

# Levy County Visitors Bureau

## MARKETING PLAN

### Platforms & Campaigns 2024-2025

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

American Road Magazine	\$3,964	US/Canada
BMI Publishing	\$5,000	US/UK
Camp Florida (Print & Web Listing)	\$1,550	US/International
Explore Florida-Sun Sentinel Media Group	\$1,500	Central Florida
Good Sam (Spotlight Ad & Web Ad)	\$7,000	US/International
Kalkomey Fishing Guide	\$5,400	US/International
Miles Media (Visit FL Visitors Guide 1/3 pg, 1/6 pg VNNF Coop & Photo Listing)	\$11,600	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)	\$2,810	US
Television Production	\$50,000	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	
Visit Florida Always-On Weather Sites Network Display	\$3,750	
Visit Florida RAO	\$6,000	US
Visit Florida Transportation Map	\$5,000	US/International
Worth Media Undiscovered Florida	\$4,475	US/International
<b>Total:</b>	<b>\$135,699</b>	

#### Website & Media Guide

Professional Marketing Service	\$25,000	
Newsletter Design	\$1,800	
Website, Visitor's Guide Maintenance & Ad Design	\$10,000	US/International
<b>Total:</b>	<b>\$36,800</b>	

#### 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
<b>Total:</b>	<b>\$20,500</b>

#### Local Branding & Promotions

AGS Brochures	\$1,700
Discover Levy, Explore Cedar Key, Community Guide & FYI	\$2,290
Additional Local Advertising	\$7,000
Festival & Event TV & Radio Advertisements, Sponsorship, Etc.	\$50,400
Cedar Key Arts Festival	5000
Cedar Key Independence Day	3000
Cedar Key Seafood Festival	5000
Cedar Key Christmas Festivities	1500
Chiefland Watermelon Festival	2000
Tour de Melon	1000
Chiefland Christmas Festivities	2500
Chief Theatre Sponsorship	1000
Fanning Spring Duck Race	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	2500	
Williston Chamber Events (Miles of Smiles, Peanut Festival & Winter Wonderland)	5200	
Williston Independence Day (City of Williston)	3000	
Yankeetown Seafood Festival	4000	
Agritourism/U Pick Event	4000	
Flag Day	200	
Additional Festival/Event	6500	
<b>Total:</b>		<b>\$61,390</b>

#### 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
Florida Outdoor Writers		\$175
Original Florida Tourism Task Force		\$6,000
Southeast Tourism Society		\$590
Visit Florida Destination Marketing Organization Partner		\$1,500
<b>Total:</b>		<b>\$11,605</b>

#### 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
<b>Total:</b>		<b>\$27,000</b>

#### Tourism Projects

Big Bend Shellfish Trail		\$5,000
Withlacoochee Gulf Preserve Grant * (funds for LCVB approved tourism projects. Must be used within FY with proof of expenditures)		\$11,400
Agritourism Trail (Cedar Key, Chiefland, Williston & Yankeetown/Inglis)		\$42,000
Municipality Grants (Bronson, CK, Chiefland, Fanning, Williston, Y-I up to \$4000 each)		\$24,000
<b>Total:</b>		<b>\$82,400</b>

**TOTAL for 2023-2024 Marketing Plan** **\$360,394**

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 5/9/2024.

Approved by the Levy Board of County Commissioners on \_\_\_\_\_