

Levy County Visitors Bureau

2026-2027 PROPOSED MARKETING PLAN

Print & Internet Media Advertisements: Domestic Drive/Fly and International Fly/Drive Markets	
American Road Magazine	\$3,964
AGS Brochures	\$1,700
APA Media Travel, Taste & Tour	\$7,500
Good Sam (Spotlight Ad & Web Ad)	\$10,331
Hardisonink	\$1,500
Hoffman Media Taste of the South	\$3,600
Levy County Citizen FYI	\$660
Miles Media (Visit FL Visitors Guide 1/3 pg, 1/6 pg VNNF Coop & Photo Listing)	\$10,000
North Florida Media Hidden Coast & Fishing Lowdown Magazines	\$2,478
Television Production	\$5,000
USA Today Travel Guide Summer & Winter Editions	\$6,000
Visit Florida Rural Advertising Opportunity (RAO)	\$6,000
Visit Florida Advertising	\$7,500
Worth Media Undiscovered Florida	\$5,000
Additional Advertising	\$9,000
Promotions	Total: \$80,233
Digital Tourism Campaign (Meta, YouTube, Connected TV/OTT, etc.)	
Professional Marketing Service (Digital Marketing Campaign)	\$25,000
Promotions	Total: \$25,000
Promotional Items	
Promotional Items-(pens, fans, stress balls, bags, etc.)	\$10,000
Big Bend Shellfish Trail	\$1,000
Rural Counties Day	\$3,000
Promotions	Total: \$14,000
Local Event Sponsorships & Promotions	
Bronson 4th of July	\$3,000
Levy County Historical Society	\$500
Cedar Key Arts Festival	\$5,000
Cedar Key Independence Day	\$3,000
Cedar Key Pirate Festival	\$1,000
Cedar Key Seafood Festival	\$4,000
Cedar Key Tiki Festival	\$1,000
Cedar Key Christmas Festivities	\$2,000
Chiefland Watermelon Festival	\$2,000
Tour de Melon	\$1,000
Chiefland Christmas Festivities	\$2,000
Chief Theatre Sponsorship	\$1,000
Manatee Springs State Park Trail Run	\$2,000
Fanning Springs Events	\$1,000

Wild Hog Canoe		\$500
Inglis 4th of July		\$3,000
Cedar Lakes, Woods & Gardens Festival		\$1,000
Two Tails Ranch Elephant Appreciation		\$1,000
Two Hawk Country Circus		\$500
Kirby Family Farm Events		\$1,000
Premier Events		\$1,000
Williston Peanut Festival		\$2,000
Williston Rotary Purple Pinkie Run		\$500
Williston Christmas Festivities		\$2,000
Williston Independence Day (City of Williston)		\$3,000
Yankeetown/Inglis Tour of the Towns		\$500
Yankeetown Seafood Festival		\$2,000
Additional Festival/Event		\$3,000
	Promotions	Total: \$49,500

Social Media, Website, Professional, and Contractual Services

Social Media	Contract Serv-OI	\$24,000
Website, Visitor's Guide Maintenance & Ad Design	Contract Serv-OI	\$10,000
Professional Video Production	Contract Serv-OI	\$5,000
Photo Lease (Bonish)	Contract Serv-OI	\$2,500
	Total:	\$41,500

Organizational Memberships

Chamber of Commerce Memberships		\$790
Cedar Key	190	
Chiefland	150	
Fanning Springs	100	
Williston	250	
Withlacoochee (Yankeetown/Inglis)	100	
Destinations Florida		\$2,056
Florida Attractions Association		\$400
Florida Festivals & Events		\$250
Florida Paddling Trails Association		\$50
Original Florida Tourism Task Force		\$6,000
Southeast Tourism Society		\$590
Visit Florida Destination Marketing Organization Partner		\$1,500
	Bks, Subs, Memb	Total: \$11,636

City & Chamber Brochure Assistance Program (Dollar for Dollar Match Up to \$1000 each)

Levy County Visitors Bureau Logo and Website Address Required to Appear

Town of Bronson	\$1,000
Chiefland Chamber	\$1,000
Cedar Key Chamber	\$1,000
Fanning Springs Chamber	\$1,000
Williston Chamber	\$1,000
Withlacoochee Area Chamber	\$1,000
Other Brochures for TDC Promotion	\$17,000
Print/Binding	Total: \$23,000

City & Chamber Marketing Assistance Program (Dollar for Dollar Match Up to \$8000 each)

Tourism Focused, Levy County Visitors Bureau Logo and Website Address Required to Appear

Town of Bronson	\$8,000
Chiefland Chamber	\$8,000
Cedar Key Chamber	\$8,000
Williston Chamber	\$8,000
Withlacoochee Area Chamber	\$8,000
Promotions	Total: \$40,000

Tourism Projects

Big Bend Shellfish Trail	\$1,500
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 (Bronson, Williston & Yankeetown/Inglis)	\$20,000
Municipality Tourism Grants (Bronson, CK, Chiefland, Fanning, Inglis, Williston & Yankeetown) up to \$4000 each	\$28,000
Public Safety Reimbursement for Tourism Events (LCEMS, LCSO, Municipality PDs & FDs)	\$40,000
	Total: \$96,500

TOTAL for 2026-2027 Marketing Plan \$381,369

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, etc., that are not shown in this Marketing Plan.

NOTES:

Approved and Recommended by the Levy County Tourist Development Council to the BOCC on _____.

Approved by the Levy Board of County Commissioners on _____.