

EFFECTIVENESS MEASUREMENTS & ANNUAL REPORT

RECAP FOR FY25

October 1, 2024- September 30, 2025

WHY THE WORK OF VSC MATTERS

- **To Attract Visitors:** Tourism drives economic benefits and introduces people to the community.
- **To Encourage Residency:** A great place to visit becomes a desirable place to live.
- **To Stimulate Employment:** When people move here, businesses follow, creating job opportunities.
- **To Drive Investment:** A strong workforce and vibrant community attract business and infrastructure investments.

By managing branding, promotion, and stewardship, a DMO keeps the wheel turning, ensuring long-term success and vitality for its residents.



VISIT Sarasota COUNTY

THE WORK OF VISIT SARASOTA COUNTY

Visit Sarasota County serves as
The Official Destination Marketing Organization (DMO) for Sarasota County

- VSC is a 44-year-old, not-for-profit corporation (501(c)(6) that contracts with Sarasota County Government and the local tourism and business industry to promote our area with an integrated approach for vacations, meetings, events, sports etc.
- VSC is a Public/Private Partnership.
- VSC has 14 full time and 2 part time team members, and a team of 27 volunteers.
- VSC had a FY25 TDT Promotion Budget of $7.4 million and achieved FY25 results with $6.8 million spent. *Note: Budgeted expenditures were underspent primarily due to multiple sporting events not taking place as planned and the meeting sales representative not being contracted until February.*
- VSC generated $710,000 in Private revenue for VSC operating expenses.
- Management fee was budgeted at $1,477,500. VSC was underbudget by $23,500 due to vacant position during most of the year. Additionally, VSC pays ~$116,000 of payroll expenses from private funds.
- VSC served 453 area partners and over 35 associations in FY25.

Sarasota County BCC Strategic Plan and Department Actions 2025

We work as an extension to the Sarasota County Government Team by helping to move the needle on goals that are important to the county. Below is how we helped.

- **World Class Quality of Life Amenities**
  - Help Generate Tourist Development Tax to support amenities enjoyed by both residents and tourists – from beach maintenance to capital projects – that by extension further enrich local quality of life.
  - Focused Marketing Efforts on Targeted Audiences Including "Outdoor/Nature" and "Arts/Culture" enthusiasts, playing to our destination's strengths and differentiators.
  - Support New Air Service Development that attract a geographically diverse visitor mix, who are proven to spur economic impact for and use of area Amenities – helping keep residents employed year-round.

- **Robust, Growing Business Opportunities**
  - Attract defined/targeted Businesses and Workforce in "Relocation" Audience Promotions in partnership with EDC.
  - Expand Sports Tourism by promoting destination, venue, and facilities to event right holders and coaches for training opportunities.
  - Promote Spring Training in "Leisure" Audience by collaborating with the Baltimore O's and Atlanta Braves.
  - Produce an Agritourism Guide Each Fall.

OVERALL DESTINATION CONDITIONS

ANNUAL REPORT FOR FY 2025

VSC uses third party research to monitor overall destination conditions such as visitation, spending, rooms sold, average daily rate, occupancy.

Economic Impact

FY 24	FY 25	% Variance
$2,744,408,300	$2,529,899,300	7.8% ▼

Average Daily Rate

FY 24	FY 25	% Variance
$262.34	$275.69	5.1% ▲

Occupancy

FY 24	FY 25	% Variance
64.7%	62.4%	3.6% ▼

Room Nights Sold

FY 24	FY 25	% Variance
3,281,800	3,086,000	6% ▼

Visitation

FY 24	FY 25	% Variance
1,423,880	1,317,400	7.5% ▼

Visitor Spending

FY 24	FY 25	% Variance
$1,740,106,100	$1,648,464,800	5.3% ▼

VISIT Sarasota COUNTY

FY25 VS. FY24 PERFORMANCE

Sarasota County Indicators of Destination Tourism Health

	FY24 Q1	FY25 Q1*	% Variance	FY24 Q2	FY25 Q2	% Variance	FY24 Q3	FY25 Q3	% Variance	FY24 Q4	FY25 Q4	% Variance
Economic Impact	$639,926,600	$534,116,300	16.5% ▼	$893,844,500	$857,363,600	4.1% ▼	$726,012,000	$688,564,000	5.2% ▼	$484,625,200	$449,855,400	7.2% ▼
Average Daily Rate (ADR)	$246.88	$229.59	7% ▼	$302.96	$330.07	8.9% ▲	$267.15	$300.13	12.3% ▲	$232.37	$242.98	4.6% ▲
Occupancy	59.2%	58.4%	1.3% ▼	77.9%	78.9%	1.4% ▲	64.8%	63%	2.8% ▼	57.1%	49.2%	13.8% ▼
Room Nights Sold	738,400	696,800	5.6% ▼	990,100	987,600	0.3% ▼	843,600	804,000	4.7% ▼	709,700	597,600	15.8% ▼
Visitation	309,880	269,400	13.1% ▼	347,300	340,500	2.0% ▼	375,500	366,200	2.5% ▼	391,200	341,300	12.8% ▼
Visitor Spending	$390,199,200	$340,201,500	12.8% ▼	$560,232,600	$559,303,200	0.2% ▼	$459,501,300	$453,002,600	1.4% ▼	$330,173,000	$295,957,500	10.4% ▼

*Q1 2025- Hurricanes Helene & Milton Impact Sarasota County. Advertising was paused due to Election Cycle.

VISIT Sarasota COUNTY

FY25 PROMISED DELIVERABLES

VSC Performance	Total FY24	Total FY25	% Variance
Use of Brand Toolkit- (SarasotaCountyBrandToolkit.com)	648	673	3.9% ▲
Signals of Intent to Travel - (Virtual Views & Visitor Guide Orders) **Metric has declined due to reduced website traffic, as search engines and AI tools now provide information directly to users.*	22,627	13,758	39.2% ▼
Signals of Intent to Travel - (Enewsletter Subscriptions) **Metric has declined due to reduced website traffic, as search engines and AI tools now provide information directly to users.*	15,845	13,358	15.7% ▼
Signals of Intent to Travel- (Relocation Packets Sent)	766	688	10.2% ▼
Leisure Lodging Leads Sent	1,416	1,341	5.3% ▼
Meetings (Groups) Booked	44	65	47.7% ▲
Meetings (Groups) Leads Sent	389	526	35.2% ▲
Sports (Groups) Booked – New Metric for FY2025	N/A	58	N/A
Sports (Groups) Leads – New Metric for FY2025	N/A	103	N/A
Future Sports Event Bids Submitted **Leads is a new metric for FY25, now capturing smaller events we support without a formal bid process—so while the classification has changed, the overall event interest and activity is actually up.*	43	26	39.5% ▼

FY25 One Time Promotion Projects: Paid Media/Creative

Paid Media & Creative

- **Allegiant Plane Wrap-$50,000 Budget**

Collaborated with Allegiant, Sarasota-Bradenton International Airport & Bradenton Convention & Visitors Bureau to execute wrap in December 2024.

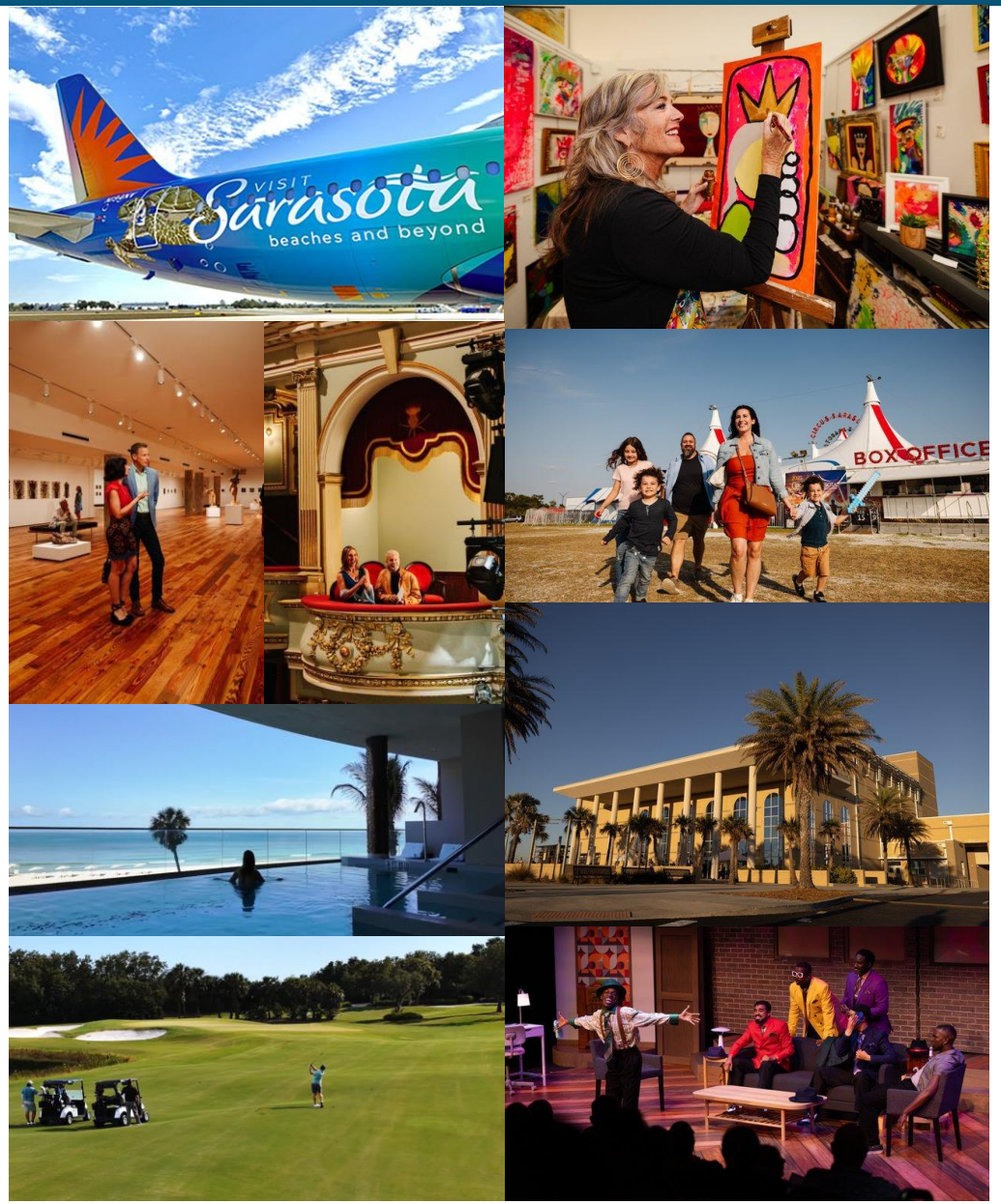
- **Arts & Culture Initiative-$350,000 Budget**

New Arts & Culture Photoshoot at locations across Sarasota County for use in print and digital advertising and collateral. Advertised Nationally in print and digital ads well as Hulu Streaming.

-Print ads featured in Encore (15 markets) & SRQ Magazine (2,700 copies distributed in South Florida to high-wealth areas)
-Hulu delivered 2.2 million impressions and 2,343 conversions.
-Digital Billboards delivered 40.5 million impressions in Tampa, Miami and Orlando.

- **Increased Creative Production- $150,000 Budget**

Produced a Luxury commercial to appeal to a Leisure audience.
Watch Video



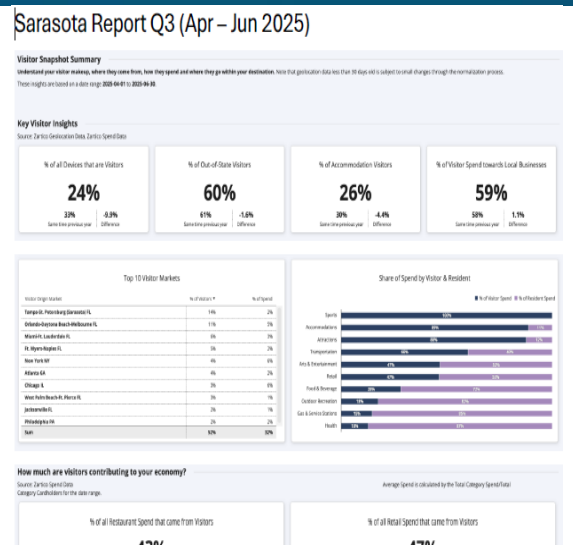
FY25 One Time Promotion Projects: Research

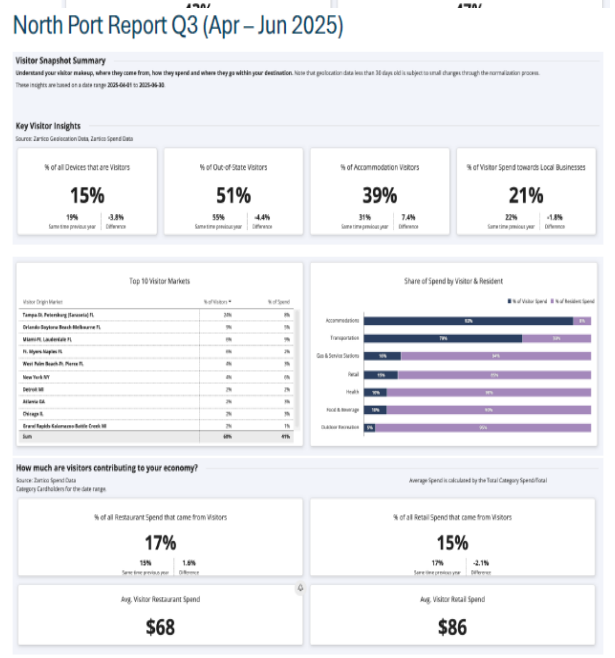
Research

- **Expand Research to Include a Destination Intelligence Tool- $120,000 Budget**

Onboarded with Zartico in FY25 to leverage advanced destination intelligence and analytics. Hosted a partner webinar and began producing monthly stakeholder and quarterly municipality reports. Regular Insights shared with all Municipalities and Chambers, as well as EDC of Sarasota County, Arts Alliance of Sarasota County.

This Intelligence tool equips community partners and decision-makers with unified, data-driven insights to help guide investments, marketing and growth across the destination.





FY25 One Time Promotion Projects: Meetings, Group & International Sales

Meeting, Group & International Sales

- **Meeting Sales Representation- $200,000 Budget**

Onboarded March 2025

- **New Meeting Shows & Econ Development Trade Events- $80,000 Budget**

Attended 8 tradeshows not previously attended:

Northstar Luxury & Wellness	Prestige Regional Summit
Incentive Live	Meetings Today Live
Rendezvous South	Smart Meetings Incentive
Northstar Leadership	Brand USA Travel Week & CEO Summit

- **Increased UK Retainer & Marketing Campaigns- $50,000 Budget**

Provided additional retainer to focus on PR efforts in the UK. End of year efforts resulted in 353M+ impressions. Ran awareness and engagement campaigns with British Airways, Holiday Pirates, Agent Training Program reaching 5,000 agents. Attended New FL Huddle UK Tradeshow.

- **Increased German Retainer & Marketing Campaigns**- **$50,000 Budget**

Additional retainer allowed for creative campaign with America Unlimited, utilizing a local artist to design a car as part of an awareness and engagement campaign. Attended ITB Tradeshow.









FY25 One Time Promotion Projects: Sports

Sports

- **International Canoe Kayak Events- $150,000 Budget**
- Held the ICF Stand-Up Paddling World Championships in November 2024 at Nathan Benderson Park.

- **Business Development & Bids for New Softball & Indoor Sports Facilities - $50,000 Budget**
- Held in excess of 60 one on one meetings that could bring events to 17th St. Park and indoor sports facility.
- Created a database of 42 interested rights holders that are interested or can bring events to the new softball facility.
- Hosted our first site visit and booked the first event for 17th St. Park.









Goals & Metrics for FY 25

1. Emergency Preparedness
2. Working Towards Positive Resident Sentiment Towards Tourism
3. Responsive, collaborative engagement with the Tourism Industry
4. Using all Marketing Tactics to Promote to 9 Key Audiences

Click here to view a video recap for FY25

VISIT Sarasota COUNTY

Top FY25 Achievements: Emergency Preparedness

- Crisis Communication & Business Continuity Plan reviewed and approved by Sarasota County EOC. Activated plan in response to Storm Debby, Hurricanes Helene and Milton.
- Created and activated the SupportThe941 campaign to channel regional support and highlight open businesses to prospective visitors, residents, and emergency workers. Created SarasotaRecovers.com and Supportthe941.com landing pages to help with recovery efforts.
- Collaborated with the Bradenton Convention & Visitors Bureau on a Florida's West Coast campaign to dispel misperceptions about our region post-storms and boost visitation.
- Hosted 2 virtual town halls on storm recovery efforts, with 100 participants.
- Added storm related questions on Visitor Intercept Survey in collaboration with Lee and Charlotte Counties.
- VSC Leadership held session at Destinations Florida Marketing Summit to share lessons learned during 2024 Hurricane Season.
- VSC's *SupportThe941* Campaign was recognized with top honors by the Florida Public Relations Association and the Florida Economic Development Council.

Support the 941 .com

Locals helping locals
#SupportThe941





Top FY25 Achievements: Resident Sentiment

- Collaborated with Mike Moran, Sarasota County Tax Collector, to produce a video on the positive impacts of Tourist Development Tax. Watch Video
- Launched the VisitSarasotaCountyTransparency.com page to make easily available the operational practices and reporting/metrics at Visit Sarasota County.
- Attended Florida Tourism Day to meet with elected representative to advocate for and educate on Tourist Development tax and its important role.
- Secured 153 stories in local media in FY25 with 709,300,000 impressions. Topics covered op-eds into the work to bring meetings/sports to the area, sharing details of seasonal marketing/PR campaigns, celebrating industry leaders and providing updates on important VSC programs and partnerships that work to boost tourism and economic development to the area.
- VSC took active roles in educating Sarasota County Students on the diverse career opportunities within the tourism and hospitality industry at Booker Middle School, Venice High School, Pine View School, State College of Florida, and the Boys & Girls Clubs career days.





Visit Sarasota County Transparency



Top FY25 Achievements: Industry Engagement

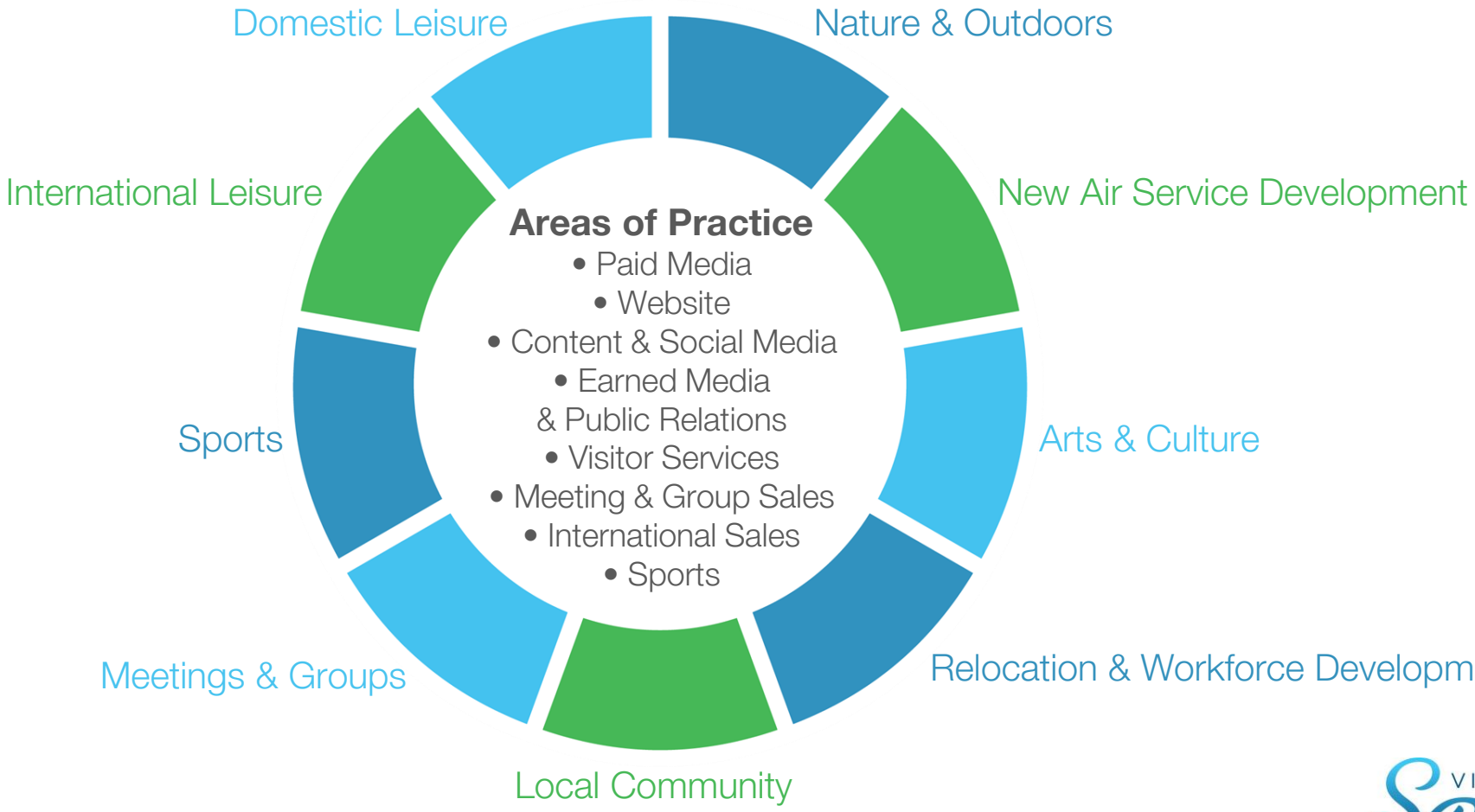
- Provided monthly, quarterly, annual and niches opportunities for Industry engagement and B2B networking through:

VSC Partner Coffee & After-Hours Events	**Quarterly Recap Zoom Sessions**
Partner Orientations	**Tourism University Professional Development Sessions**
Post-Storm Town Halls	**Good Morning, General Managers! Annual Meeting**
National Travel & Tourism Week	**Indicators & Insights Summit & Haley Hall of Fame Awards**
Savor Sarasota Restaurant Week	**Arts & Culture Forums**
Marketing Task Force	**Quarterly Director of Sales Meetings**
Fun in the 941 Platform	**VSC Events Calendar Submissions**
Pitchus@visitsarasota.org Submissions	**Tradeshow Participation Opportunities**

- Conducted an Annual Partner Survey, achieving an 88% satisfaction rating, with 90% of partners indicating they would recommend Visit Sarasota County to their colleagues.
- Launched new Industry Resources webpage to serve as toolkit for all marketing, PR, and visitor services needs.

EFFORTS TO TARGET 9 AUDIENCES

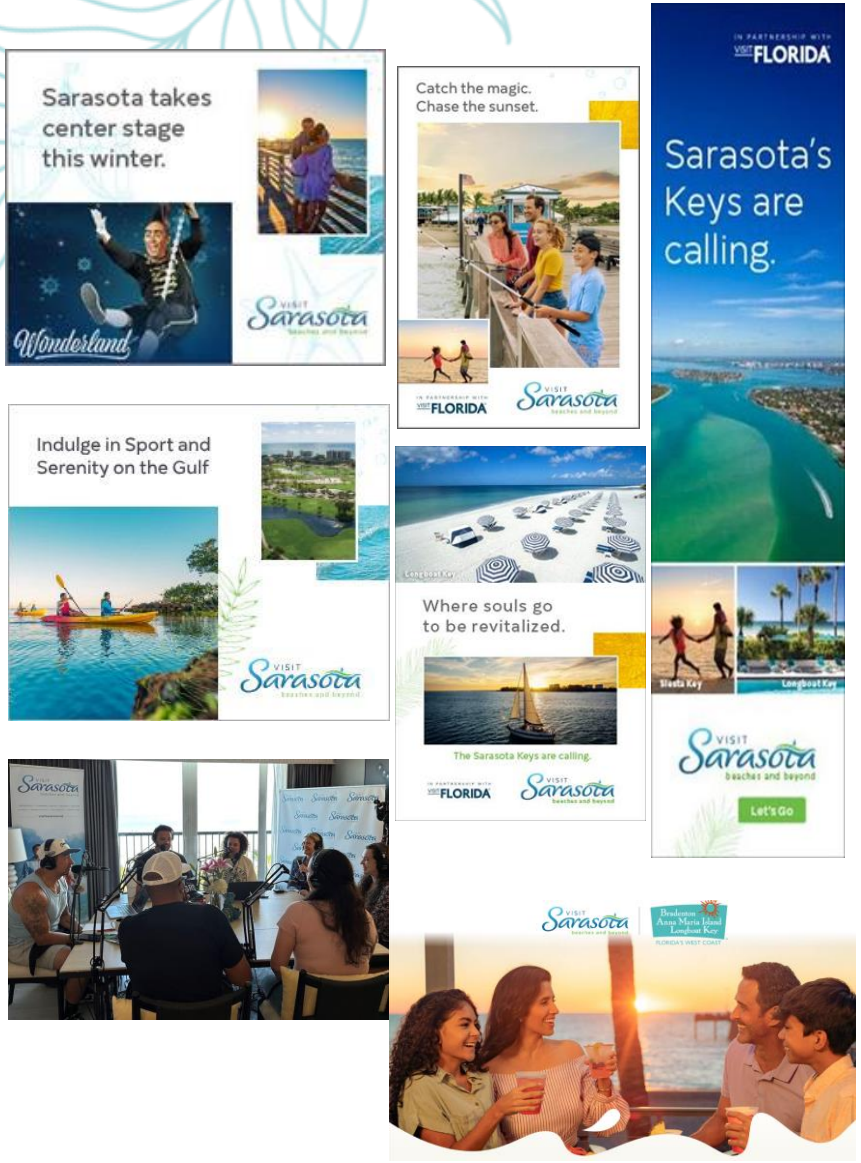
To maximize our reach and impact, we strategically targeted **9 key audiences** with carefully curated messaging and imagery delivered across multiple tactics and channels proven most effective for each audience.



VISIT Sarasota COUNTY

Top FY25 Achievements: Audience 1- Domestic Leisure

- Concentrated domestic leisure investment in top-performing U.S. fly & drive markets
- Maintained a year-round marketing presence supported by seasonal campaigns to drive visitation beyond peak months.
- Launched FloridasWestCoast.com with BACVB and used VISIT FLORIDA matching funds to promote the region as a unified destination following storm impacts.
- Reached visitors on the ground through the new mobile Area Visitor Assistant (AVA).
- Engaged journalists, content creators, and TV producers through targeted meetings at IPW and STS and by hosting them in Sarasota County to inspire destination storytelling. PR efforts resulted in over 5B+ impressions.
- Partnered with VISIT FLORIDA and Cirque Hotel to bring the nationally syndicated *Kidd Kraddick Show* broadcast to Sarasota County.
- Updated top website pages so VSC content is accurately discovered and reflected in AI-driven search results.



Top FY25 Achievements: Audience 2- International Leisure

- Submitted bids to host major international sporting events, including the 2028 World Rowing Senior, Under 23 and Under 19 Championships and UCI BMX World Cup events in 2026 and 2027.
- Leveraged international sporting events to engage global visitors, including on-site visitor services at the U21 Golf Croquet World Championship and hosting the Sarasota International Dragon Boat Festival.
- Ran high-impact awareness and conversion campaigns in the UK and Germany, generating millions of impressions and driving increased international bookings.
- Exhibited at IPW, Florida Huddle, Florida Huddle UK, ITB Berlin and Brand USA Travel Week to connect with tour operators and media worldwide.
- Hosted journalists from the UK, Canada, and Germany, tailoring in-destination experiences to generate coverage around family travel, history, arts and culture, and nature.



Top FY25 Achievements: Audience 3- Nature & Outdoors

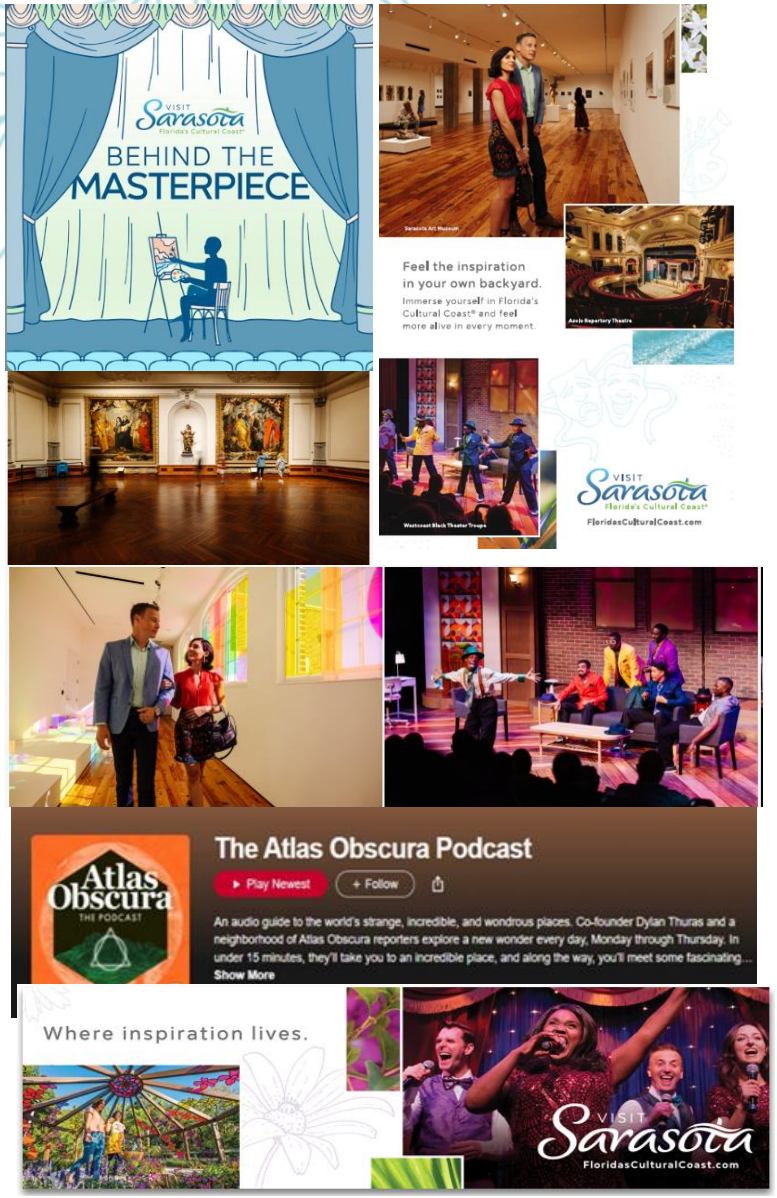
- Siesta Beach earned top national and international recognition, including #1 in the U.S. and #4 globally by TripAdvisor, and a Top 10 ranking by USA Today.
- Summer Campaign focused on Nature/Outdoors, generating over 4M+ impressions and 42,000 conversions.
- Partnered with Sarasota County to create the Artificial Reef Rack Card and the *Discover Natural Sarasota* guide.
- Kept website and social media content fresh and inspiring by highlighting Sarasota County's outdoor and nature experiences across beaches, parks, trails, and open spaces.
- Garden & Gun Social Media Reel featured Sarasota as an ultimate Beach destination.
- Engaged with Bobby Jones and Sarasota Polo on potential outdoor events such as World's Longest Drive and FootGolf.





Top FY25 Achievements: Audience 4- Arts & Culture

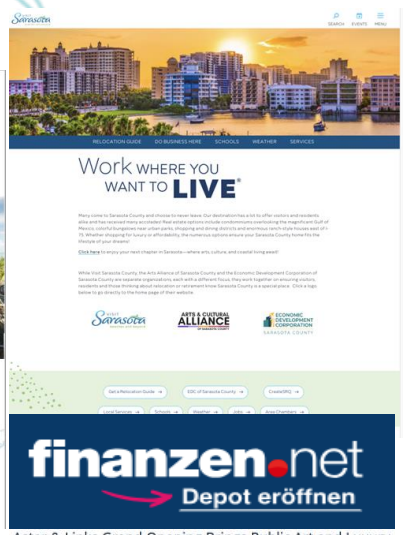
- Expanded reach to out-of-state markets, building on awareness with targeted placements in key cultural hubs through Hulu, Out-of Home Billboards and print.
- Developed new arts and culture creative assets through a dedicated photoshoot.
- Launched “Behind the Masterpiece” Podcast, podcast landing page and listening widget.
- Hosted Arts & Culture Media FAM with behind-the-scenes tours of Ringling and Selby Gardens.
- Produced a sponsored Atlas Obscura podcast episode highlighting Sarasota County as the “Circus Capital of the World.”
- Supported the Arts Schools Network event in Sarasota County through partnership and sponsorship.
- Created an immersive “Circus Day” experience as part of the Kidd Kraddick itinerary.



Top FY25 Achievements: Audience 5- Relocation & Workforce Development

- Created and Launched “Live Where You Want To Play” landing page to showcase living on Florida’s Cultural Coast™, as a companion to Work Where You Want To Live.
- Interacted with over 100 new residents at North Port’s Newcomers Day, twice with our mobile visitor center, AVA.
- Secured earned media coverage on Finanzen.net in Germany highlighting public art and luxury living in downtown Sarasota, generating more than 1.3M+ impressions.
- Used digital advertising and targeted print media to reach potential new residents, including affluent entrepreneurs.
- Social media content highlighting the benefits of relocating to Sarasota County reached more than 30,000 people.
- Partnered with the Economic Development Corporation to create a postcard included in VSC relocation packets for prospective new residents.
- Participated in a Sarasota County Commission collaborative workshop with the EDC of Sarasota County and Arts Alliance.





Aster & Links Grand Opening Brings Public Art and Luxury Living to Downtown Sarasota

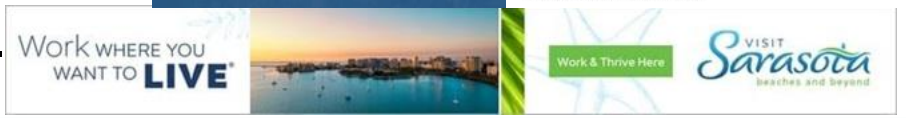
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SARASOTA, Fla., March 26, 2025 /PRNewswire/ -- Aster & Links, the highly anticipated mixed-use luxury apartment community by Belpointe OZ, is celebrating its grand opening, marking a transformative moment for downtown Sarasota. This landmark development replaces the former One Main Plaza, and revitalizes it into a thriving, pedestrian-friendly destination featuring world-class residential living, premier retail, and a stunning public art installation.









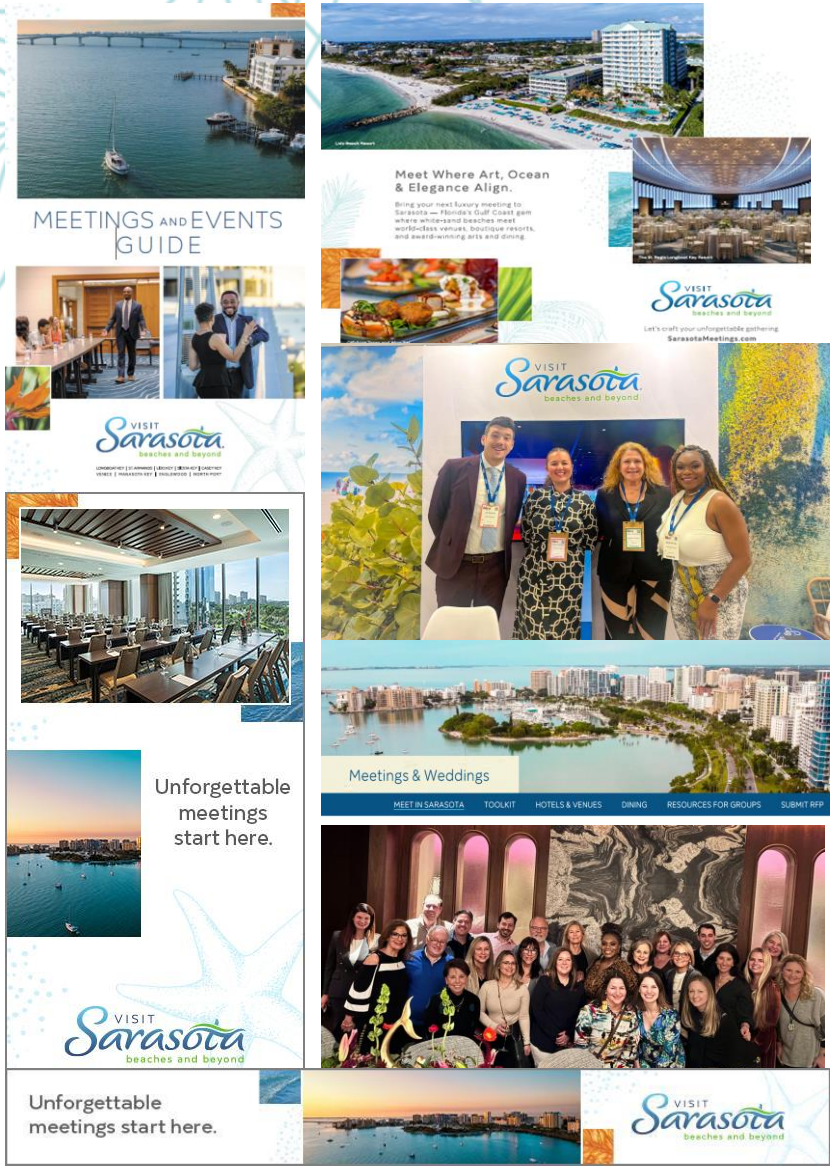
Top FY25 Achievements: Audience 6- Local Community

- Launched an eight-week Florida's West Coast campaign in response to regional hurricane impacts.
- Launched SupportThe941 recovery efforts following the hurricanes, including dedicated landing pages, media coverage with WFLA, and post-storm walk-and-talks in collaboration with the EDC
- Earned six industry awards, including FPRA honors for Support the 941 and the Indicators & Insights Summit, recognition as Government Team of the Year, and a Silver Flagler from VISIT FLORIDA.
- Developed the Pinecraft Area brochure in collaboration with the Pinecraft community.
- Summer Campaign focused on Savor Sarasota and Fun in the 941.
- Marked the 20th anniversary of Savor Sarasota Restaurant Week, a signature culinary event with 60+ participating restaurants.
- Supported both Riverview High and Venice High Bands in their London New Year's Day appearance.
- Introduced the Neighborhood Navigator Pass to promote exploration of local neighborhoods.
- Sponsored Fireworks shows across Sarasota County, including North Port, Englewood, Venice, Siesta Key, Sarasota & Longboat Key.



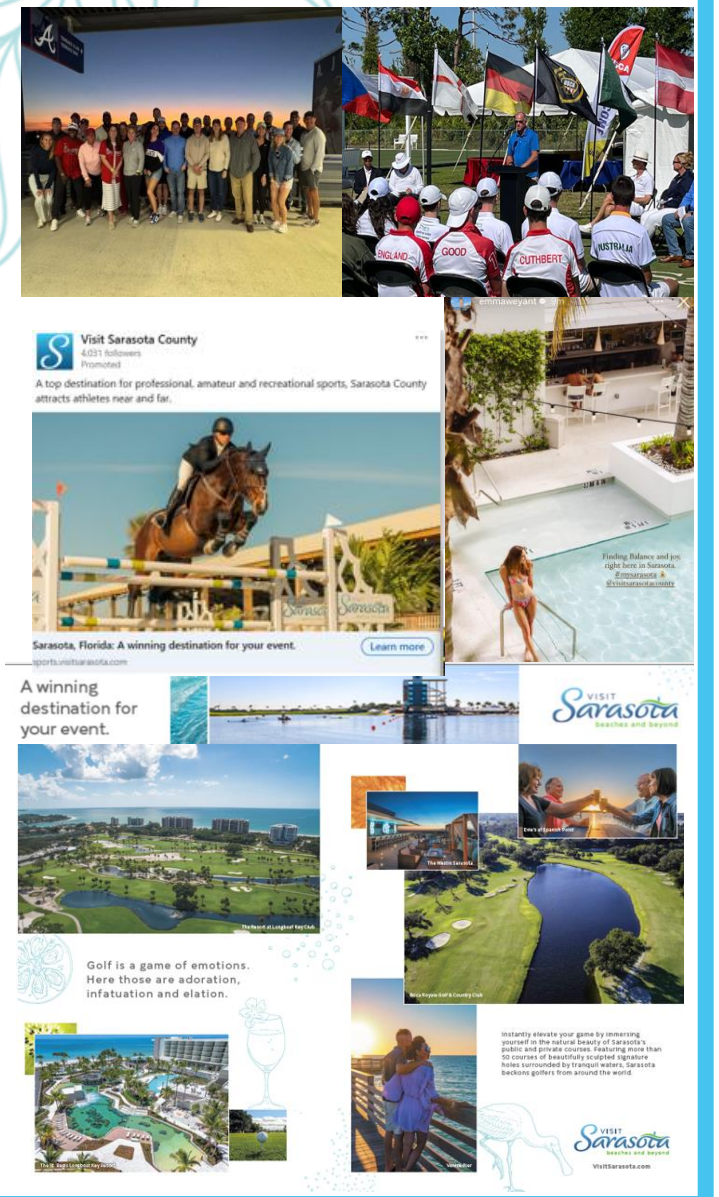
Top FY25 Achievements: Audience 7- Meetings & Groups

- Produced $9.7M+ in Economic Impact for booked groups.
- Onboarded additional Meetings Representative.
- Hosted a Frosch luxury familiarization trip (FAM) in partnership with The Ritz-Carlton and St. Regis and a Prestige FAM in partnership with OPAL hotels.
- Marketed Sarasota County to meetings and group planners through targeted print, digital and social campaigns, tradeshow engagement, and sales support.
- Campaign with Meetings Today generated 2,000 leads of qualified planners showing interest in Sarasota County.
- Launched new Meetings & Weddings Landing Page including new meetings toolkit, flights map and interactive map.
- Supported meeting groups with concierge services, including 2,000+ welcome bags and on-site visitor assistance.
- Produced Meetings & Events Guide.



Top FY25 Achievements: Audience 8- Sports

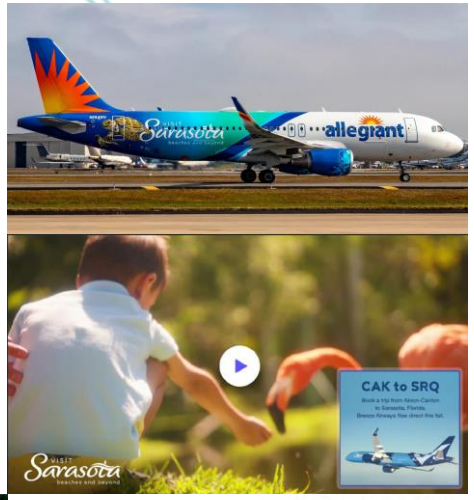
- Promoted Sarasota County as a sports tourism destination through print, digital and social platforms, event marketing, bid support, and partnerships with sports organizations.
- Leveraged an NIL partnership with Olympian Emma Weyant to promote Sarasota County as a premier destination for athletic training through social media.
- Built relationships with sports rights holders through key sports tourism trade shows and one-on-one meetings to attract new and diverse sporting events to Sarasota County.
- Hosted sports rights holders in Sarasota County through familiarization trips, including events at CoolToday Park and a FAM with Atlanta Braves–affiliated organizations.
- Maintained a strong presence at leading sports industry conferences and marketplaces, conducting more than 100 one-on-one meetings with event decision-makers.
- Strengthened sports tourism expertise through professional development, including earning the Sports Tourism Strategist (STS) designation.

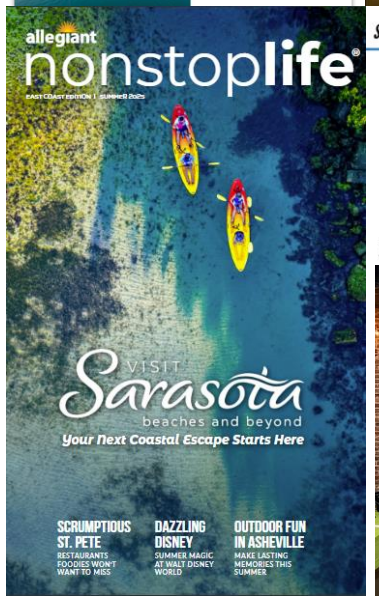


Top FY25 Achievements: Audience 9- New Air Service Development

- Worked with Sarasota County to secure additional marketing funding supporting new Allegiant and Breeze air service at SRQ.
- Collaborated with Allegiant, Sarasota-Bradenton International Airport & Bradenton Convention & Visitors Bureau to execute wrap in December 2024.
- Ran a targeted connected TV campaign promoting Sarasota County to travelers in markets with direct flights on Breeze and Allegiant.
- Partnered with Allegiant to launch car wrap promotions in Lexington, KY, supporting the new SRQ route at high-visibility events.
- Co-Hosted a Media Mission with BACVB in Indianapolis to promote the Southwest to SRQ Route.
- Customized visitsarasota.com homepage content for visitors in fly markets.
- Secured a cover feature in Allegiant's *Nonstop Life* Summer 2025 East Coast edition and earned fall coverage through media partnerships.
- Participated in the VISIT FLORIDA Delta Airlines Sales Mission.











County Reimbursement Summary

ANNUAL REPORT FOR FY 2025

	Oct '24 - Sep 25	Annual Budget
Management Services	1,453,893.08	1,477,350.00
Communication Services	18,459.05	18,500.00
Postage and freight	17,384.47	35,000.00
Advertising	2,271,340.43	2,414,100.00
Web Online	207,484.08	211,250.00
In-House PR & Media FAMS	275,556.94	310,000.00
International	429,312.56	445,000.00
Meetings	496,234.48	580,000.00
Promotion	163,759.57	175,000.00
Social/Content	129,076.26	130,000.00
Sports Marketing	627,145.14	879,000.00
Visitor Services	126,872.43	163,000.00
Administrative costs	49,178.71	50,000.00
Subscriptions and books	244,249.24	248,150.00
Arts and Culture Initiative	344,679.86	350,000.00
Total Expense	$ 6,854,626.30	$ 7,486,350.00

2030 Strategic Plan Updates

Drive Catalytic Marketing & Sales Results

Develop and deliver first campaigns around the top two priority overnight visitor markets for need periods.	Promoted Sarasota County through industry publications, direct marketing campaigns, and targeted outreach to meeting planners and travel trade partners.	Executed seasonal, international, and air service–supporting campaigns to drive awareness and visitation across domestic and international markets.	
Set priorities for developing and delivering a targeted approach to expand air service collaboration.	Maintained regular coordination with BACVB, SRQ Airport, and airline partners to align priorities and support route development.	Executed targeted campaigns, promotions, and sales missions to support new and existing air service, including Allegiant, Breeze & Avelo.	Secured and deployed dedicated funding to advance air service development and awareness campaigns.
Develop and deliver campaigns around the top priority markets for “Work Where You Want To Live” outreach.	Delivered integrated marketing campaigns in priority “Work Where You Want to Live” industries, reaching remote workers, creatives, and business leaders.	Strengthened Sarasota County’s profile through coordinated digital, social, native content, and high-visibility placements like Florida Trend and Invest.	Advanced initiatives through ongoing collaboration and regular coordination with VSC/EDC and cross-department partners.

VISIT Sarasota COUNTY

2030 Strategic Plan Updates

Drive Catalytic Marketing & Sales Results

Begin planning and research to develop the program to draw smaller corporate leadership meetings and events to the area.	Connected with corporate and incentive planners through IMEX America, SMART Meetings, and Incentive Live, generating qualified leads and future business opportunities.	Advanced sports tourism by engaging event organizers, researching bid opportunities, and supporting major events including national collegiate championships.	Led FY26 budget and sales planning efforts while collaborating with BACVB and partners to strengthen the meetings, sports, and events pipeline.
Develop Branding toolkits for Florida's Cultural Coast® for use within different types of businesses and organizations; Convene brand utilization workshops among arts-related partners.	Created Florida's Cultural Coast® branding toolkits and hosted brand utilization workshops to support consistent use across arts organizations and partners.	Convened Arts & Culture forums and monthly Arts Alliance meetings to gather input, align marketing needs, and strengthen collaboration.	
Convene biannual market conversations to discuss opportunities for new, expanded, or repeat group events at local venues.	Led quarterly DOS meetings and sales workshops focused on corporate and incentive markets, including support for HSMAI Gulf Coast chapter efforts.	Advanced long-term business through RFP activity and site selection planning, including Destination Southeast and NCBMP opportunities for 2026–2027.	

VISIT Sarasota COUNTY

2030 Strategic Plan Updates

Prepare a More Resilient and Competitive Future

Launch a new VSC partnership model & pursue one-on-one engagement with every partner.	Launched the new Partnerships Program and expanded engagement through summits, professional development, and recurring partner events.	Hosted multiple VSC partner events with strong attendance and repeat participation across the year.	Collected and analyzed annual partner feedback, with high satisfaction scores informing future program improvements.
Develop initial business service toolkits and begin a training program on toolkits and services. Include toolkits as part of the new partnership model.	Began collecting and organizing resources to create multiple industry toolkits, with phased rollout planned beginning Summer 2025.	Reimagined and rebuilt the Partner Resources webpage, culminating in the launch of a new industry resources toolkit on VisitSarasota.com supporting Arts & Culture, Meetings, and other sectors.	

VISIT Sarasota COUNTY

2030 Strategic Plan Updates

Deliver the Importance and Value of Tourism

- Link research messaging to audiences (Residents, elected officials, businesses), and develop an outreach plan to communicate the importance of tourism's role and impact
- Hosted tourism forums and listening sessions to gather local input and address community questions.
- Presented tourism data and insights to chambers, municipalities, and regional partners to reinforce tourism's value.
- Expanded research tools and reporting to share visitor trends, economic impact, and performance metrics.
- Launched new transparency resources and incorporated data into CEO reports, media outreach, and partner communications.

County Reimbursement Summary

ANNUAL REPORT FOR FY 2025

	Oct '24 - Sep 25	Annual Budget
Management Services	1,453,893.08	1,477,350.00
Communication Services	18,459.05	18,500.00
Postage and freight	17,384.47	35,000.00
Advertising	2,271,340.43	2,414,100.00
Web Online	207,484.08	211,250.00
In-House PR & Media FAMS	275,556.94	310,000.00
International	429,312.56	445,000.00
Meetings	496,234.48	580,000.00
Promotion	163,759.57	175,000.00
Social/Content	129,076.26	130,000.00
Sports Marketing	627,145.14	879,000.00
Visitor Services	126,872.43	163,000.00
Administrative costs	49,178.71	50,000.00
Subscriptions and books	244,249.24	248,150.00
Arts and Culture Initiative	344,679.86	350,000.00
Total Expense	$ 6,854,626.30	$ 7,486,350.00







For additional Community Resources, please explore the following:

Destination Strategic Plan 2030

FY25 Scope of Services and Budget

Sarasota County Brand Toolkit & Image Gallery

Recaps & Research

Thank you!

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