

Levy County Visitors Bureau

MARKETING PLAN

Platforms & Campaigns 2023-2024

Branding Advertisement: Print Media & Internet Media Advertisements: Domestic Drive/Fly and International Fly/Drive Markets

| | | |
|---|------------------|------------------|
| AAA Living Magazine | \$5,000 | US |
| American Road Magazine (Magazine & Web Ads, Itineraries & Getaways) | \$3,964 | US/Canada |
| Miles Media | \$11,600 | US/International |
| Camp Florida (Print & Web Listing) | \$1,500 | US/International |
| Good Sam (Spotlight Ad & Web Ad) | \$7,000 | US/International |
| J.F. Griffin Fishing Guide | \$5,400 | US/International |
| North Florida Media Hidden Coast Magazine | \$1,260 | North Florida |
| Ocala Style/Magnolia Media | \$8,000 | North Florida |
| Southeast Tourism Society Buyer's Guide & Travel Directory (Naylor) | \$2,810 | US |
| Television Production | \$50,000 | US/International |
| USA Today Travel Guide Summer & Winter Editions | \$6,000 | US |
| Visit Florida International Guide Co-Op Ad | \$1,500 | US/International |
| Visit Florida RAO | \$6,000 | US |
| Visit Florida Transportation Map | \$5,000 | US/International |
| Worth Media Undiscovered Florida | \$4,475 | US/International |
| Total: | \$119,509 | |

Website & Media Guide

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|---------------------------------------|---------------|----------------|------------------|
| Website & Visitor's Guide Maintenance | Total: | \$7,400 | US/International |
|---------------------------------------|---------------|----------------|------------------|

Promotional Items

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|--|-----------------|
| Promotional Items-(pens, fans, stress balls, bags, etc.) | \$4,000 |
| Big Bend Shellfish Trail | \$4,000 |
| Photo Lease (Bonish) | \$2,500 |
| Rural County Days | \$4,000 |
| Total: | \$14,500 |

Local Branding & Promotions

| | |
|---|----------|
| AGS Brochures | \$1,700 |
| Discover Levy, Explore Cedar Key, Community Guide & FYI | \$2,290 |
| Tourism Department Vehicle Wrap/Advertising | \$4,000 |
| Additional Local Advertising | \$7,000 |
| Festival & Event TV & Radio Advertisements, Sponsorship, Etc. | \$38,700 |
| Cedar Key Arts Festival | 4000 |
| Cedar Key Independence Day | 3000 |
| Cedar Key Seafood Festival | 4000 |
| Chiefland Watermelon Festival | 2000 |
| Fanning Spring Duck Race | 1000 |
| Cedar Lakes, Woods & Gardens Festival | 1000 |
| Two Tails Ranch Elephant Appreciation | 1000 |
| Two Hawk Country Circus | 500 |
| Premier Events NCF | 500 |
| Peanut Festival | 2000 |
| Kirby Farms Events | 2500 |
| Agritourism/U Pick Event | 1000 |
| Yankeetown Seafood Festival | 4000 |

| | | |
|----------------------------|---------------|-----------------|
| Wild Hog Canoe | 500 | |
| Nature Coast Kayak | 1000 | |
| Miles of Smiles | 500 | |
| Tour De Melon | 1000 | |
| Flag Day | 200 | |
| Williston Independence Day | 3000 | |
| Additional Festival/Event | 6000 | |
| | Total: | \$53,690 |

Organizational Memberships

| | | |
|--|---------------|-----------------|
| Chamber of Commerce Memberships | | \$715 |
| Cedar Key | 190 | |
| Chiefland | 125 | |
| Fanning Springs | 100 | |
| Williston | 200 | |
| Withlacoochee (Yankeetown/Inglis) | 100 | |
| Destintions Florida (formerly FADMO) | | \$1,828 |
| Florida Attractions Association | | \$300 |
| Florida Festivals & Events | | \$250 |
| Florida Outdoor Writers | | \$175 |
| Original Florida Tourism Task Force | | \$6,000 |
| Southeast Tourism Society | | \$590 |
| Visit Florida Destination Marketing Organization Partner | | \$1,500 |
| | Total: | \$11,358 |

City & Chamber Brochure Assistance Program (Dollar for Dollar Match Up to \$2000 each)

Levy County Visitors Bureau Logo and Website Address Required to Appear

| | | |
|-----------------------------------|---------------|-----------------|
| Town of Bronson | | \$2,000 |
| Chiefland Chamber | | \$2,000 |
| Cedar Key Chamber | | \$2,000 |
| Fanning Springs Chamber | | \$2,000 |
| Williston Chamber | | \$2,000 |
| Withlacoochee Area Chamber | | \$2,000 |
| Other Brochures for TDC Promotion | | \$15,000 |
| | Total: | \$27,000 |

Tourism Projects

| | | |
|---|---------------|-----------------|
| Big Bend Shellfish Trail | | \$4,000 |
| Withlacoochee Gulf Preserve | | \$11,400 |
| Agritourism Trail (Cedar Key, Chiefland, Williston & Yankeetown/Inglis) | | \$42,000 |
| *Municipality Grants | | \$24,000 |
| | Total: | \$81,400 |

| | | |
|---|--|------------------|
| TOTAL for 2023-2024 Marketing Plan | | \$314,857 |
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In addition to the Marketing Plan there are other items that will factor into the complete budget such as wages, administrative costs, travel, equipment, office supplies, printing, promotional activities, etc., that are not shown in this Marketing Plan.

NOTES:

Approved and Recommended by the Levy County Tourist Development Council to the BOCC on 7/13/23