

Levy County Visitors Bureau

MARKETING PLAN

Platforms & Campaigns 2022-2023

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
BRAND USA (Miles Media)	\$11,600	US/International
Camp Florida (Print & Web Listing)	\$1,500	US/International
edible South Florida	\$1,680	South Florida
Fish Florida (REEL Florida)	\$7,440	Florida
Good Sam (Spotlight Ad & Web Ad)	\$6,000	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	\$3,595	North Florida
Smithsonian (Florida's Undiscovered Insert) Worth Media	\$4,475	US/International
Southeast Tourism Society Buyer's Guide & Travel Directory (Naylor)	\$1,750	US
Television Production	\$25,000	US/International
USA Today Travel Guide Winter Edition	\$2,500	US
Visit Florida International Guide Co-Op Ad	\$1,500	US/International
Visit Florida Promotions	\$10,000	US
Visit Florida RAO	\$5,000	US
Visit Florida Transportation Map	\$5,000	US/International
Total:	\$102,664	

Social Media

Digital Monthly Marketing-Social Media Posts & Digital Newsletter Total:	\$20,000	US/International
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Promotional Items

Promotional Items-(pens, fans, stress balls, bags, etc.)	\$4,000
Photo Lease (Bonish)	\$2,500
Rural County Days	\$4,000
Total:	\$10,500

Local Branding & Promotions

AGS Brochures	\$1,630
Discover Levy, Explore Cedar Key, Community Guide & FYI	\$2,290
Additional Local Advertising	\$7,000
Festival & Event TV & Radio Advertisements, Sponsorship, Etc.	\$27,500
Cedar Key Arts Festival	4000
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	500
Two Hawk Country Circus	500
Premier Events NCF	500
Peanut Festival	2000
Kirby Farms Events	500

Blueberry Farm/U Pick Lane	1000	
Yankeetown Seafood Festival	4000	
Wild Hog Canoe	500	
Nature Coast Kayak	1000	
Municipality Parades	1500	
Miles of Smiles	500	
Tour De Melon	1000	
Additional Festival/Event	2000	
	Total:	\$38,420

Organizational Memberships

Chamber of Commerce Memberships		\$665
Cedar Key	190	
Chiefland	125	
Fanning Springs	100	
Williston	150	
Withlacoochee (Yankeetown/Inglis)	100	
Florida Association of Destination Marketing Organization		\$874
Florida Attractions Association		\$300
Florida Festivals & Events		\$250
Florida Outdoor Writers		\$175
Original Florida Tourism Task Force		\$6,000
Southeast Tourism Society		\$560
Visit Florida Destination Marketing Organization Partner		\$1,500
	Total:	\$10,324

City & Chamber Brochure Assistance Program (Dollar for Dollar Match up to \$1200 each)

Levy County Visitors Bureau Logo and Website Address Required to Appear

Town of Bronson		\$1,200
Chiefland Chamber		\$1,200
Cedar Key Chamber		\$1,200
Fanning Springs Chamber		\$1,200
Williston Chamber		\$1,200
Withlacoochee Area Chamber		\$1,200
Other Brochures for TDC Promotion		\$15,000
	Total:	\$22,200

Marketing Training

2021-2022 Marketing Campaign Training	Total:	\$2,000
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TOTAL for 2021-2022 Marketing Plan **\$206,108**

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 by the Levy County Board of County Commissioners on _____.

Approved and Recommended by the Levy County Tourist Development Council to the BOCC on 6/14/2022.