



FY25 Scope of Services & Budget





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Visit Sarasota County's FY25 Scope of Services & Budget has been reviewed and approved by the county commissioners, TDC members and board members listed below.

Sarasota County Commissioners

Hon. Michael A. Moran, Chair
Hon. Joe Neunder, Vice Chair
Hon. Ron Cutsinger
Hon. Neil Rainford
Hon. Mark Smith

Tourist Development Council Members

Hon. Joe Neunder, Chair, Sarasota County Commission
Hon. Vice Mayor Jen Ahearn-Koch, Sarasota City Commission
Lynn Hobeck-Bates, The Ringling
Hon. Vice Mayor Jim Boldt, Venice City Council
Hon. Gary Coffin, Town of Longboat Key Commission
Milos Davidovic, Ocean Properties
John Hutchens, Vunique Vacations
Todd Mathes, Benderson Development
Hon. Phil Stokes, North Port City Commission
Leon Thibeaut, Social Entrepreneur

Visit Sarasota County Board Of Directors

Richard Russell, Chair, Sarasota Opera
John LaCivita, Vice-Chair, Willis Smith Construction
Tim Self, Secretary/Treasurer, Gulfside Wealth
Nick Mavrikas, Past Chair, Spark By Hilton, Siesta Key Gateway
Hon. Ron Cutsinger, Sarasota County Commission
Ann Frescura, Siesta Key Chamber of Commerce
Mark Gordon, Business Observer
Rick Konsavage, The Resort at Longboat Key Club
Kara Morgan, Venice MainStreet
Mike Quillen, Gecko's Hospitality Group
Wes Santos, Hyatt Regency Sarasota
Susie Bowie, The William G. and Marie Selby Foundation

Overview of the FY25 Plan

From bustling cities where our billboards work to capture the eyes of commuters, to suburban neighborhoods where moms are scrolling Instagram searching for their next family vacation destination, to a college campus where a crew is searching for a place to train for next-level greatness, to the new Wellen Park resident learning the importance of tourism's economic impact on Sarasota County, our reach extends far and wide.

We engage with consumers through interactive ads on Hulu and connect with seasoned travelers via ads in storied publications like Travel + Leisure and National Geographic. We appeal to influential broadcasters and freelance writers, meeting planners and sports event organizers through face-to-face interactions, both in our destination and while at tradeshow and events around the world.

Through this blend of strategic marketing efforts, our organization is able to showcase the allure of feeling at ease on a visit to Sarasota County, attracting new and returning visitors to the area.



VSC Promised Deliverables

- Economic Impact
- Use of Brand Toolkit – SarasotaCountyBrandToolkit.com and Media Requests
- Signals of Intent to Travel – Visitors Guide Orders & Virtual Visitors Guide Views
- Signals of Intent to Travel – Enewsletter Subscriptions
- Signals of Intent to Travel – Relocation Packets Sent
- Leisure Lodging Leads Sent
- Meetings (Groups) Leads & Booked
- Sports (Groups) Leads & Booked
- Sports Economic Impact
- Future Sports Event Bids Submitted



Objectives and Tactics:

Elevating Areas of Opportunity

1. Reach an array of audiences
 - a. Curate media imagery and messaging for each
 - b. Develop supporting content for each
2. Maximize reach and impact
 - a. Precisely target travelers based on their locations and behaviors
3. Communicate the Visit Sarasota brand: a place visitors feel at ease
 - a. Amplify the stories of Sarasota County through media and influencers



Myakka River State Park

Areas of Focus

The following are the focuses of VSC resources during FY25 to drive growth and engagement:

1. Emergency Preparedness
2. Partner Engagement, Responsiveness & Collaboration
3. Resident Sentiment
4. Focused Efforts to 9 Audiences
 - a. Domestic Leisure
 - b. International Leisure
 - c. Nature & Outdoors
 - d. Arts & Culture
 - e. Relocation & Workforce Development
 - f. Local Community (Savor Sarasota, Fun in the 941)
 - g. Meetings & Groups
 - h. Sports
 - i. Airline Incentive Program



Venice Beach

Emergency Preparedness

During an emergency, ensuring community and visitor safety is a top priority. While emergency services lead the response, Visit Sarasota County plays a vital behind-the-scenes role by assessing the situation, adjusting messaging, and coordinating with area organizations and regional Destination Marketing Organizations (DMOs) to effectively support the community.

- VSC shares official communications through its Visitor Center and digital channels to keep the public informed.
- VSC coordinates with local authorities and businesses to provide emergency lodging for displaced residents, visitors and repair crews.
- VSC works with regional DMO offices to determine the appropriate time to resume promotional marketing, working with officials to ensure safety and readiness.
- VSC engages in continuous disaster preparedness planning, including local emergency planning, staff training and developing crisis management plans tailored to the tourism sector.



The Bay Park

Partner Engagement, Responsiveness & Collaboration

Visit Sarasota County collaborates closely with the local tourism industry to drive business and ensure area growth for years to come. We view this industry – consisting of hotels, restaurants, attractions and other local businesses who serve longer-term visitors (snowbirds) and future residents – as crucial stakeholders in our vision and mission to promote the destination, and we strive to support them in a number of ways.

- Collaboration and Support: Joint Marketing Initiatives, Supporting Local Events and Festivals, Trainings and Workshops
- Keeping Businesses Full: Visitor Information Services, Promoting Area Deals and Packages, Generating Media Coverage About Industry Stakeholders.
- Listening to Partner Needs: Seeking Feedback, Surveys and Polls



Resident Sentiment

To create a welcoming environment for visitors, fostering positive resident sentiment is imperative. When residents feel valued and included, they are more likely to embrace tourism, leading to a warm and positive atmosphere for everyone who visits.

- Programs: Our programs are also created with local residents in mind. Examples include Fun in the 941 deals, the Sarasota Beach Pass app and Savor Sarasota.
- Information/Collateral: Our Visitor Centers are open to the public, the Visitor Information Vehicle goes to community events, and content and maps produced are available to residents.
- Communication: We contribute articles to local media to explain our efforts and the importance of tourism. We keep residents informed and involved, empowering them to be active contributors to our initiatives.



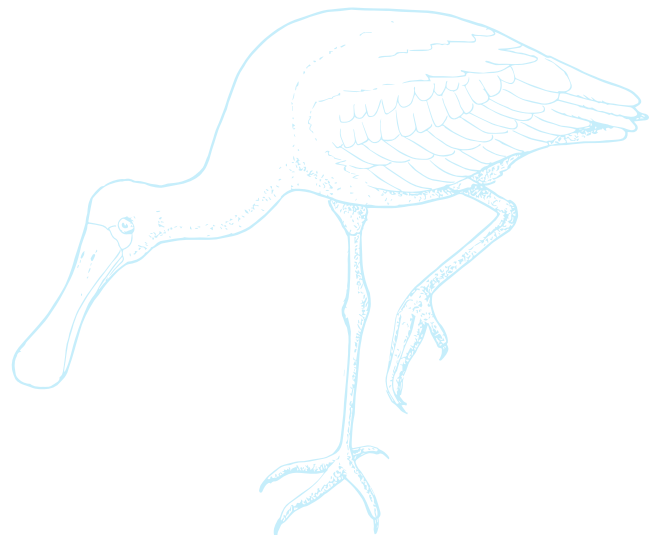
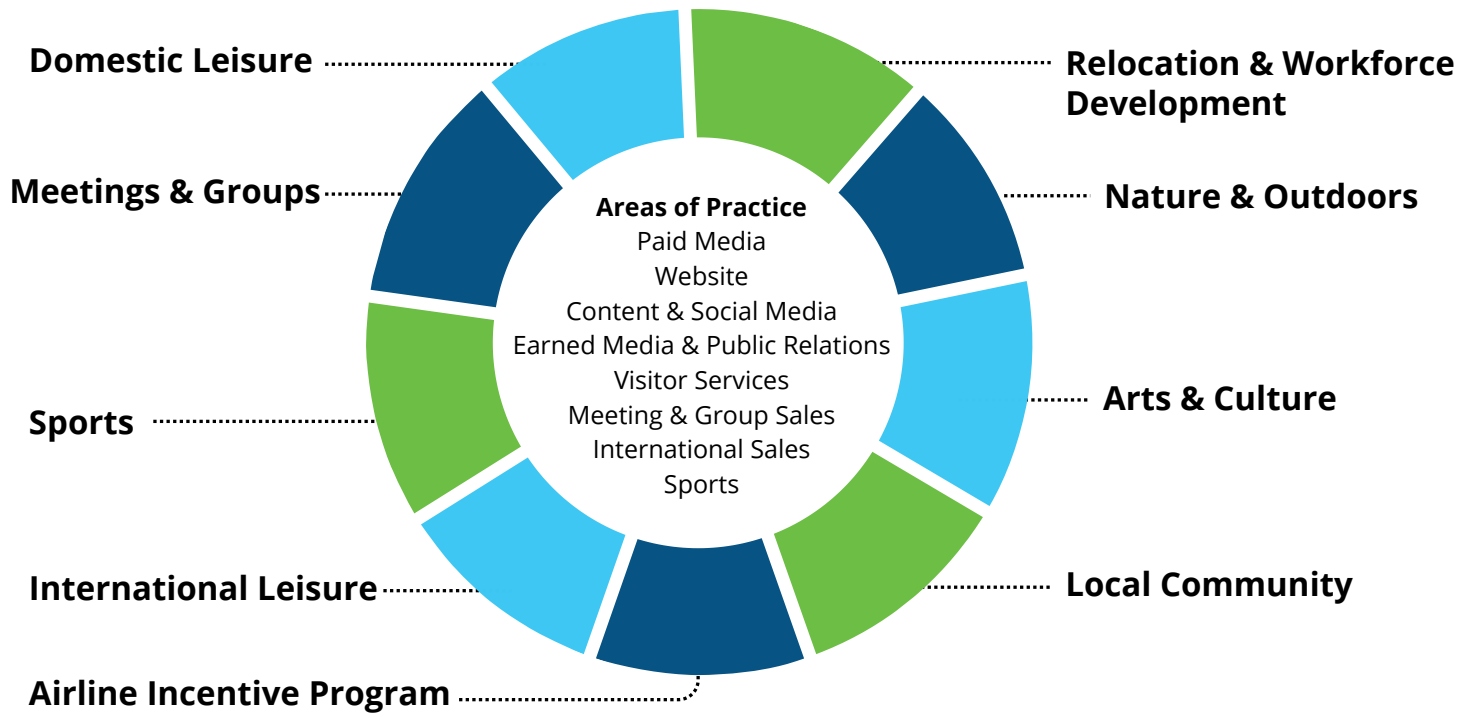
Focused Efforts to 9 Audiences

To maximize our reach and impact, we strategically target 9 key audiences with carefully curated messaging and imagery delivered across multiple tactics and channels proven most effective for each audience.

This gives us the ability to communicate the Visit Sarasota brand to a variety of consumers year-round, from travelers interested in the arts to softball coaches and everyone in between.



Our 9 Audiences



Audience #1 - Domestic Leisure

Paid Media	<ul style="list-style-type: none">• Digital, print, out-of-home platforms• Plane wrap partnership• Airline Incentive Program
Earned Media & Public Relations	<ul style="list-style-type: none">• Host press trips• Media missions• PR firm press outreach
Content & Social Media	<ul style="list-style-type: none">• Short-form videos• Consumer Enews• Seasonal content
Website	<ul style="list-style-type: none">• Personalized homepage experiences• Events and deals
Meeting & Group Sales	<ul style="list-style-type: none">• Utilizing collateral to encourage meeting attendees to live like a local while visiting on business
Visitor Services	<ul style="list-style-type: none">• Staffing Visitor Centers• Visitor Information Vehicle
Sports	<ul style="list-style-type: none">• Utilizing Visitor Information Vehicle and collateral to encourage athletes to live like a local while visiting to train or compete

Domestic Leisure



Sarasota's Best-Kept Secrets

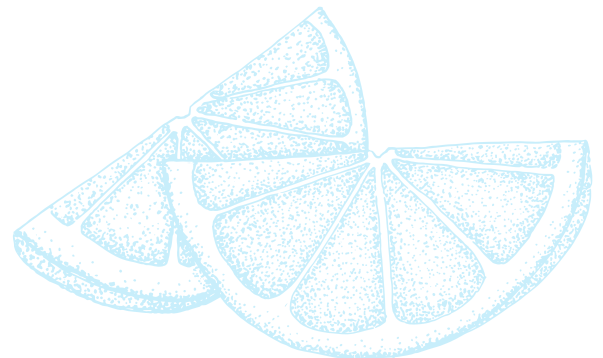
Experience Sarasota in a whole new light – like a local. Enjoy all the perks with #Funinthe941 area deals, discounts and special offers!

[Sunny Savings →](#)

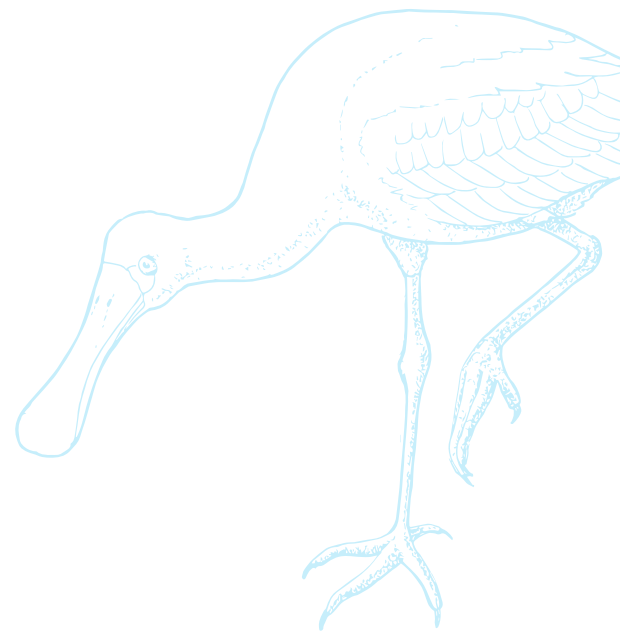
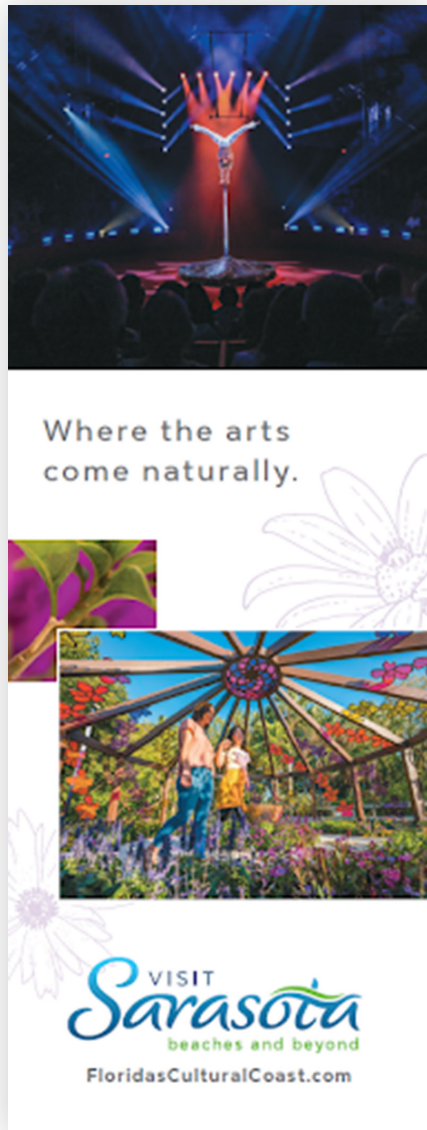


Audience #2 - International Leisure

Paid Media	<ul style="list-style-type: none">• Multichannel campaigns
Earned Media & Public Relations	<ul style="list-style-type: none">• Host press trips• Media missions• PR firm press outreach
International Sales	<ul style="list-style-type: none">• Retained in-market UK and German representation• Maintain in-language collateral• Exhibit globally at tradeshow• Host FAMs in area
Meeting & Group Sales	<ul style="list-style-type: none">• Luxury leisure FAMs• Luxury MICE tradeshow• Local industry partnerships for hosting and exhibiting
Visitor Services	<ul style="list-style-type: none">• Staffing Visitor Centers• Visitor Information Vehicle
Sports	<ul style="list-style-type: none">• Pitch the area to sports rights holders and governing bodies to attract international events

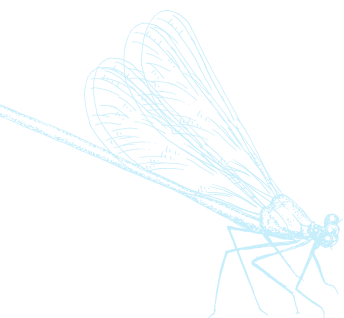


International Leisure



Audience #3 - Nature & Outdoors

Paid Media	<ul style="list-style-type: none">• Weathercam partnership to promote the area's natural assets• Digital, print and out-of-home platforms
Earned Media & Public Relations	<ul style="list-style-type: none">• Regular press outreach to niche nature publications• Host press trips for nature-focused writers
Content & Social Media	<ul style="list-style-type: none">• Nature-focused custom enewsletter• Outdoor video content
Website	<ul style="list-style-type: none">• Include user-generated content galleries and videos on Nature's Canvas Awaits landing pages
Meeting & Group Sales	<ul style="list-style-type: none">• Feature nature assets in FAMs to meeting planners• Promote nature assets to meeting planners at tradeshow as activities for attendees
International Sales	<ul style="list-style-type: none">• Promote nature assets to international travel trade and media at tradeshow and FAMs• Promote nature offerings in print and digital tour operator campaigns
Sports	<ul style="list-style-type: none">• Promote nature assets to sports rights holders and governing bodies at tradeshow as activities for attendees



Nature & Outdoors





Audience #4 - Arts & Culture

Paid Media	<ul style="list-style-type: none">• Promote message of Florida's Cultural Coast® (FCC) through digital, print and out-of-home platforms
Earned Media & Public Relations	<ul style="list-style-type: none">• Regular press outreach to niche arts publications• Host press trips for arts writers• Ongoing partnership with Arts and Cultural Alliance of Sarasota County
Content & Social Media	<ul style="list-style-type: none">• Florida's Cultural Coast® podcast• Arts-focused custom newsletter
Website	<ul style="list-style-type: none">• Support arts by showcasing seasons and special exhibits on FCC landing page• Promote FCC podcast on visitsarasota.com
Meeting & Group Sales	<ul style="list-style-type: none">• Feature arts assets in FAMs to meeting planners• Promote arts offerings to meeting planners at tradeshows as activities for attendees
International Sales	<ul style="list-style-type: none">• Promote Arts & Culture assets to international travel trade and media at tradeshows and FAMs• Promote Arts & Culture offerings in print and digital tour operator campaigns
Sports	<ul style="list-style-type: none">• Promote arts offerings to sports rights holders and governing bodies at tradeshows as activities for attendees

Arts & Culture



VISIT
Sarasota
Florida's Cultural Coast®

Audience #5 - Relocation & Workforce Development

Paid Media	<ul style="list-style-type: none">• Economic Development Corporation partnership to co-brand Sarasota lifestyle in multichannel platforms
Content & Social Media	<ul style="list-style-type: none">• Content creation focused on relocation and workforce and promote socially and on web
Website	<ul style="list-style-type: none">• Continue to strengthen the Work Where You Want To Live landing page to inspire businesses and individuals to relocate
Meeting & Group Sales	<ul style="list-style-type: none">• Capture leads for Economic Development Corporation to meet with CEOs and entrepreneurs coming to the area
Visitor Services	<ul style="list-style-type: none">• Distribute relocation piece co-branded with Economic Development Corporation in VSC-distributed relocation packets
Sports	<ul style="list-style-type: none">• Promote Sarasota as a relocation option to athletes and sports fans at sporting events



Relocation & Workforce Development



Thinking About Moving to Sarasota County?

Let us help you make up your mind.

#5
in U.S. News & World Report's
Best Places to Live

Sarasota County schools
have received an
"A"
for 20+ years

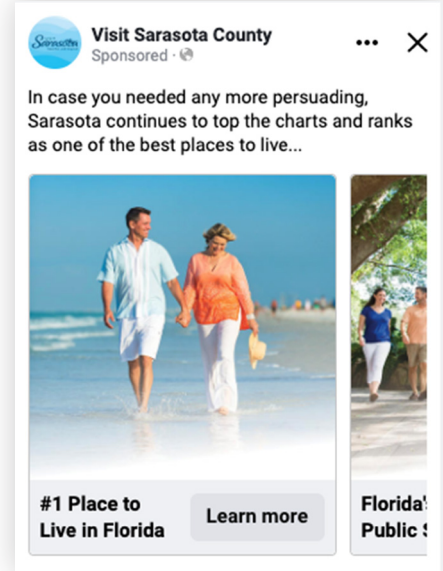
SRQ serves
more than
50
nonstop destinations


 Siesta Beach is Tripadvisor's
No. 2 Beach in the U.S.
and No. 9 in the world

 **72°F**
average
temperature



 **37 miles**
of shoreline

 **0%**
state
income tax



Visit Sarasota County
Sponsored · 

In case you needed any more persuading, Sarasota continues to top the charts and ranks as one of the best places to live...



#1 Place to Live in Florida [Learn more](#) **Florida's Public Schools**

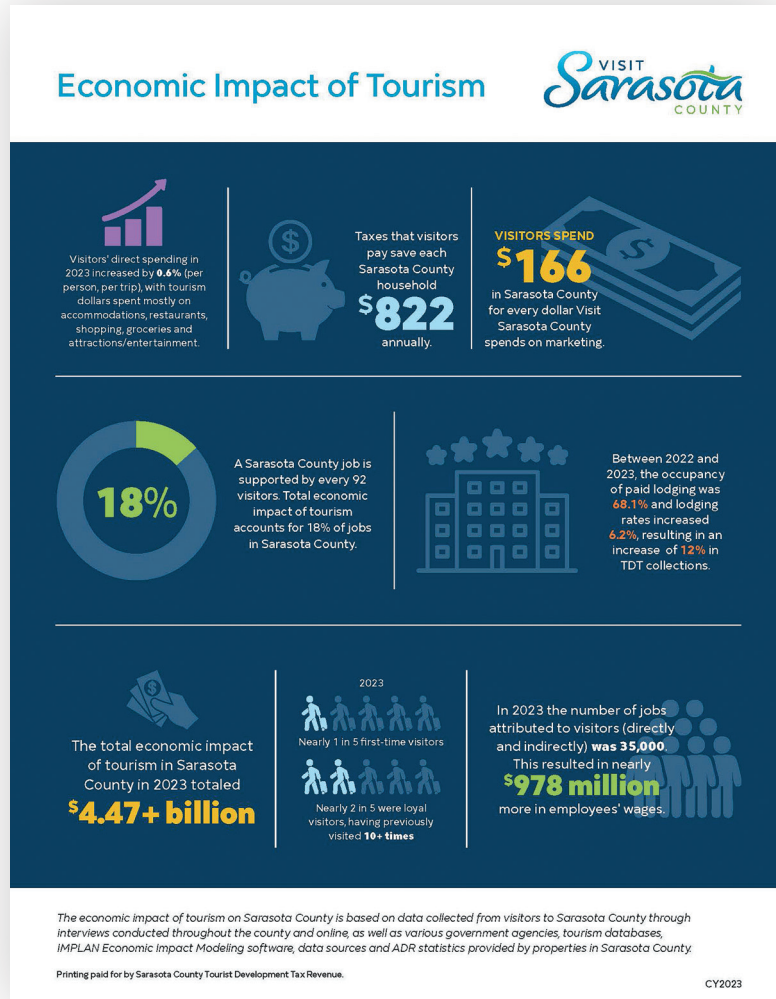
Work
WHERE YOU WANT TO
LIVE®

Audience #6 - Local Community (Savor Sarasota, Fun in the 941)

Paid Media	<ul style="list-style-type: none">Invest in regional media buys for VSC programs such as Savor Sarasota and Fun in the 941
Earned Media & Public Relations	<ul style="list-style-type: none">Regularly communicate with Sarasota County residents through local media that highlight the business of tourism and the programs available to enjoy
Content & Social Media	<ul style="list-style-type: none">Amplify Savor Sarasota, Fun in the 941 and signature events with dedicated content and video
Website	<ul style="list-style-type: none">Host the platform to maintain the Beach Pass programSignature events
Visitor Services	<ul style="list-style-type: none">Front Desk Training Programs to educate industry on local events so they may act as a resource for visitorsManage Beach Pass Reward Program for visitors and residentsOn-site activations for Savor Sarasota Restaurant Week



Local Community





Audience #7 - Meetings & Groups

Paid Media	<ul style="list-style-type: none">• Multichannel campaigns with a focus on meetings industry-specific vendors
Earned Media & Public Relations	<ul style="list-style-type: none">• Regular outreach to meetings industry-specific media
Content & Social Media	<ul style="list-style-type: none">• Meetings destination video production• Meetings-specific articles for website
Website	<ul style="list-style-type: none">• Support meeting venues with a Virtual360 platform on the website to showcase venues• Rollout Meetings toolkit microsite, including AI chatbot
Meeting & Group Sales	<ul style="list-style-type: none">• Meeting sales representation expansion• Pitch area assets to meeting planners at tradeshow, sales missions and FAMs
International Sales	<ul style="list-style-type: none">• Pitch the area to the international travel trade and media focused on MICE travel at tradeshow
Visitor Services	<ul style="list-style-type: none">• Elite Event Concierge Program
Sports	<ul style="list-style-type: none">• Providing resources to rights holders and national governing bodies to host meetings locally

Meetings & Groups



We put the bonus in business travel.

Incentivize employees with luxury resorts set on soft white-sand beaches. Or stylish downtown hotels in the middle of lively culture and delectable cuisine.

VISIT Sarasota
beaches and beyond

SarasotaMeetings.com

Meeting venues that inspire attendees.



VISIT Sarasota
beaches and beyond

IN PARTNERSHIP WITH
VISIT FLORIDA

Audience #8 - Sports

Paid Media	<ul style="list-style-type: none">• Multichannel campaigns
Earned Media & Public Relations	<ul style="list-style-type: none">• Regular press outreach to sports publications and writers
Content & Social Media	<ul style="list-style-type: none">• Sporting event-specific content and social posts
Website	<ul style="list-style-type: none">• Support sports facilities through a Virtual360 platform on visitsarasota.com to showcase venues
Meeting & Group Sales	<ul style="list-style-type: none">• Partner with Sports to host industry association meetings in conjunction with sporting events being held in the destination
International Sales	<ul style="list-style-type: none">• Pitch the area to sports rights holders and governing bodies to attract international events at tradeshow and promote leisure sports in campaigns
Visitor Services	<ul style="list-style-type: none">• Presence of VIV at high-traffic sports events• Provide welcome bags to visiting athletes
Sports	<ul style="list-style-type: none">• Pitch the area to sports rights holders and governing bodies to attract international events through FAMs and tradeshow

Sports



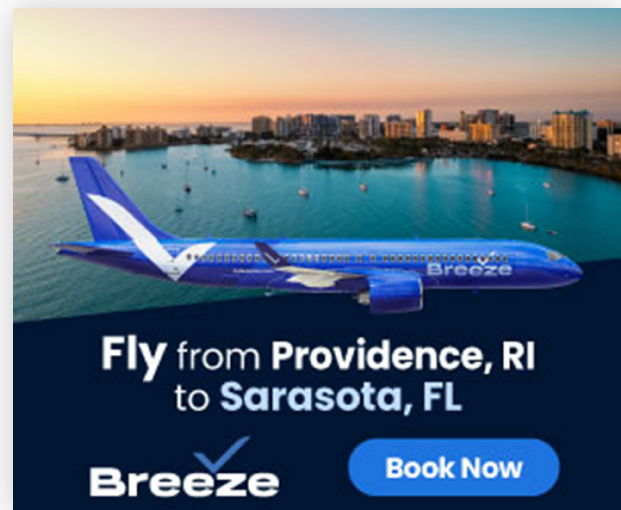
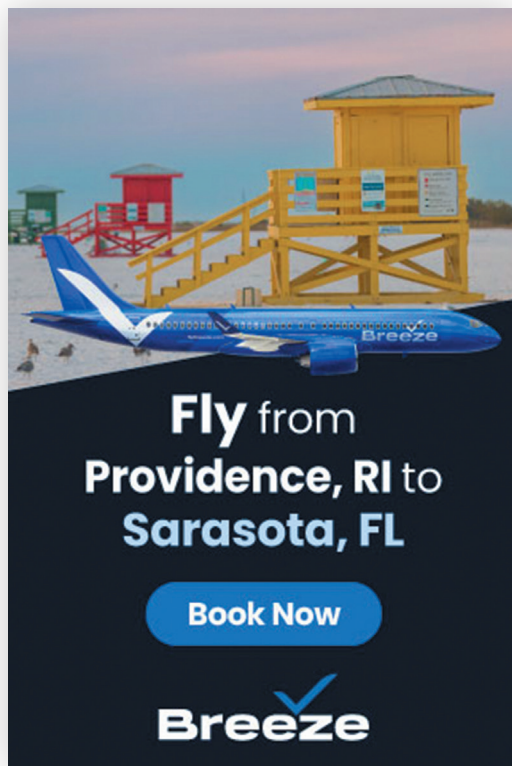
**Where Athletes Come to
Play and Stay.**



VISIT
Sarasota
beaches and beyond

Audience #9 - Airline Incentive Program

Visit Sarasota County, the Bradenton Area Convention & Visitors Bureau and the Sarasota Bradenton International Airport continue to collectively spearhead the Airline Incentive Program. This marketing initiative aims to boost the visibility and appeal of our local airport by targeting new routes into the area with strategic campaigns. With a collaborative community spirit, this program aims to elevate the region's connectivity and tourism potential.



While we focus our high-level marketing and sales efforts on the previously mentioned key audiences, we know Sarasota County has many incredible stories to tell. We use content and pitching to media to help us tell these wonderful stories.

FY25 Annual Plan Tactics

Visit Sarasota County employs marketing and sales tactics that span a diverse array of audiences, and each is strategically targeted to maximize reach and impact. This chart shows how each VSC department will work to communicate the value of the Visit Sarasota brand to those audiences in Fiscal Year 2025.

TACTICS	AUDIENCES	Domestic Leisure	International Leisure	Nature & Outdoors	Arts & Culture	Relocation & Workforce Development	Local Community (Savor Sarasota, Fun in the 941)	Meetings & Groups	Sports
Paid Media									
Digital		X		X	X				
Print		X		X	X				
Out of Home		X		X	X				
Airline Incentive Program		X							
Plane Wrap Partnership		X							
Multichannel Campaigns			X			X		X	X
Weathercam Partnership				X					
Regional Multichannel Campaigns							X		
Earned Media & Public Relations									
Press Trips		X	X	X	X				
Media Missions		X	X						
Press Outreach		X	X	X	X			X	X
Community Outreach							X		
Digital Content & Social Media									
Short-Form Videos		X		X	X		X		
Long-Form Videos		X			X			X	
Monthly Enewsletter		X							
Dedicated Enewsletter				X	X		X		
Florida's Cultural Coast® Podcast		X	X		X				
Dedicated Social Posts		X		X	X	X	X	X	X
VisitSarasota.com									
Dedicated Landing Page		X		X	X	X	X	X	X
Dedicated Website Content		X						X	X
Gallery of User-Generated Content		X		X			X		X
Personalized Homepage Experiences		X				X	X		
Florida's Cultural Coast® Podcast Integration & Promotion		X			X				
360 Photos of Hotels & Venues								X	X
Meetings Toolkit Microsite (AI Chatbot)								X	X
Sarasota Beach Pass Platform							X		
Meetings & Group Sales									
Collateral for Attendees		X							
Luxury Leisure FAMs & MICE Tradeshows			X						
Local Industry Partnerships for Hosting & Exhibiting			X						
Host Industry Association Meetings in Conjunction w/ Sporting Events									X
Expand Meeting Sales Representation								X	
Pitch Area Assets at Tradeshows & Sales Missions & During FAMs				X	X			X	
Capture Leads for Economic Development Corporation to Meet w/ CEOs & Entrepreneurs						X			
International Sales									
Pitch Area to Sports Rights Holders & Governing Bodies									X
Pitch Area to Travel Trade & Media Focused on MICE Travel at Tradeshows			X					X	
Promote Assets to Travel Trade & Media at Tradeshows & FAMs			X	X	X				
Feature Offerings in Print & Digital Tour Operator Campaigns			X	X	X				
Visitor Services									
Staff Visitor Centers		X	X						
Visitor Information Vehicle		X	X						X
Provide Welcome Bags to Visiting Athletes									X
Elite Event Concierge Program								X	
Distribute VSC/Economic Development Corporation Relocation Collateral in Relocation Packets						X			
Front Desk Training Programs for Industry							X		
Sarasota Beach Pass Reward Management							X		
Savor Sarasota On-site Activations							X		
Sports									
Collateral for Attendees		X							
Pitch Area to Sports Rights Holders & Governing Bodies			X	X	X			X	X
Promote Area as Relocation Option to Athletes, Coaches & Fans at Sporting Events						X			

October 1, 2024 - September 30, 2025

EXHIBIT A

Visit Sarasota County FY2025 Scope of Services Budget

VSC TDT PROMOTION EXPENSE	Total						Final	
	Promo	Sports	Budget	Adopted	FY 2025	Sports	Budget	
	Budget	Budget	Promo and Sports	Budget	VS.	Budget	Promo and Sports	
	FY 2025	FY 2025	FY 2025	FY 2024	FY 2024	FY 2024	FY 2024	
Website, CRM, Enewsletter, mobile app	\$211,250	\$18,750	\$230,000	\$184,000	14.8%	16,000	\$200,000	15.0%
Earned Media/Public Relations	310,000	20,000	330,000	250,000	24.0%	15,000	265,000	24.5%
Content and Social Media	130,000	-	130,000	105,000	23.8%	-	105,000	23.8%
Paid Media and Creative	1,714,100	79,400	1,793,500	1,882,000	-8.9%	78,900	1,960,900	-8.5%
Airline Incentive Program	250,000	-	250,000	250,000	0.0%	-	250,000	0.0%
Research	128,150	20,000	148,150	124,000	3.3%	20,000	144,000	2.9%
Promotion	175,000	-	175,000	175,000	0.0%	-	175,000	0.0%
Visitor Services	163,000	13,350	176,350	161,000	1.2%	16,100	177,100	-0.4%
Meeting and Leisure Group Sales	300,000	-	300,000	260,000	15.4%	-	260,000	15.4%
International Sales	345,000	-	345,000	319,000	8.2%	-	319,000	8.2%
Sports	-	526,000	526,000	-	0.0%	531,000	531,000	-0.9%
Postage	35,000	-	35,000	50,000	-30.0%	-	50,000	-30.0%
Telecommunications	18,500	1,500	20,000	20,000	-7.5%	2,000	22,000	-9.1%
Administration	50,000	-	50,000	50,000	0.0%	-	50,000	0.0%
Management Fee	1,241,100	236,250	1,477,350	1,182,000	5.0%	225,000	1,407,000	5.0%
Sub-Total (VSC Programmatic Budget)	\$5,071,100	\$915,250	\$5,986,350	\$5,012,000	1.2%	\$904,000	\$5,916,000	1.2%

Note: Private Sector Contribution (10% required match)	\$-	\$-	\$598,635	\$-	\$-	\$591,600
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One Time Promotion Projects from Programmatic Areas

Earned Media: Satellite Media Tour to promote Selby/Bay/Mote openings	\$-	\$50,000
Earned Media: Expanded press trips domestic & international	-	35,000
Earned Media: Expanded media events/missions in origin markets	-	15,000
Earned Media: Restoring UK public relations in support of Ballet, Selby	-	50,000
Content & Social Media: Short form video content	-	15,000
Paid Media & Creative: Allegiant Plane Wrap	50,000	-
Paid Media & Creative: New digital campaigns for workforce, nature, arts	-	300,000
Paid Media & Creative: Go back into print for workforce, nature, arts, brand	-	50,000
Paid Media & Creative: Increased creative production	150,000	50,000
Paid Media & Creative: Arts and Culture Initiative	350,000	-
Research: Expand research to include a destination intelligence tool	120,000	-
Promotion: Expanded promotion with Braves and Orioles	-	25,000
Visitor Services: New services for meetings, conventions & community	-	19,000
Meeting & Leisure Group: new meeting shows & econ dev trade events	80,000	20,000
Meeting & Leisure Group: New meeting incentives	-	20,000
Meeting & Leisure Group: Meeting Sales Representation	200,000	-
International: Expanded trade events & new receptive operator promotion	-	20,000
International: Increased UK retainer & marketing campaigns & Ballet	50,000	30,000
International: Increased German retainer & marketing campaigns	50,000	20,000
International: New representation and marketing campaigns in Canada	-	75,000
Sports: Intl Canoe Kayak events	150,000	180,000
Sports: Intl Women's Lacrosse Coaches Assn event	-	30,000
Sports: business development & bids for new softball & indoor sports facilities	50,000	60,000
Sub-Total: One Time Promotion Projects from Programmatic Areas	\$1,250,000	\$1,064,000

One Time TDT Promotion Projects:

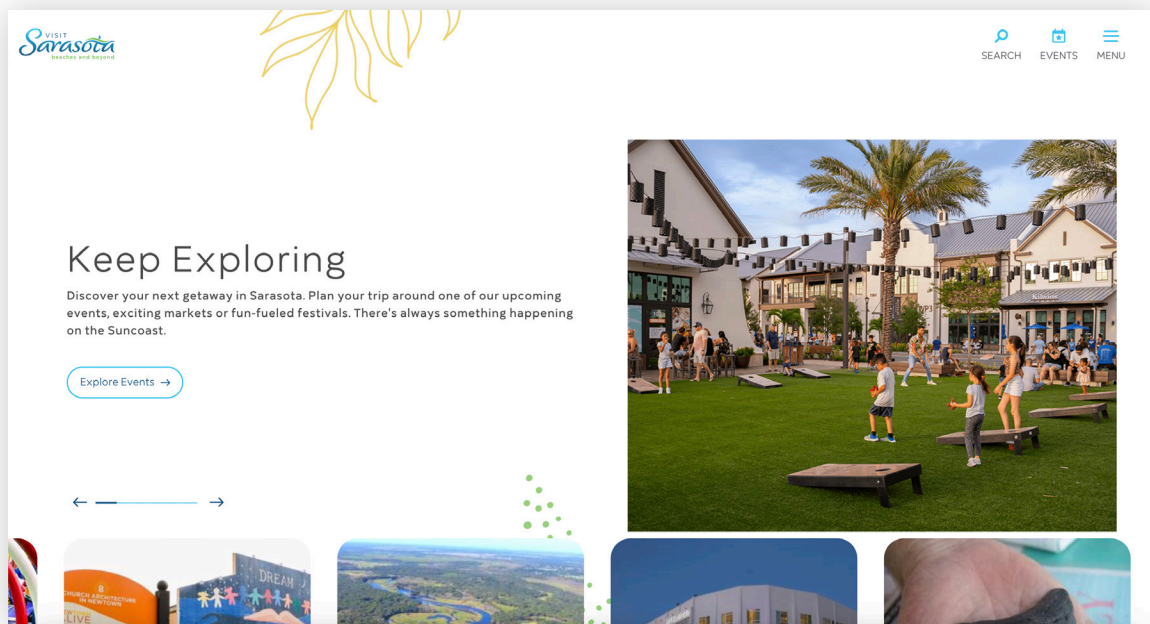
New Tourism Strategic Plan	\$60,000
New photography, video and advertisement	300,000
New Visitor Information Vehicle	110,000
Arts and Culture Initiative	350,000
Sub-Total One Time TDT Promotion Projects	\$820,000

One Time County approved additional funding (approved 12/9/2024)

	\$2,000,000	
	<u>\$7,486,350</u>	
Grand Total	<u>\$7,486,350</u>	<u>\$7,800,000</u>

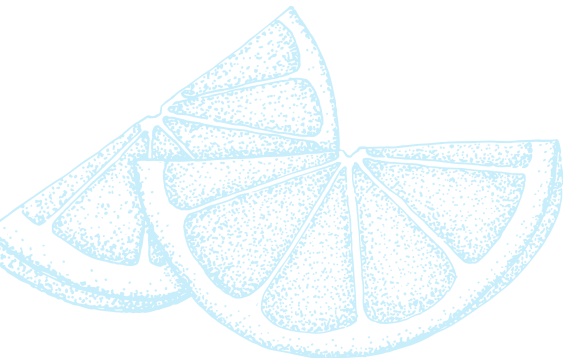
Website

	Detail	2025 Budget	2024 Budget
WEB, CRM, ENEWSLETTER, MOBILE APP			
Email Marketing Platform	-	-	1,900
CRM	28,700	28,700	28,600
Domain renewals	1,800	1,800	1,800
Adobe Renewals	600	600	600
Mobile Apps / Third Party Platforms / Event Calendar	4,000	4,000	3,800
Monthly Web Services		106,250	112,500
	106,250		
Special Projects and web enhancements		60,500	27,000
	60,500		
Training on Trends / Tools	3,000	3,000	2,000
Contingency	6,400	6,400	5,800
Total Website Budget	211,250	211,250	184,000



Public Relations

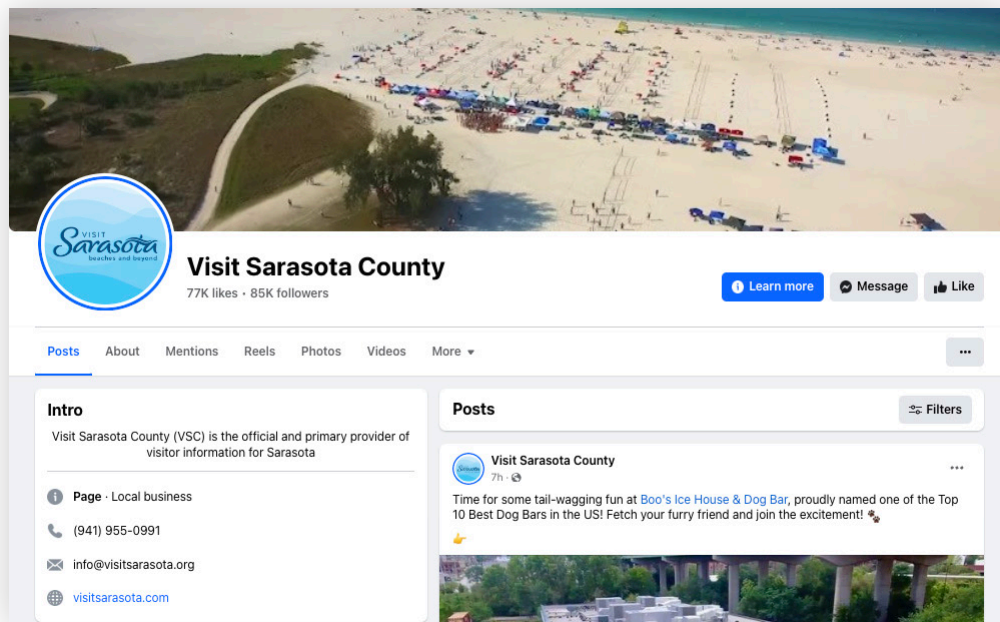
	Detail	2025 Budget	2024 Budget
EARNED MEDIA/PUBLIC RELATIONS			
Media Development		70,000	52,000
Media Monitoring Service	15,000		
Press Trip Expenses (Domestic & International)	50,000		
Image Bank	5,000		
Outreach		36,000	36,000
Media events / Missions (VF, STS, & VSC)	15,000		
Public Relations Society of America (PRSA)	3,000		
Society of American Travel Writers (SATW)	4,000		
Award Entries (Compilation/fees)	1,000		
FOWA/OWAA	1,000		
Bandwango (VIP Pass/Beach Pass)	12,000		
Media Development		7,000	4,000
Florida Public Relations Association (FPRA)	4,000		
STS Marketing College	3,000		
International In-House PR		3,000	3,000
IPW	3,000		
Projects:		40,000	50,000
	40,000		
Contingency		4,000	5,000
	4,000		
USA/National PR FIRM RETAINER	150,000	150,000	100,000
			-
Total Earned Media/Public Relations Budget	310,000	310,000	250,000
-			
Earned Media: Satellite Media Tour to promote Selby/Bay/Mote openings	-	-	50,000
Earned Media: Expanded press trips domestic & international	-	-	35,000
Earned Media: Expanded media events/missions in origin markets	-	-	15,000
Earned Media: Restoring UK public relations in support of Ballet, Selby	-	-	50,000
Total Earned Media/Public Relations with One Time Projects	310,000	310,000	400,000



Content & Social Media



	Detail	2025 Budget	2024 Budget
CONTENT AND SOCIAL MEDIA			
Outreach			
Distribution & Engagement	3,000	26,000	25,000
Social Media Software	23,000		
Content Creation			
Freelance Writing/Copy, Video/Photography	24,000	100,400	75,400
Social Media Support	4,000		
Enews Articles	32,400		
Short Form Video Content	40,000		
		3,600	4,600
Conferences and Training			
	3,600		
Total Content and Social Media Budget			
	130,000	130,000	105,000
Content & Social Media: Short form video content	-	-	15,000
Total Content and Social Media Budget with One Time Projects			
	130,000	130,000	120,000

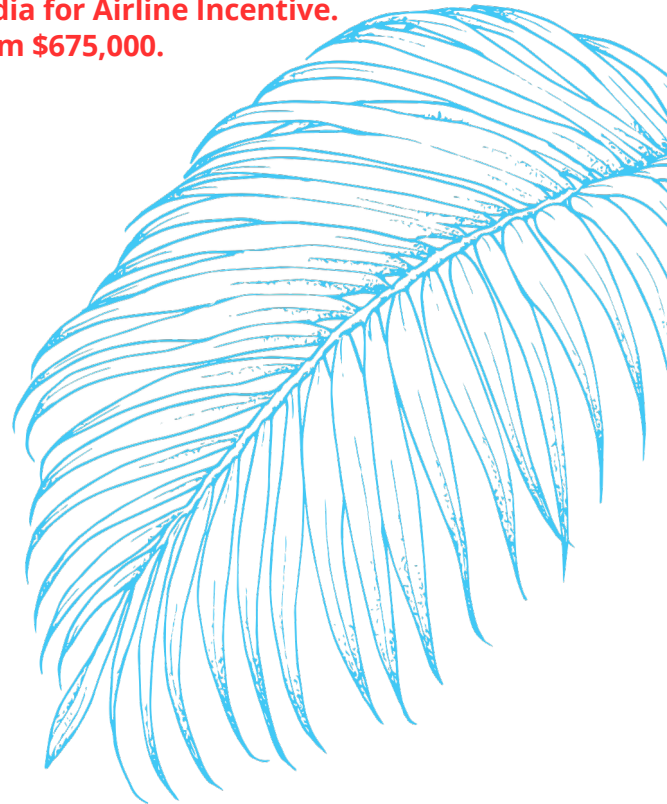


Airline Incentive Program

	Detail	2025 Budget	2024 Budget
AIRLINE INCENTIVE PROGRAM			
AIRLINE MARKETING INCENTIVE PROGRAM		250,000	250,000
Allegiant	25,000		
Breeze Airways	12,500		
Avelo	37,500		
Contingency	175,000	-	-
Total Airline Incentive Program	250,000	250,000	250,000

The Airline Incentive Program aims to boost tourism and connectivity to Sarasota County by targeting geographic markets with direct air service to Sarasota Bradenton International Airport.

**12.9.24- Sarasota County Approved additional \$250,000 Funding.
VSC Moved \$175,000 Funds from Paid Media for Airline Incentive.
Total Airline incentive Program \$675,000.**



Paid Media & Creative

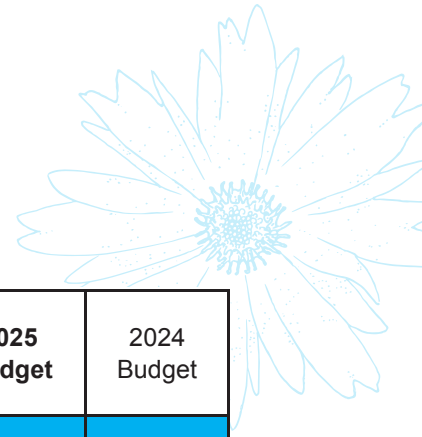
	Detail	2025 Budget	2024 Budget
PAID MEDIA AND CREATIVE			
DIGITAL MEDIA		1,104,100	1,272,000
	1,104,100		
PRINT MEDIA PLACEMENTS		150,000	150,000
	150,000		
PROFESSIONAL DEVELOPMENT		5,000	5,000
	5,000		
PRODUCTION COSTS		-	-
	-		
AGENCY FEES		400,000	400,000
Creative Agency Fees	400,000		
Contingency		55,000	55,000
	55,000		
Total Paid Media and Creative Budget	1,714,100	1,714,100	1,882,000
-			
Paid Media & Creative: Allegiant Plane Wrap*	50,000	50,000	-
Paid Media & Creative: New digital campaigns for workforce, nature, arts	-	-	300,000
Paid Media & Creative: Go back into print for workforce, nature, arts, brand	-	-	50,000
Paid Media & Creative: Increased creative production	150,000	150,000	50,000
Total Paid Media and Creative Budget with One Time Projects	1,914,100	1,914,100	2,282,000

* An Allegiant airplane will be wrapped in creative representing both the Visit Sarasota County and Bradenton Area CVB brands.

12.9.24- VSC Moved \$175,000 Funds from Paid Media for Airline Incentive. Total Paid Media & Creative is \$1,739,100.



Research



	Detail	2025 Budget	2024 Budget
RESEARCH			
Monthly ADR & Occupancy	80,000	123,150	119,000
Economic Impact Reports	30,000		
STR Reports	13,150		
Special Projects		5,000	5,000
	5,000		
Total Research Budget	128,150	128,150	124,000
-			
Expand research to include a destination intelligence tool*	120,000	120,000	-
Total Research Budget with One Time Promotion Projects	248,150	248,150	124,000

* By utilizing the destination intelligence tool Zartico, Visit Sarasota County will gain actionable data on visitor behavior, spending patterns and economic impact as it relates to travelers interested in arts and culture, enabling VSC to make strategic decisions that drive market share to Florida's Cultural Coast®.



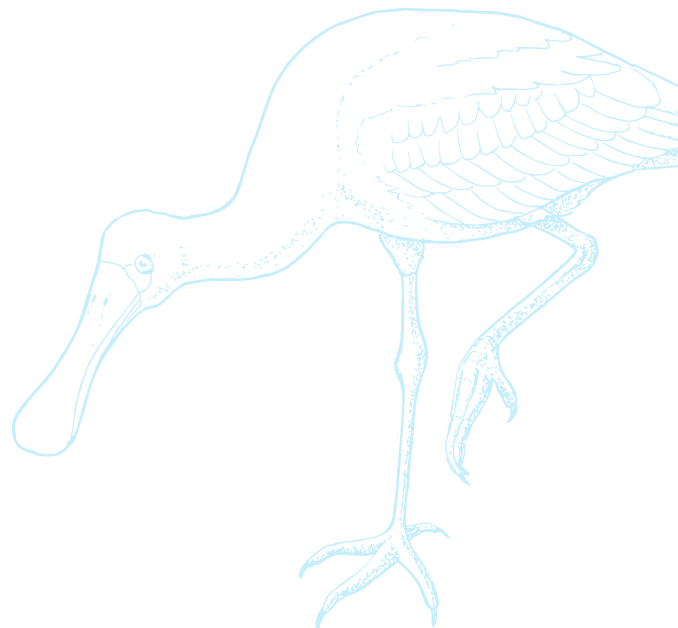
Promotion

	Detail	2025 Budget	2024 Budget
PROMOTION			
Promotional		92,000	92,000
Marketing collateral, graphics, promotional items	25,000		
Mote Beach Conditions	15,000		
VSC EDC promo with Orioles and Braves	50,000		
Fireworks sponsorship (Venice, Siesta)	2,000		
Leadership & Trade Shows		13,000	13,000
Visit Florida, FADMO, DI, DMAP	6,000		
Global Industry trends and trade shows	7,000		
Dues, Subscriptions & Sponsorships		59,350	59,350
Visit Florida	20,000		
Destinations International Dues & DMAP Annual	20,000		
Southeast Tourism Society	1,000		
Florida Restaurant and Lodging Association	150		
Destinations Florida	17,000		
Florida Attractions Association	600		
Trail of FL Indian Heritage	300		
USAE Subscription	300		
Contingency		10,650	10,650
Contingency	10,650		
Total Promotion Budget	175,000	175,000	175,000
-			
Promotion: Expanded promotion with Braves and Orioles	-	-	25,000
Total Promotion Budget with One Time Promotion Projects	175,000	175,000	200,000



Visitor Services

	Detail	2025 Budget	2024 Budget
VISITOR SERVICES			
		163,000	
Chamber Collaborations, Visitor Centers & Kiosks	72,000		66,000
Engagement	10,000		10,000
Spring Training Activities	5,000		5,000
Visitor Services Training/Future	4,000		5,000
Volunteers	3,000		2,500
Partnerships	1,500		2,500
Visitor Information Vehicle	2,500		5,000
Collateral	33,000		33,000
Chamber Sponsorships (Kiosks & Postage)	27,000		27,000
Contingency	5,000		5,000
Total Visitor Services Budget	163,000	163,000	161,000
-			
Visitor Services: New services for meetings, conventions & community	-	-	19,000
Total Visitor Services Budget with One Time Projects	163,000	163,000	180,000



Group Sales

	Detail	2025 Budget	2024 Budget
MEETING AND LEISURE GROUP SALES			
Tradeshows, FAMS & Site Visits, Event Sponsorships		146,750	97,500
VSC Hosted FAMS & Site Visits	10,000		
EDC Collaborative Sales Efforts	10,000		
FL Encounter	5,000		
IPEC Independent Planner Ed Conf	8,250		
Northstar Leadership - Co-op	11,000		
Destination Southeast	7,500		
FICP Co-op	10,000		
FSAE	7,000		
Meetings Today Corporate/Incentive	7,000		
Conference Direct Annual Meeting	9,000		
Helms Briscoe Annual Meetings	9,000		
MPI WEC	5,000		
Small Market Meetings Conference	24,000		
NCBMP	10,000		
International Travel Luxury Market	10,000		
PMCA	4,000		
Resources & Tools		110,100	131,500
Lead Generation Program	43,000		
Meeting Incentive Program	45,000		
DMAI Economic Impact Calculator	4,500		
Virtual 360 Tour Platform	12,000		
Touropoperatorland.com	5,000		
Mileage	600		
Memberships		11,330	12,155
HelmsBriscoe Partnership	7,000		
MPI - Meeting Prof. International	530		
FSAE- Florida Society Association of Executives	275		
SITE - Society of Incentive Travel Execs.	500		
Brand USA	2,625		
NCBMP	400		
Professional Development		11,000	4,000
Simpleview Summit - Sales Coordinator	4,000		
PCMA Education (2 tracks)	7,000		
Advertising & Promotion		6,000	-
Printed Collateral	1,000		
Promo Items	5,000		
Contingency		14,820	14,845
Contingency - Future Opportunities	14,820		
Total Meeting and Leisure Group Sales Budget	300,000	300,000	260,000
-			
Meeting & Leisure Group: Meeting Sales Representation*	200,000	200,000	-
Meeting & Leisure Group: new meeting shows & econ dev trade events	80,000	80,000	20,000
Meeting & Leisure Group: New meeting incentives	-	-	20,000
Total Meeting and Leisure Group Sales Budget with One Time Projects	580,000	580,000	300,000

* Visit Sarasota County will add meeting sales representation in FY25, attend more tradeshows and increase its exposure.

International

	Detail	2025 Budget	2024 Budget
INTERNATIONAL			
Trade Shows & FAMS		85,000	73,500
Florida Huddle	30,000		
IPW	30,000		
International Travel Show	25,000		
UK Sales & Marketing		125,000	113,000
UK Trade Representation	65,000		
UK Marketing & Sales Activities	60,000		
German Sales & Marketing		115,000	95,000
German Trade Representation	55,000		
German Trade Marketing & Sales Activities	60,000		
Travel Trade/ Receptive Sales & Marketing		10,000	24,000
Receptive Marketing Activities	10,000		
Memberships		7,000	6,700
IITA	1,000		
US Travel Association	6,000		
Contingency		3,000	6,800
Contingency - Future Opportunities	2,500		
Wire Transfer Fees	500		
Total International Budget	345,000	345,000	319,000
-	-	-	20,000
International: Expanded trade events & new receptive operator promotion	-	-	20,000
International: Increased UK retainer & marketing campaigns & Ballet*	50,000	50,000	30,000
International: Increased German retainer & marketing campaigns*	50,000	50,000	20,000
International: New representation and marketing campaigns in Canada	-	-	75,000
Total International Budget with One Time Projects	445,000	445,000	464,000

* Visit Sarasota County will add PR representation in both the UK and Germany in FY25.





Sports

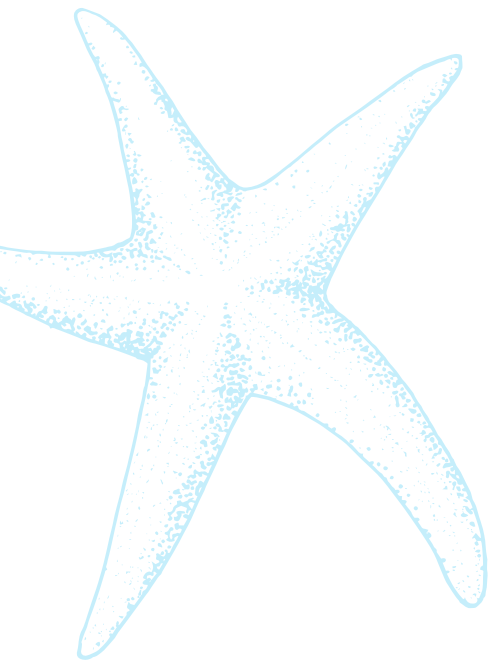
	Detail	2025 Budget	2024 Budget
SPORTS			
Website		18,750	16,000
	18,750		
Earned Media/Public Relations		20,000	15,000
	20,000		
Paid Media and Creative		79,400	78,900
	79,400		
Research		20,000	20,000
	20,000		
Visitor Services		13,350	16,100
	13,350		
Telecommunications		1,500	2,000
	1,500		
Management Fee		236,250	225,000
	236,250		
Grant Program		65,000	95,000
Event and Training Grants	65,000		
Bidded Events		350,500	342,500
Sarasota Offshore Grand Prix	50,000		
Fox Lea Farms Shows	50,000		
FSRA Sweeps & Sculling	10,000		
LECOM Classic	5,000		
IWLCA	30,000		
Junior All American Games	10,000		
USDBA CCNC	20,000		
USSSA	10,000		
Last Paddler Standing	3,500		
Sarasota Open Tennis Tournament	3,500		
US Rowing Youth Nationals	35,000		
USA BMX National	25,000		
Babe Ruth	4,000		
Elite Winter Showcase	8,500		
USA Swim Open Water Nationals	5,000		
Major Events TBD	81,000		

Continued on next page

Sports cont.

Business Development and Marketing		90,500	83,500
Sports ETA Symposium	10,000		
Additional sports tradeshows/conferences	30,000		
Site Visits and Bid Meetings	10,000		
Sponsorships	30,000		
Printed Collateral	2,500		
Promo Items	1,000		
Memberships	7,000		
Event Services		17,000	7,000
Software and tools	6,000		
Mileage	2,000		
Event Promotion/Attendance Building	2,500		
Community Welcome Signage	3,000		
Education	3,500		
Contingency		3,000	3,000
	3,000		
Total Sports Budget	915,250	915,250	904,000
Sports: Intl Canoe Kayak events	150,000	150,000	180,000
Sports: Int'l Women's Lacrosse Coaches Assn event	-	-	30,000
Sports: business development & bids for new softball & indoor sports facilities*	50,000	50,000	60,000
Total Sports Budget with One Time Projects	1,115,250	1,115,250	1,174,000

* With the development of new indoor sports facilities and softball fields in 2025 and beyond, Visit Sarasota County will focus on developing new bids for these venues in FY25.



Postage

	Detail	2025 Budget	2024 Budget
POSTAGE			
Fulfillment	22,000	28,000	40,000
Fulfillment - Special Projects	6,000		
VSC in house postage costs	5,000	5,000	6,000
Shipping carrier costs & Int'l	2,000	2,000	4,000
Total Postage Budget	35,000	35,000	50,000

Telecommunications

	Detail	2025 Budget	2024 Budget
TELECOMMUNICATIONS			
<u>Telephone Service & Lease</u>		18,500	
Frontier - Admin	1,200		1,250
Frontier - Venice Visitor Center	1,200		1,250
Comcast - Admin	2,200		2,000
Star to Star - Admin	7,500		7,000
Verizon Wireless	6,400		8,500
Total Telecommunications Budget	18,500	18,500	20,000

Administration

	Detail	2025 Budget	2024 Budget
ADMINISTRATION			
<u>Computer maintenance</u>		32,000	32,000
Contracted technology support & archiving	32,000		
<u>Computer supplies & equipment</u>	10,000	10,000	10,000
<u>Office Supplies</u>	4,000	4,000	4,000
<u>Legal Fees</u>	4,000	4,000	4,000
Total Administration Budget	50,000	50,000	50,000



Management Fee

	Detail	2025 Budget	2024 Budget
MANAGEMENT FEE			
<u>Professional Marketing</u>		1,241,100	1,182,000
Personnel	1,241,100		
Total Management Fee Budget	1,241,100	1,241,100	1,182,000

Arts & Culture

	Detail	2025 Budget	2024 Budget
ARTS AND CULTURE INITIATIVE			
Arts and Culture Initiative		350,000	350,000
Collaboration with SCAA & arts group & creative development	50,000		
Advertising Florida's Cultural Coast™ at the top of the funnel*	300,000		
Total Arts and Culture Initiative Budget	350,000	350,000	350,000

* Continuing its focus on promoting the area as Florida's Cultural Coast®, Visit Sarasota County will drive awareness of the destination outside of Florida.



Visit Sarasota County Values



TEAM VALUES

We model our values as a team, and in our service to our community partners and the guests that we welcome to Sarasota County.



KINSHIP

We lead with kindness - cultivating a community in which you feel welcomed, connected, and included.

Kindness first.



CREDIBILITY

We earn trust through collaborative, quality acts of service and transparent, honest, consistent communication.

Sunshine Promised, Sunshine Delivered.



RESPECT

We honor your time and your perspective- fostering an inclusive and harmonious environment for visitors and community members.

Inside-Out Courtesy, Outside-In Charm!



FUN

We intentionally choose joy - creating celebratory atmospheres for our partners, visitors, and ourselves.

We make it a good day on purpose.

Inspired and created collectively by the Visit Sarasota County Team, 2024

VISIT
Sarasota
COUNTY



Sarasota Bay and Downtown Sarasota