

# Levy County Visitors Bureau

## MARKETING PLAN

### Platforms & Campaigns 2020-2021

#### **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	\$7,500	US/Canada
BRAND USA (Miles Media) 1/2 Page	\$11,600	US/International
Camp Florida (Print & Web Listing)	\$1,500	US/International
Kayak/Paddle Magazine Advertising	\$1,500	US/International
Connect Media (Out of State & In State Insertions/ 2 x year at \$2.5K each	\$5,000	US/Florida
Good Sam (Spotlight Ad & Web Ad)	\$5,808	US/International
National Geographic (Florida's Undiscovered Insert)	\$1,530	US/International
North Florida Media Hidden Coast Magazine	\$1,260	North Florida
Visit Florida Magazine 1/3 Page (Miles Media)	\$8,000	US/International
Visit Florida International Guide Co-Op Ad	\$1,500	US/International
Visit Florida Online Banner Ad Campaign (Madden Media)	\$6,500	US/International
Southeast Tourism Society Buyer's Guide & Travel Directory (Naylor)	\$1,750	US
Television Production	\$5,000	US/International
USA Today Travel Guide Winter Edition	\$2,000	US
<b>Total:</b>	<b>\$65,448</b>	

#### **Social Media**

Digital Monthly Marketing-Social Media Posts & Digital Newsletter	<b>Total: \$25,000</b>	US/International
---	------------------------	------------------

#### **Promotional Items**

Promotional Items-(pens, fans, stress balls, bags, etc.)	<b>Total: \$2,000</b>
--	-----------------------

#### **Local Branding & Promotions**

AGS Williston Crossing Brochure	\$805
Chiefland Citizen, Williston Pioneer, Tri-County Bulletin & FYI	\$2,640
Hardisonink	\$2,000
Additional Local Advertising	\$7,000
Festival & Event TV & Radio Advertisements, Sponsorship, Etc.	\$26,500
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
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 (4th of July/Christmas)	1500	
Tour De Melon	1000	
Additional Festival/Event	2000	
	<b>Total:</b>	<b>\$38,945</b>

### 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		\$1,090
Florida Festivals & Events		\$250
Florida Outdoor Writers		\$175
Fresh From Florida		\$100
Original Florida Tourism Task Force		\$6,000
Southeast Tourism Society		\$425
Visit Florida Destination Marketing Organization Partner		\$395
	<b>Total:</b>	<b>\$9,100</b>

### Chamber Brochure Assistance Program (Dollar for Dollar Match up to \$1000 each)

Levy County Visitors Bureau Logo and Website Address Required to Appear

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		\$12,000
	<b>Total:</b>	<b>\$18,000</b>

### Marketing Training

2020-2021 Marketing Campaign Training	<b>Total:</b>	<b>\$2,000</b>
---------------------------------------	---------------	----------------

**TOTAL for 2020-2021 Marketing Plan** **\$160,493**

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 6/4/2020.