

Levy County Visitors Bureau

MARKETING PLAN

Platforms & Campaigns 2025-2026

Branding Advertisement: Print Media & Internet Media Advertisements: Domestic Drive/Fly and International Fly/Drive Markets		
American Road Magazine	\$3,964	US/Canada
APA Media Travel, Taste & Tour	\$7,500	US
Camp Florida (Print & Web Listing)	\$1,550	US/International
Good Sam (Spotlight Ad & Web Ad)	\$6,872	US/International
International Travel Advertising	\$5,000	International
Kalkomey Fishing Guide	\$5,000	SE US
Miles Media (Visit FL Visitors Guide 1/3 pg, 1/6 pg VNNF Coop & Photo Listing)	\$9,500	US/International
North Florida Media Hidden Coast & Fishing Lowdown Magazines	\$2,400	North Florida
Ocala Style/Magnolia Media	\$8,000	North Florida
Southeast Tourism Society Buyer's Guide & Travel Directory (Naylor)	\$3,100	US
Television Production	\$30,000	US/International
USA Today Travel Guide Summer & Winter Editions	\$6,000	US
Visit Florida Always-On VISITFLORIDA.com Display	\$3,750	US
Visit Florida Always-On Kayak Travel Network Display	\$7,500	US
Visit Florida Always-On Weather Sites Network Display	\$3,750	US
Visit Florida RAO	\$6,000	US
Visit Florida Advertising	\$5,000	US
Worth Media Undiscovered Florida	\$4,475	US/International
Total:		\$119,361
Website & Media Guide		
Professional Marketing Service	\$25,000	US/International
Social Media-Meridian Pursuit	\$4,000	US/International
Website, Visitor's Guide Maintenance & Ad Design	\$10,000	US/International
Total:		\$39,000
Promotional Items		
Promotional Items-(pens, fans, stress balls, bags, etc.)	\$10,000	
Big Bend Shellfish Trail	\$4,000	
Photo Lease (Bonish)	\$2,500	
Rural Counties Day	\$4,000	
Total:		\$20,500
Local Branding & Promotions		
AGS Brochures	\$1,700	Florida
Levy County Citizen FYI	\$660	Florida
Additional Local Advertising	\$7,000	Florida
Festival & Event TV & Radio Advertisements, Sponsorship, Etc.	\$44,000	Florida
Cedar Key Arts Festival	5000	
Cedar Key Independence Day	3000	
Cedar Key Pirate Festival	500	
Cedar Key Seafood Festival	4000	
Cedar Key Tiki Festival	500	
Cedar Key Christmas Festivities	1500	
Chiefland Watermelon Festival	2000	
Tour de Melon	1000	
Chiefland Christmas Festivities	2000	
Chief Theatre Sponsorship	1000	
Manatee Springs State Park Trail Run	1000	
Fanning Springs Events	1000	

Wild Hog Canoe	500	
Cedar Lakes, Woods & Gardens Festival	1000	
Two Tails Ranch Elephant Appreciation	1000	
Two Hawk Country Circus	500	
Kirby Farm Event Advertising	1000	
Williston Peanut Festival	2000	
Williston Christmas Festivities	2000	
Williston Independence Day (City of Williston)	3000	
Yankeetown Seafood Festival	2000	
Agritourism/U Pick Event	2000	
Additional Festival/Event	6500	
Total:		\$53,360

Organizational Memberships

Chamber of Commerce Memberships		\$790
Cedar Key	190	
Chiefland	150	
Fanning Springs	100	
Williston	250	
Withlacoochee (Yankeetown/Inglis)	100	
Destintions Florida (formerly FADMO)		\$2,000
Florida Attractions Association		\$300
Florida Festivals & Events		\$250
Original Florida Tourism Task Force		\$6,000
Southeast Tourism Society		\$590
Visit Florida Destination Marketing Organization Partner		\$1,500
Total:		\$11,430

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	\$5,000
North Florida Trails Project	\$2,000
Withlacoochee Gulf Preserve Grant * (funds for LCVB approved tourism projects. Must be used within FY with proof of expenditures)	\$5,000
Agritourism Trail (Cedar Key, Chiefland, Williston & Yankeetown/Inglis)	\$42,000
Municipality Tourism Grants (Bronson, CK, Chiefland, Fanning, Inglis, Williston & Yankeetown) up to \$4000 each	\$28,000
Total:	\$82,000

TOTAL for 2025-2026 Marketing Plan **\$352,651**

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 8/14/2025.

Approved by the Levy Board of County Commissioners on _____.