



FY26 Scope of Services & Budget

October 1, 2025-September 30, 2026



Table of Contents

Personnel & Visit Sarasota County Team	Inside Cover
Who We Are & Why It Matters	1
Overview of the FY26 Plan & VSC Promised Deliverables	2
Elevating Areas of Opportunity	3
Areas of Focus	
1. Emergency Preparedness	4
2. Partner Engagement, Responsiveness & Collaboration	5
3. Positive Resident Sentiment	6
4. Focused Efforts to Our 7 Audiences	7
Our 7 Audiences	
Leisure	8
Nature & Outdoors, Arts & Culture, Relocation & Workforce Development and Meetings & Groups	9
Sports and New Airline Service Development	10
Supporting Content.	10
FY26 Annual Plan Tactics	11
FY26 Strategy Budget	12-25

Visit Sarasota County Team

Erin Duggan, CDME, President & CEO

Andrea Hunt, Vice President of Finance & Administration

Hunter Carpenter, APR, Director of Community Relations & Partnership

Jessica Bertolini, Marketing Manager

Samantha Warner, Data CRM Coordinator

Olivia Turpening, Community Relations & Communications Coordinator

Camille Seabrook, Office Coordinator

Kelly Harb, CMP, Vice President of Marketing & Communications

Suzanne Hackman, CDME, Director of Sales & Industry Relations

Pete Harvey, Director of Sports

Shantel Norman, Group Sales Manager

Nate Sweetman, Sports Marketing Manager

Jennifer Dolgetta, Visitor Experiences Coordinator

Tammy Jones, Staff Accountant

Visit Sarasota County's FY26 Scope of Services and Budget has been approved by the County Commissioners, TDC, and board members listed below.

Sarasota County Commissioners

Hon. Joe Neunder, Chair

Hon. Teresa Mast

Hon. Ron Cutsinger, Vice Chair

Hon. Mark Smith

Hon. Tom Knight

Tourist Development Council Members

Hon. Joe Neunder, Chair, Sarasota County Commission

Hon Jen Ahearn-Koch, Sarasota City Commission

Hon. Vice Mayor Jim Boldt, Venice City Council

Hon. Gary Coffin, Town of Longboat Key Commission

Milos Davidovic, Ocean Properties

Lynn Hobeck-Bates, The Ringling

Michael Holderness, Beachside Management, LLC

John Hutchens, Vunique Vacations

Kathleen Lehner, Venice Area Chamber of Commerce

Todd Mathes, Benderson Development

David Plotkin, Transparent Wealth Management

Hon. Mayor 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, Siesta Wealth

Nick Mavrikas, Past Chair, Spark By Hilton

Hon. Ron Cutsinger, Sarasota County Commission

Susie Bowie, The William G. and Marie Selby Foundation

Stacey Corley, Sarasota Memorial Healthcare Foundation

Mark Gordon, Business Observer

Kara Morgan, Venice MainStreet

Mike Quillen, Gecko's Hospitality Group

Jason Samson, Aloft Sarasota

Wes Santos, Art Ovation Hotel

Heather Van Wie, The Cottages on the Key

Compelling the world to discover Sarasota County

Explore how VSC works and its organizational framework at VisitSarasotaCountyTransparency.com.

Who We Are

Visit Sarasota County is the official destination marketing organization for Sarasota County. As a 501(c)(6) organization, we operate as a public-private partnership, leveraging public funds derived from a small percentage of the Tourist Development Tax (TDT) with private sector investments from our tourism industry partners. This collaborative funding model enables us to amplify the impact of every public dollar, driving visitation and economic vitality across the region. Our vision is clear and enduring: to create a vibrant Sarasota County through tourism.

Why It Matters

The vitality of Sarasota County's Tourism is supported in part by a portion of the 6% Tourist Development Tax (TDT) collected by visitors staying in overnight paid lodging, which directly contributes to Visit Sarasota County's efforts. Tourism supports over 20,000 local jobs and contributes millions of dollars annually to Sarasota County's economy.

Visitor Spending Helps Fund



Beach
Maintenance



Promotion
& Marketing



Capital
Improvements



Sports
Stadiums



Beach
Renourishment



Aquatic
Nature Center



Sports
Tourism



Arts

Transparency You Can Trust

Visit Sarasota County is committed to operating with integrity, accountability, and openness. As part of this commitment, we make a wide range of organizational resources easily accessible to the public. From our bylaws and strategic plan to in-depth marketing reports and governance framework, you can explore how VSC functions and delivers value at VisitSarasotaCountyTransparency.com. This platform provides insight into how we operate, make decisions, and partner with the tourism industry to support a thriving Sarasota County.



Overview of the FY26 Plan

Everything we do in FY26 is rooted in intent—every tactic, dollar, and decision is designed to drive meaningful results. Visit Sarasota County is executing a disciplined, audience-first plan that ensures every investment supports our long-term mission while maximizing return.

Our focus is on:

- **Strategic Storytelling:** Inspiring content that elevates Sarasota’s unique identity and connects authentically with travelers.
- **Smart Engagement:** Targeted efforts that guide visitors at every step—from interest to action.
- **ROI-Driven Execution:** Data-backed campaigns that turn budgets into bookings and impact.
- **Building the Right Relationships:** Attend key events and host the right clients when it matters most.

With every dollar, we ask: Does this move the needle? If not, it’s out. FY26 is about focusing our efforts with more intention—and seeing more in return. Our work is about advancing the County’s Strategic Plan.

Our Goals:

1. **Elevate Sarasota’s Identity Through Strategic Storytelling:** Create inspiring content that authentically connects with travelers and showcases the county’s unique appeal.
2. **Drive Action Through Smart Engagement:** Implement targeted efforts to effectively guide potential visitors through their journey, from initial interest to making bookings.
3. **Maximize Impact Through ROI-Driven Execution:** Utilize data-backed campaigns and decision-making to ensure every investment translates into tangible results and advances the County’s Strategic Plan.

VSC Promised Deliverables

- Economic Impact
- Web Metrics- Number of engaged sessions as an indicator of reach
- PR Impressions-Total potential views from all earned media placements- print, online, broadcast
- Signals of Intent to Travel- Visitor Guide Orders & Virtual Visitor Guide Views
- Signals of Intent to Travel - Enewsletter Subscriptions & Enewsletter open rate
- Signals of Intent to Travel- Relocation Packets sent
- Meetings (Groups)- Definite Room nights booked
- Meetings (Groups)- Number of leads obtained organically at events
- Sports (Groups) -Future Sports Event Bids submitted
- Sports (Groups) - Economic Impact from events held
- Sports (Groups) - Leads



Objectives and Tactics:

Elevating Areas of Opportunity

Reach an array of audiences

- Curate media imagery and messaging for each.
- Develop supporting content for each.

Maximize reach and impact

- Precisely target travelers based on their locations and behaviors.
- Extend Sarasota County's reach by targeting industry shows to leverage leads and new business.
- Attract the rapidly growing sports teams & events market by awarding grants and incentives to build preference among competitors.

Communicate the Visit Sarasota brand: A place visitors feel at ease

- Amplify the stories of Sarasota County through media and influencers.

Areas of Focus

Priority Areas for Visit Sarasota County:

1. **Emergency Preparedness** to ensure community and visitor safety.
2. **Business Engagement & Responsiveness** to ensure area growth for years to come.
3. **Positive Resident Sentiment** to create a welcoming environment for visitors.
4. **Focused Efforts to 7 Audiences** to maximize our reach and impact.
 - a. Leisure
 - b. Nature & Outdoors
 - c. Arts & Culture
 - d. Sports
 - e. Meetings & Groups
 - f. Relocation & Workforce Development
 - g. New Air Service Development

1. Emergency Preparedness To Ensure Community and Visitor Safety

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 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.





2. Business 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.

3. Positive Resident Sentiment Towards Tourism

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 & Neighborhood Navigator app and Savor Sarasota.
- **Information/Collateral:** Our Visitor Centers are open to the public, the Area Visitor Assistant (AVA) 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.
- **Positive Resident Sentiment:** Campaigns like Savor Sarasota Restaurant Week and Fun in the 941 use programming and advertising to inspire locals to explore, support, and take pride in their community.

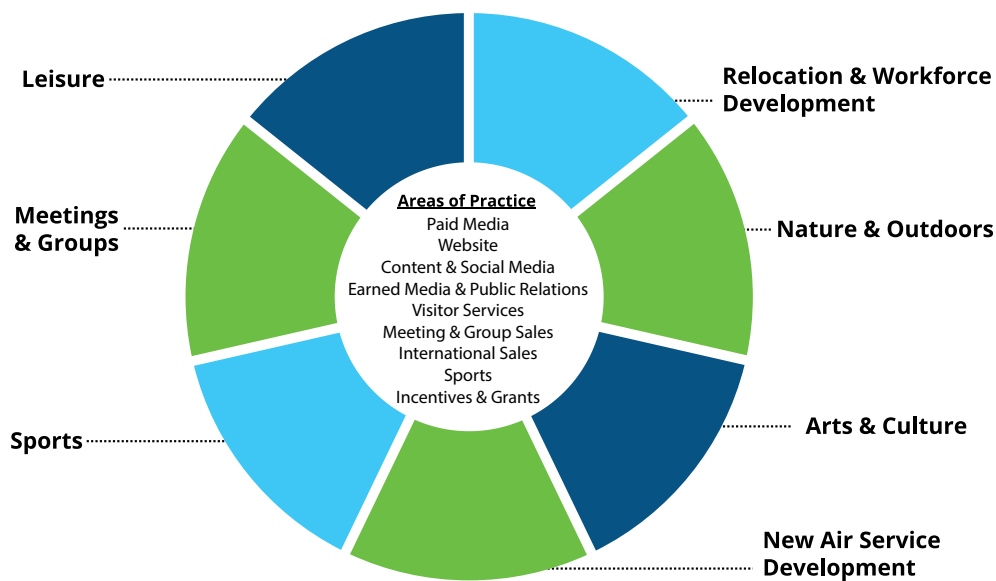


4. Focused Efforts to Our 7 Audiences

To maximize our reach and impact, we strategically target 7 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 & region to softball coaches and everyone in between.

Each area of practice is designed to engage one or more of our priority audiences—maximizing ROI for Sarasota County through strategic, impact-driven outreach.



Seasonal Campaigns: When we market to each audience

Audiences	WINTER	SPRING	SUMMER	FALL
Leisure	X	X	X	X
Nature & Outdoors	X	X	X	X
Arts & Culture	X	X		
Relocation & Workforce Development		X	X	
Meetings & Groups	X	X		
Sports	X	X	X	X
New Airline Service Development		X		

Audiences (Behaviors, Demographics, Geographics, and More!)

Understanding and refining our target audiences means using behavior to identify who they are, while demographics and geography help us reach them with greater precision.

Behaviors:

- Audiences are first identified by their behaviors—what they watch, buy, attend, search, or share
- These behavioral signals indicate intent and interest, which guide where we focus our marketing efforts

Narrow the Focus:

Among SRQ flight markets of origin, we use Behavioral Insights to refine targeting through:

- Demographics: Age, Gender, Income, Household Status
- Geographics: Where they live, travel from, or frequent
- Psychographics: Interests, Values, Lifestyles
- Custom Segments: Past Visitors, Sports Fans, Arts Enthusiasts, etc.

Examples:

- For arts & culture tourism, we often market to international travelers with a demonstrated interest in creative experiences.
- In sports tourism, we seek event-driven travelers across regions- even globally- based on their event engagement behavior.

Leisure

The leisure audience includes people planning vacations or fun trips. Multiple areas of our budget work together to inspire this group and influence their decision to choose Sarasota County as their destination.



Audiences

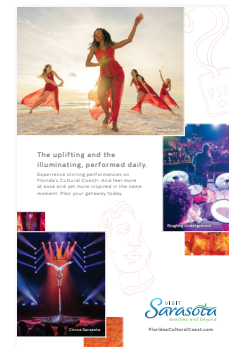
Nature & Outdoors

The nature and outdoors audience is made up of travelers looking for scenic beauty and outdoor experiences. Our budget supports efforts that highlight Sarasota County's natural assets to attract and engage this group.



Arts & Culture

The arts and culture audience includes visitors who are drawn to creative experiences like museums, performances, and local art. Our budget helps promote Sarasota's rich cultural offerings to capture the interest of this group.



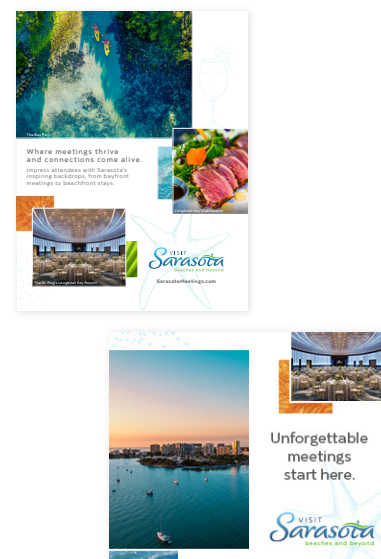
Relocation & Workforce Development

The relocation and workforce development audience includes people thinking about moving to Sarasota County. Since every future resident starts as a visitor, we use our efforts to highlight the area's quality of life and attract new talent.



Meetings & Groups

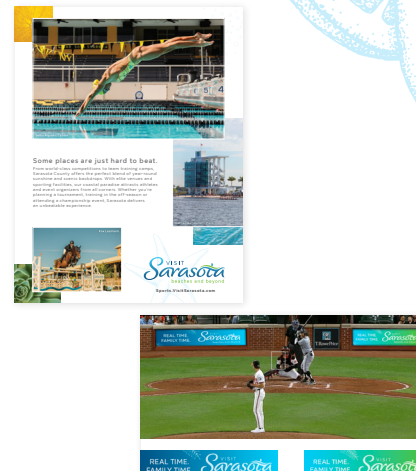
The meetings and group sales audience includes meeting and event planners. We promote our event spaces and amenities to attract their conferences and gatherings. We build relationships with meeting planners and others who influence group travel and connect them to applicable properties and venues. We offer incentives based on actual room nights and targeted concierge services to ensure we land the business against our competitive set.



Audiences

Sports

The sports audience includes sports rights holders and coaches looking for locations to host events, tournaments and training. Our team promotes our top-notch venues to bring in groups that drive strong economic impact. We build relationships with the right holders and coaching staff and connect them with the right venues for their needs. We offer grants based on actual room nights, and publicity value to ensure we land these groups that fill our accommodations.



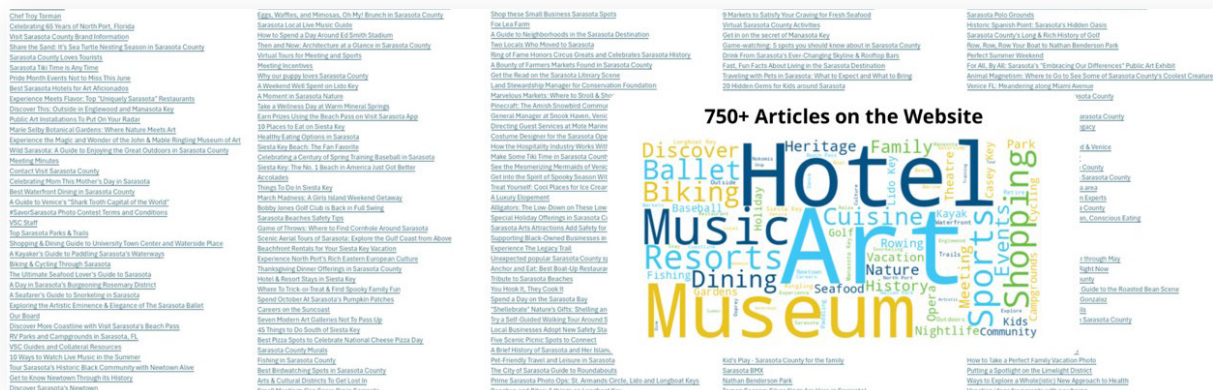
New Airline Service Development

Visit Sarasota County, the Bradenton Area Convention & Visitors Bureau and the Sarasota Bradenton International Airport continue to collectively spearhead the New Airline Service Development. 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.



Supporting Content

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.



FY26 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 2026.

TACTICS	AUDIENCES	Leisure	Nature & Outdoors	Arts & Culture	Relocation & Workforce Development	Meetings & Groups	Sports	New Airline Service Development
Paid Media								
Digital		X	X	X				X
Print		X	X	X				X
Out of Home		X	X	X				
New Airline Service Development		X						X
Multichannel Campaigns		X			X	X	X	
Regional Multichannel Campaigns								
Earned Media & Public Relations								
Press Trips		X	X	X				X
Media Missions		X						
Press Outreach		X	X	X		X	X	X
Community Outreach								
Digital Content & Social Media								
Short-Form Videos		X	X	X				
Long-Form Videos		X		X		X		
Monthly Enewsletter		X						
Dedicated Enewsletter			X	X				
Florida's Cultural Coast® Podcast		X		X				
Dedicated Social Posts		X	X	X	X	X	X	X
VisitSarasota.com								
Dedicated Landing Page		X	X	X	X	X	X	
Dedicated Website Content		X				X	X	
Gallery of User-Generated Content		X	X					
Personalized Homepage Experiences		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 and Neighborhood Navigator Pass								
Meetings & Group Sales								
Elite Event Concierge Program		X				X		
Luxury Leisure FAMs & MICE Tradeshows		X						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		X
Capture Leads for EDC to Meet w/ CEOs & Entrepreneurs					X			
International Sales								
Pitch Area to Sports Rights Holders & Governing Bodies							X	X
Pitch Area to Travel Trade & Media Focused on MICE Travel at Tradeshows		X				X		X
Promote Assets to Travel Trade & Media at Tradeshows & FAMs		X	X	X				X
Feature Offerings in Print & Digital Tour Operator Campaigns		X	X	X				X
Visitor Services								
Staff Visitor Centers		X						X
Area Visitor Assistant (AVA)		X					X	X
Provide Welcome Bags to Visiting Athletes							X	
Distribute VSC/EDC Relocation Collateral in Relocation Packets					X			
Front Desk Training Programs for Industry								X
Sarasota Beach Pass and Neighborhood Navigator Pass Reward Management								
Savor Sarasota On-site Activations								
Sports								
Collateral for Attendees		X						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			

FY26 Strategy Budget

October 1, 2025 - September 30, 2026

Expenditure Area	FY26 Promotion Budget	FY26 Sports Promotion Budget	FY26 Total Budget	Current FY25 Budget
Website, CRM, Enewsletter, Mobile	\$ 208,850	\$ 18,750	\$ 227,600	\$ 230,000
Earned Media/Public Relations	\$ 295,000	\$ 25,000	\$ 320,000	\$ 330,000
Content and Social Media	\$ 130,000		\$ 130,000	\$ 130,000
Paid Media and Creative	\$ 1,620,270	\$ 79,400	\$ 1,699,670	\$ 1,793,500
New Airline Service Development	\$ 325,000		\$ 325,000	\$ 250,000
Research	\$ 123,150	\$ 20,000	\$ 143,150	\$ 148,150
Promotion	\$ 181,850		\$ 181,850	\$ 175,000
Visitor Services	\$ 155,000	\$ 6,350	\$ 161,350	\$ 176,350
Meeting and Leisure Group Sales	\$ 550,180		\$ 550,180	\$ 300,000
International Sales	\$ 125,200		\$ 125,200	\$ 345,000
Sports Promotions		\$ 549,500	\$ 549,500	\$ 526,000
Postage	\$ 25,000		\$ 25,000	\$ 35,000
Telecommunications	\$ 19,000	\$ 1,500	\$ 20,500	\$ 20,000
Administration	\$ 50,000		\$ 50,000	\$ 50,000
Management Fee	\$ 1,278,333	\$ 243,338	\$ 1,521,671	\$ 1,477,350
Sub Total (VSC Operating Budget)	\$ 5,086,833	\$ 943,838	\$ 6,030,671	\$ 5,986,350
One Time TDT Promotion Projects	\$ 1,840,000	\$ 250,000	\$ 2,090,000	\$ 1,500,000
TOTAL	\$ 6,926,833	\$ 1,193,838	\$ 8,120,671	\$ 7,486,350

Website

This budget includes maintaining our websites, and our customer relationship management tool. It also includes platforms needed to run our campaigns and promotional programming.

	Detail	2026 Budget	2025 Budget
WEB, CRM, ENEWSLETTER, MOBILE			
CRM	27,500	27,500	28,700
Domain renewals	1,500	1,500	1,800
Adobe Renewals	600	600	600
Mobile Apps / Third Party Platforms / Event Calendar	5,000	5,000	4,000
Monthly Web Services		106,250	106,250
	106,250		
Special Projects and web enhancements		60,000	60,500
	60,000		
Training on Trends / Tools	3,000	3,000	3,000
Contingency	5,000	5,000	6,400
Total Website Budget	208,850	208,850	211,250



Public Relations

To generate positive media coverage, this budget allocates resources for outreach to media and influencers. Our tactics involve immersive familiarization tours for VIPs and targeted story pitches within key markets and industry shows.

	Detail	2026 Budget	2025 Budget
EARNED MEDIA/PUBLIC RELATIONS			
Media Development		38,000	70,000
Media Monitoring Service	12,000		
Press Trip Expenses (Domestic & International)	20,000		
Image Bank	6,000		
Outreach		27,000	36,000
Media events / Missions (VF, STS, & VSC)	15,000		
Public Relations Society of America (PRSA)	3,000		
Society of American Travel Writers (SATW)	2,000		
Award Entries (Compilation/fees)	1,000		
Bandwango (VIP Pass/Beach Pass)	6,000		
Media Development		7,000	7,000
Florida Public Relations Association (FPRA)	4,000		
STS Marketing College	3,000		
International In-House PR		20,000	3,000
IPW	20,000		
Projects:		40,000	40,000
	40,000		
Contingency		3,000	4,000
	3,000		
USA/National PR FIRM RETAINER	160,000	160,000	150,000
INTERNATIONAL PR FIRM RETAINER	-	-	-
Total Earned Media/Public Relations Budget	295,000	295,000	310,000



Content & Social Media

To grow audience engagement we invest in the creation of compelling, multi-format content and the dynamic management of social media platforms. These expenditures encompass the full lifecycle from planning and production to optimization and distribution.

	Detail	2026 Budget	2025 Budget
CONTENT AND SOCIAL MEDIA			
Outreach		26,000	26,000
Distribution & Engagement	2,350		
Crowdriff UGC Main	21,250		
Facebook Boosted	2,400		
Content Creation		100,400	100,400
Content and Social Creation (Miles)	24,000		
Enews Articles (Miles)	32,400		
Short Form Videos (Crowdriff Creators)	40,000		
Social Media Support	4,000		
		3,600	3,600
Conferences and Training	3,600		
Total Content and Social Media Budget	130,000	130,000	130,000

New Airline Service Development Program

This budget allocates funds for our collaborative airline service development program with the Bradenton Area CVB and SRQ Airport. These funds support strategic advertising campaigns in new markets to drive awareness and ensure the long-term success of the routes, benefiting both visitors and residents.

	Detail	2026 Budget	2025 Budget
NEW AIRLINE SERVICE DEVELOPMENT			
NEW AIRLINE SERVICE DEVELOPMENT PROGRAM		325,000	250,000
Avelo	12,500		
Allegiant Airlines	212,500		
Breeze Airways	100,000		
Total New Airline Service Development Program	325,000	325,000	250,000
-			
Airline: Additional funding received during FY25 to support new routes added	-	-	250,000
Total New Airline Service Development Program with additional air service	325,000	325,000	500,000

Paid Media & Creative

This budget includes all paid advertising efforts including SEO and SEM. This budget also includes creative needs such as print, broadcast and digital advertisements for our targeted audiences along with the design of collateral needed to attract visitors.

	Detail	2026 Budget	2025 Budget
PAID MEDIA AND CREATIVE			
DIGITAL MEDIA		1,156,770	1,104,100
	1,156,770		
PRINT MEDIA PLACEMENTS		113,500	150,000
	113,500		
TRAINING ON TRENDS		5,000	5,000
	5,000		
AGENCY FEES		300,000	400,000
Creative Agency Fees	300,000		
Contingency		45,000	55,000
	45,000		
Total Paid Media and Creative Budget	1,620,270	1,620,270	1,714,100
Paid Media & Creative: Allegiant Plane Wrap	-	-	50,000
Paid Media & Creative: Increased creative production	-	-	150,000
Paid Media & Creative: Arts and Culture - Print and Broadcast	250,000	250,000	350,000
Total Paid Media & Creative Budget with One-Time TDT Promotion Projects	1,870,270	1,870,270	2,264,100

Research

This budget supports our third-party research firm in their efforts to capture accurate visitor data through various methods such as intercept surveys. The resulting insights deliver economic indicators and drive more effective and efficient marketing decisions.

	Detail	2026 Budget	2025 Budget
RESEARCH			
Monthly ADR & Occupancy	80,000	123,150	123,150
Economic Impact Reports	30,000		
STR Reports	13,150		
Special Projects		-	5,000
	-		
Total Research Budget	123,150	123,150	128,150
Research: Year 2 Zartico - Visitor Behavior Tool	120,000	120,000	120,000
Total Research Budget with One-Time TDT Promotion Projects	243,150	243,150	248,150

Promotion

This budget encompasses three main categories: promotional printing, community support, and industry engagement. Promotional printing includes collateral and programs for events like Sarasota Day with the Orioles and Braves Spring Training. Community support extends to area fireworks and the Mote Beach Conditions report. Finally, the budget covers dues for various tourism associations, providing valuable opportunities to connect directly with travel influencers and conference organizers at key industry shows.

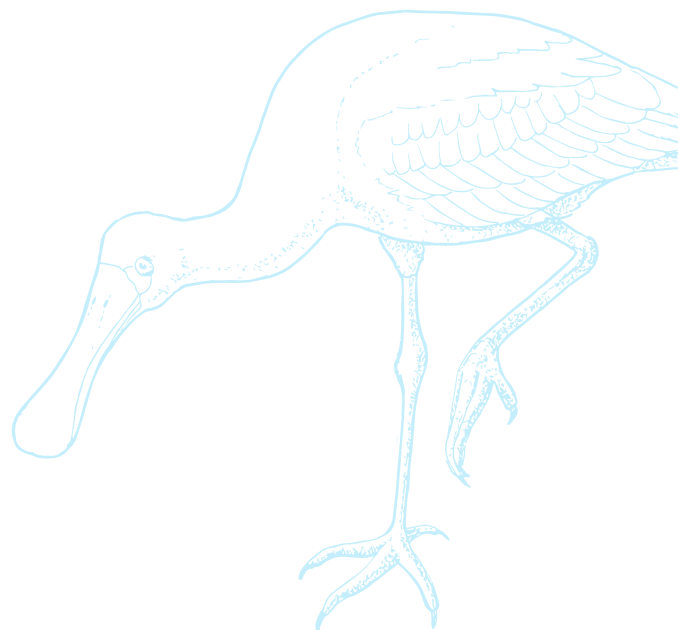
	Detail	2026 Budget	2025 Budget
PROMOTION			
Promotional		92,500	92,000
Marketing collateral, graphics, promotional items	20,000		
Mote Beach Conditions	15,000		
VSC promo with Orioles and Braves	50,000		
Fireworks sponsorship (July, throughout County)	7,500		
Leadership & Trade Shows		10,000	13,000
Visit Florida, FADMO, DI, DMAP	5,000		
Global Industry trends and trade shows	5,000		
Dues, Subscriptions & Sponsorships		74,350	59,350
Visit Florida	20,000		
Destinations International & 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		
HSMAI Gulf Coast Chapter	5,000		
US Travel Association	10,000		
Contingency		5,000	10,650
Contingency	5,000		
Total Promotion Budget	181,850	181,850	175,000
Promotion: Senior PGA event	1,250,000	1,250,000	-
Total Promotion Budget with One-Time Promotion Projects	1,431,850	1,431,850	175,000



Visitor Services

This budget covers the operational expenses of our visitor centers and Area Visitor Assistant (AVA/RV) program, as well as visitor services, for which we rely heavily on volunteer support.

	Detail	2026 Budget	2025 Budget
VISITOR SERVICES			
		155,000	
Chamber Collaborations, Visitor Centers & Kiosks	74,000		72,000
Engagement	4,000		10,000
Spring Training Activities	5,000		5,000
Visitor Services Training	4,000		4,000
Volunteers	3,000		3,000
Partnerships	1,500		1,500
Visitor Information Vehicle	2,500		2,500
Collateral	25,700		33,000
Chamber Sponsorships (Kiosks & Postage)	30,300		27,000
Contingency	5,000		5,000
Total Visitor Services Budget	155,000	155,000	163,000



Group Sales

This budget includes the expenses for outreach to those who bring group travel to Sarasota County such as meeting planners. We attend many shows where we build relationships with those who book group travel, and bring back leads to area hotels who then book business. We contract with a sales representative to help us in these efforts.

	Detail	2026 Budget	2025 Budget
MEETING AND LEISURE GROUP SALES			
Tradeshows, FAMS & Site Visits, Event Sponsorships		237,750	128,250
VSC Hosted FAMs & Site Visits	10,000		
EDC Collaborative Sales Efforts	10,000		
Incentive Live - Co-op	12,000		
Northstar Leadership	11,000		
Destination Southeast	7,500		
Northstar Luxury and Wellness	7,000		
IPEC Independent Planner Ed Conf	8,250		
Smart Meetings 2 - 3 shows Co-op	24,000		
Small and Boutique meetings	7,000		
SITE Global/Classic/incentive 2 - 3 shows	20,000		
IMEX 4 partner- Co-op	80,000		
FSAE	7,000		
PCMA Educon	4,000		
NCBMP	5,000		
Sales Missions	5,000		
Connect Marketplace Booth	5,000		
Rendezvous South	5,000		
Resources & Tools		122,130	113,350
Lead Generation Program	43,000		
Meeting Incentive Program	35,000		
DMAI Economic Impact Calculator	4,500		
Virtual 360 Tour Platform	12,000		
Prestige Partnership	12,030		
Mileage	600		
Destination Services	15,000		

Continued on next page

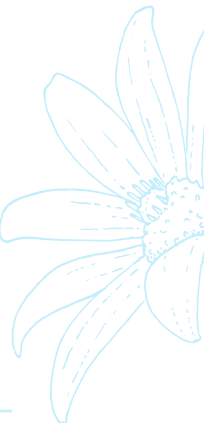
Group Sales Continued

Memberships		163,300	33,830
HelmsBriscoe Partnership	8,000		
MPI - Meeting Prof. International	530		
FSAE- Florida Society Association of Executives	275		
PCMA	970		
SITE - Society of Incentive Travel Execs.	500		
Brand USA	2,625		
NCBMP	400		
Meeting Representation	150,000		
TRAINING ON TRENDS		11,000	7,000
Simpleview Summit - Sales Coordinator	4,000		
PCMA Education (2 tracks)	7,000		
Advertising & Promotion		6,000	6,000
Printed Collateral	1,000		
Promo Items	5,000		
Contingency		10,000	11,570
Contingency - Future Opportunities	10,000		
Total Meeting and Leisure Group Sales Budget	550,180	550,180	300,000
Meeting & Leisure Group: Meeting Sales Representation	-	-	200,000
Meeting & Leisure Group: new meeting shows & econ dev trade events	-	-	80,000
Total Meeting & Leisure Group Sales Budget with One-Time TDT Promotion Projects	550,180	550,180	580,000

International

This budget supports our international outreach efforts. Our FY26 revised strategy prioritizes engaging international tour operators and media at US-based industry shows, while maintaining UK and German travel trade and PR representation, along with in-market campaigns and activities.

	Detail	2026 Budget	2025 Budget
INTERNATIONAL			
Trade Shows & FAMS		50,000	85,000
Florida Huddle	10,000		
IPW	40,000		
UK Sales & Marketing (including German in FY26)		55,000	125,000
UK Trade Representation	55,000		
UK Marketing & Sales Activities	-		
German Sales & Marketing		-	115,000
German Trade Representation	-		
German Trade Marketing & Sales Activities	-		
Travel Trade/ Receptive Sales & Marketing		-	10,000
Receptive Marketing Activities	-		
Memberships		20,000	7,000
US Travel Association	20,000		
Contingency		200	3,000
Wire Transfer Fees	200		
Total International Budget	125,200	125,200	345,000
International: Increased UK retainer & marketing campaigns	110,000	110,000	50,000
International: Increased German retainer & marketing campaigns	110,000	110,000	50,000
Total International Budget with One-Time TDT Promotion Projects	345,200	345,200	445,000



Sports



This budget supports our efforts to attract sports business to Sarasota County by engaging with event rights holders and coaches. Through attendance at relevant industry shows, we build relationships with these influential figures, showcasing our sports facilities and offerings to generate business and increase demand for accommodations.

	Detail	2026 Budget	2025 Budget
SPORTS			
Website		18,750	18,750
	18,750		
Earned Media/Public Relations		25,000	20,000
	25,000		
Paid Media and Creative		79,400	79,400
	79,400		
Research		20,000	20,000
	20,000		
Visitor Services		6,350	13,350
	6,350		
Telecommunications		1,500	1,500
	1,500		
Management Fee		243,338	236,250
	243,338		
Grant Program		70,000	83,500
Event and Training Grants	70,000		
Bidded Events		369,000	330,000
Sarasota Powerboat Races	50,000		
Fox Lea Farm Shows	50,000		
FSRA Sweeps & Sculling	10,000		
Junior All American Games	10,000		
USDBA CCNC	20,000		
LECOM Classic	5,000		
US Rowing Youth Nationals	50,000		
USSSA	10,000		
CSCAA Open Water	5,000		
Sarasota Open Tennis Tournament	3,500		
Babe Ruth	4,000		
USA BMX National Race	25,000		
IWLCA	30,000		
Elite Winter Showcase	8,500		
USA Swim Open Water Nationals	5,000		
Unleash the Dragons	5,000		
Sam Mikulak Gymnastics	5,000		
US Rowing SE Regionals	5,000		
Sarasota Regional Bridge	3,000		
Prospect Wire National Championship	5,000		
YMCA Masters	10,000		
LPGA	50,000		

Continued on next page

Sports Continued

Business Development and Marketing		90,500	90,500
Sports ETA Symposium	10,000		
Additional sports tradeshow/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	19,000
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	943,838	943,838	915,250
Sports: Senior PGA event	250,000	250,000	-
Sports: Intl Canoe Kayak events	-	-	150,000
Sports: business development & bids for new softball & indoor sports facilities	-	-	50,000
Total Sports Budget with One Time TDT Promotion Projects	1,193,838	1,193,838	1,115,250

Postage

This budget includes expenses for postage, including shipping visitor guides and relocation packets.

	Detail	2026 Budget	2025 Budget
POSTAGE			
Fulfillment	14,000	19,000	28,000
Fulfillment - Special Projects	5,000		
VSC in house postage costs	5,000	5,000	5,000
Shipping carrier costs & Int'l	1,000	1,000	2,000
Total Postage Budget	25,000	25,000	35,000

Telecommunications

This budget includes expenses for our telecommunication needs such as phone services and wifi/internet.

	Detail	2026 Budget	2025 Budget
TELECOMMUNICATIONS			
Telephone Service & Lease		19,000	
Frontier - Admin	1,200		1,200
Frontier - Venice Visitor Center	1,200		1,200
Comcast - Admin	2,200		2,200
Star to Star - Admin	7,500		7,500
Verizon Wireless	6,900		6,400
Total Telecommunications Budget	19,000	19,000	18,500

Administration

This budget includes expenses that provide us with computers, IT support, office supplies and legal expenses.

This amount is capped at \$50,000 by Sarasota County Government and the actual expenses of our administrative offices, including our lease, is covered by private dollars.

	Detail	2026 Budget	2025 Budget
ADMINISTRATION			
Computer maintenance		32,000	32,000
Contracted technology support & archiving	32,000		
Computer supplies & equipment	10,000	10,000	10,000
Office Supplies	4,000	4,000	4,000
Legal Fees	4,000	4,000	4,000
Total Administration Budget	50,000	50,000	50,000

Management Fee

This budget covers the salaries and a portion of the healthcare/benefits for the VSC team. A percentage of the team's salaries is funded through private sources.

	Detail	2026 Budget	2025 Budget
MANAGEMENT FEE			
Professional Marketing		1,278,333	1,241,100
Personnel	1,278,333		
Total Management Fee Budget	1,278,333	1,278,333	1,241,100



VISIT
Sarasota
COUNTY



Sarasota Bay and Downtown Sarasota