget go further.

Visit Natural North Florida has also been a part of some of VISIT FLORIDA's most high level programming, and we sincerely appreciate your participation in programs like the Official Florida Transportation Map, Official Florida Vacation Guide, and our Visa Destinations Insights Research Co-op.

Attached you will find a comprehensive summary of VISIT FLORIDA's rural marketing and support, as well as specific ways we have partnered with your area in recent years.

I hope that I have fully addressed your concerns and eliminated any doubts about the value of VISIT FLORIDA's partnership and our dedication to our rural stakeholders. Again, we are 100 percent committed to open lines of communication, and ensuring you are heard and valued. We are excited to start a dialog that furthers your understanding of how VISIT FLORIDA serves you, and ensures we have the right pieces in place to keep the discussion going.

Moving forward, we hope that you feel like you can reach out to us directly with any questions or concerns you may have. We will take your input into consideration, and make every effort to see if it aligns with our strategy and plans. Your partnership is invaluable to VISIT FLORIDA, and we are looking forward to continuing to work together for many years to come.

Sincerely,

A handwritten signature in black ink, reading "Dana Young". The signature is fluid and cursive, with the first name "Dana" and last name "Young" clearly distinguishable.

Dana Young



President and CEO

VISIT FLORIDA

COLUMBIA COUNTY ENGAGEMENT



ANNUAL PARTNERSHIP BENEFITS

Partner since 1997; see full list of benefits [here](#).

COMPLIMENTARY ANNUAL BROCHURE DISTRIBUTION AT ALL FOUR WELCOME CENTERS

Includes I-95, I-10, I-75, and the Capitol Building; RAO-specific initiative that applies to all RAO Partner DMOs in the state; annual discounted rate of \$381.15

2021-22 RAO EDA IN-STATE CO-OP VIDEO

RAO Partner-exclusive video package in Destination EDA in-state co-op campaign with 80/20 co-investment by VISIT FLORIDA; Columbia County investment: \$2,500, total package value: \$12,500; Columbia County video results:

- > 369,115 impressions (over-delivered by more than 12%)
- > 356,731 video completions
- > \$.01 CPV (cost per completed view)

2021 FLORIDA GOVERNOR'S CONFERENCE ON TOURISM

Special \$100 RAO registration discount for the annual Florida Governor's Conference on Tourism (reg. price \$539)

2021/2022 MEDIA EXPOSURE AND PUBLICITY

Press trip and media assist resulting in over 1.3 million views, and nearly \$25,000 in media value, including:

- > USA Individual Press Trip April 2021
- > Pick-up of VISIT FLORIDA News Release - Drift Travel Magazine: Canada Bucket List Adventures August 2021

ADDITIONAL PARTICIPATION AND SUPPORT

- > 2021-22 EDA Destination Co-op Campaign social media posts:
 - o LoveFL Instagram (Wildlife Haven, Ichetucknee Springs – [click here](#))
 - o LoveFL TikTok (Ichetucknee Springs – [click here](#))
 - o LoveFL Facebook (Nature Lovers – [click here](#))
- > February 24, 2021 Login & Learn Webinar: 2020-21 Trends & Insights for Travel Industry Recovery
- > May 11, 2021 Login & Learn Webinar: RAO Cares Co-op
- > 2019 and 2022 Adventure Travel Training Workshops in Steinhatchee and Okeechobee
- > 2018 and 2019 Economic Impact Reports for Columbia County
- > Membership of FY2020-21 VISIT FLORIDA Industry Services, Small Business and Rural Development Council
- > 34 total VISIT FLORIDA affiliates in Columbia County = 4 Partners, 1 Enhanced Web Listing, 29 Free Web Listings
- > VISIT FLORIDA Regional Partnership Manager (RPM) engagement
 - o Provides wide range of virtual assistance and proactive outreach to alert and encourage Columbia County participation in VISIT FLORIDA programs