



FY2016 & FY2017

MARKETING PLAN & BUDGET

Bradenton Area CVB



FY2016/FY2017 MARKETING PLAN

FY2016 MARKETING BUDGET \$5,342,935 FY2017 MARKETING BUDGET \$7,382,445	Decision Unit	DESIRED	Account Key	Object Code	FY2016 BUDGET REQUESTED	FY2017 BUDGET REQUESTED
Online Marketing						
360 Videos on Vacations2Discover.com/native advertising	4		1030002200	549004	\$24,000	\$24,000
BACVB Sweepstakes Online Marketing	1.2		1030002200	534000	\$30,000	\$30,000
BostonGlobe.com/ Boston.com/ Online Initiatives	1.2		1030002200	549004	\$100,000	\$100,000
Enewsletter Germany and Marketing	4		1030002200	549004	\$34,000	\$34,000
MNI Network Online	1.2		1030002200	549004	\$150,000	\$150,000
Mobile Marketing/ iTunes and Android Marketing	10		1030002200	534000	\$14,000	\$14,000
NewYorkTimes.com/ Newsletters	1.2		1030002200	549004	\$100,000	\$100,000
Online Ambassador Program	4		1030002200	534000	\$12,000	\$12,000
Online Network Advertising; outbrains, Facebook, German, etc.	1.2		1030002200	549004	\$36,000	\$36,000
Online Sales App Marketing	1.2		1030002200	534000	\$14,000	\$14,000
Social Media Marketing and Hub	1.2		1030002200	534000	\$46,000	\$46,000
Sojern Online Marketing	1.2		1030002200	549004	\$80,584	\$85,584
Travel Zoo Online and Newsletter	1.2		1030002200	549004	\$100,000	\$100,000
TripAdvisor (Tourism Sponsorship/Florida Focus/Feeder Markets)	1.2		1030002200	549004	\$100,000	\$100,000
Total Online					\$840,584	\$845,584
TV, Radio, Out of Home						
Agritourism Tours Online and Itinerary (iTunes/Android)	4		1030002200	534000	\$15,000	\$15,000
Birding Trail Online Trail and Narrative (iTunes/Android)	4		1030002200	534000	\$15,000	\$15,000
CBS Atlanta/Orlando	4		1030002200	549004	\$50,000	\$50,000
Clean Beaches Council - Blue Wave Sponsorship (Eco-Capital)	24		1030002202	534000	\$12,300	\$12,300
Clear Channel For events (could change to radio if needed)	4		1030002200	549004	\$25,000	\$0
Parks Online Tour (iTunes and android)	4		1030002200	534000	\$32,000	\$32,000
Tampa Bay Lightning Advertising	25		1030002200	549004	\$100,000	\$100,000
Visit Florida Campaigns - TBD	1.2		1030002200	549004	\$50,000	\$50,000
Out of Home Total					\$299,300	\$274,300
Magazine						
Coastal Living /OPI/Radio	1.2		1030002200	549004	\$125,000	\$58,695
Conde Nast Traveler / Bon Appetit	4		1030002200	549004	\$75,000	\$0
Edible Sarasota - Farm to Fork insert w/VSC & BACVB	24		1030002200	549004	\$5,850	\$5,850
Garden and Gun Magazine	1.2		1030002200	549004	\$100,000	\$50,000
Pittsburgh Magazine	1.2		1030002200	549004	\$10,000	\$10,000
Southern Living	1.2		1030002200	549004	\$100,000	\$75,000
Sunseeker Magazine - Covers/Advertorial	1.2		1030002200	549004	\$10,000	\$10,000
Undiscovered Florida / Nat Geo	24		1030002200	549004	\$23,125	\$0
VF Magazine (Vacation Guide)	1.2		1030002200	549004	\$28,495	\$28,495
Where Magazine Tampa DMA/Orlando DMA	1.2		1030002200	549004	\$26,000	\$26,000
Magazine Total					\$503,470	\$264,040
Community Partnerships						
ARTS AND PROSPERITY ECONOMIC SURVEY	34	DESIRED	1030002200	534000	\$7,250	\$0
City of Bradenton - McKechnie Field			1030002400	581000	\$400,000	\$400,000
Coop: Anna Maria Island (AMI) Chamber Cooperative - ADVERTISING	18		1030002200	549004	\$45,000	\$45,000
Coop: Longboat Key (LBK) Chamber Cooperative - ADVERTISING	18		1030002200	549004	\$45,000	\$45,000
COUNTY-WIDE ARTS CULTURE ORGANIZATION	33	DESIRED	1030002202	548000	\$50,000	\$50,000
Ellenton & Beach Kiosk operating supplies	18		1030002300	552000	\$5,000	\$5,000
Museum Exhibition Initiative	29		1030002200	549004	\$50,000	\$50,000
SARASOTA BRADENTON AIRLINE INITIATIVES	32	DESIRED	1030002202	548000	\$100,000	\$100,000
South Florida Museum - 2nd Manatee Maint. and/or Travelling Exhibits	20		1030002400	582000	\$30,000	\$30,000
Special Events - Sponsorship Opportunities	21		1030002202	548000	\$50,000	\$50,000
Special Events: DeSoto Festival	18		1030002202	548000	\$10,000	\$10,000
SRQ - Air Canada Campaign	30		1030002200	549004	\$12,500	\$0



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Support: Anna Maria Island (AMI) Chamber of Commerce	18		1030002300	534000	\$45,950	\$45,950
Support: Longboat Key (LBK) Chamber of Commerce	18		1030002300	534000	\$13,000	\$13,000
Support: Manatee Chamber of Commerce	18		1030002300	534000	\$10,000	\$10,000
USF Hospitality Night	21		1030002202	548000	\$1,500	\$1,500
Partnership Total					\$875,200	\$855,450
Film Commission						
Film Incentives/Film Festival	22		1030002202	548000	\$50,000	\$50,000
Film Travel - AFCL Cineposium/Film Florida	19		1030002202	540000	\$5,000	\$5,000
Film Commission Total					\$55,000	\$55,000
Travel/Trade Shows & Missions - Leisure & Communications						
Advertising Fair/National Tourism Luncheon	21		1030002202	548000	\$5,000	\$5,000
Florida Huddle 2016 - TAMPA	17		1030002202	540000 \$1500 548000 \$6000	\$7,500	\$7,500
International Pow Wow - Las Vegas Pow Wow (EF/DM)	16		1030002202	540000 \$7000 548000 \$8000	\$15,000	\$15,000
Meetings: ABA Marketplace - January	17		1030002202	548000	\$3,000	\$3,000
Meetings: Appointments, Luncheons, etc.	17		1030002202	548000	\$1,000	\$1,000
Meetings: Capital Events - Tallahassee Appointment based show	17		1030002202	548000	\$1,500	\$1,500
Meetings: DMAI Sales Academy II	17		1030002202	540000	\$2,000	\$2,000
Meetings: Florida Showcase Show	17		1030002202	548000	\$1,600	\$1,600
Meetings: FSAE Annual Conference	17		1030002202	548000	\$4,000	\$4,000
Meetings: Meeting Planner Fam - TBD	17		1030002202	548000	\$2,000	\$2,000
Meetings: Meetings Spots	17		1030002202	548000	\$1,200	\$1,200
Meetings: MPI SEC Mtg - August	17		1030002202	540000	\$4,000	\$4,000
Meetings: Sponsorships or Ads - TBD	17		1030002202	548000	\$5,000	\$5,000
Meetings: VSC/BACVB Bus Tour Fam	17		1030002202	548000	\$2,000	\$2,000
Pittsburgh Pirates Fan Fest & related business meetings	17		1030002202	548000	\$2,500	\$2,500
Pittsburgh Pirates Sales Mission - August	17		1030002202	548000 \$12500 540000 \$12500	\$2,500	\$2,500
PR: Travel Writers/Missions - TEXAS	23		1030002202	548000 \$12500	\$25,000	\$25,000
Public Relations - Travel Writers	2		1030002202	540000	\$10,000	\$10,000
Leisure and Communications Total					\$94,800	\$94,800
United Kingdom (UK) Marketplace						
America As You Like It (AAYLI)	13		1030002200	549004	\$5,100	\$5,100
Destination Golf - w/VSC split	13		1030002200	549004	\$2,500	\$0
FTI Marketing Proposal - Superior Partners	13		1030002200	549004	\$7,000	\$7,500
Funway Advertising Brochure	13		1030002200	549004	\$9,500	\$9,500
Gosh: Task A: Trade Retainer	13		1030002200	534000	\$32,592	\$32,592
Gosh: Task B: Public Relations	13		1030002200	534000	\$32,592	\$32,592
Gosh: Task E: Travel	13		1030002200	534000	\$6,300	\$6,300
Gosh: Task F: Travel Writers	13		1030002200	534000	\$6,000	\$6,000
Gosh: Task G: Clipping Service	13		1030002200	534000	\$3,600	\$3,600
ITV Show	13		1030002202	548000	\$5,000	\$0
Marketing/Advertising - TBD	13		1030002200	549004	\$0	\$27,000
Oceans Florida Marketing Campaign - TBD	13		1030002200	549004	\$8,000	\$8,000
Premier Travel	13		1030002200	549004	\$11,200	\$11,200
US Airports	13		1030002200	549004	\$6,000	\$6,000
Vacations to Florida - TBD	13		1030002200	534000	\$12,560	\$12,560
World Travel Marketing (WTM) Travel Show	13		1030002202	548000	\$0	\$15,000
Yummy Mummy Magazine advertising	13		1030002200	549004	\$25,000	\$0
UK Total					\$172,944	\$182,944
Central European Marketplace						
American Journal Visitors Guide - ITB insert	13		1030002200	549004	\$20,000	\$20,000
American Unlimited	13		1030002200	549004	\$10,000	\$10,000



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Canusa	13			1030002200	549004	\$4,500	\$4,500
CMT Stuttgart - Brochure Distribution	13			1030002202	548000	\$480	\$480
DERtour	13			1030002200	549004	\$5,400	\$5,400
Edelweiss Air	13			1030002200	549004	\$10,000	\$10,000
Explorer Ferienreisen	13			1030002200	549004	\$4,500	\$4,500
f.r.e.e Munich - Brochure Distribution	13			1030002202	548000	\$420	\$420
FTI Touristik	13			1030002200	549004	\$4,500	\$4,500
ITB Media Breakfast and Sommers Travel Exp	16			1030002202	548000 540000	\$1,500	\$1,500
ITBTravel Show (Split with VSC/SRO/BACVB)	16			1030002202	548000 \$10500 540000 \$2500	\$13,000	\$13,000
Knecht Reisen Switzerland	13			1030002202	548000	\$4,000	\$4,000
Lufthansa Air	13			1030002202	548000	\$10,000	\$10,000
Meier's Weltreisen	13			1030002200	549004	\$4,500	\$4,500
Prof Reisen Austria Trade Magazine -USA Special	13			1030002200	549004	\$4,500	\$4,500
Reisemesse Leipzig - Brochure Distribution	13			1030002202	548000	\$420	\$420
Reisen Hamburg - Brochure Distribution	13			1030002202	548000	\$420	\$420
Reisenboersen Shopping Centers - 10 Cities	13			1030002202	548000	\$3,500	\$3,500
Swiss Brochure Distribution	13			1030002202	548000	\$1,200	\$1,200
Tour Consult - Florida Program	13			1030002200	549004	\$3,000	\$3,000
Visit Florida Event Munich	13			1030002202	548000	\$850	\$850
VUSA: Austria Seminar February	13			1030002202	548000	\$4,000	\$4,000
VUSA: Halloween Event October	13			1030002202	548000	\$4,500	\$4,500
VUSA: Germany - advertorial in German/USAGuide	13			1030002200	549004	\$1,600	\$1,600
VUSA: Hamburg Event	13			1030002202	548000	\$850	\$850
VUSA: Switzerland Seminar -February	13			1030002202	548000	\$4,000	\$4,000
Fee	13						
Sommers: PR : Task A	13			1030002200	534000	\$48,240	\$48,240
Sommers: Trade: Task B	13			1030002200	534000	\$48,240	\$48,240
Sommers: Content: Task C	13			1030002200	534000	\$2,000	\$2,000
Sommers: Travel: Task E	13			1030002200	534000	\$11,500	\$11,500
Sommers: Travel Writers Task: F	13			1030002200	534000	\$8,040	\$8,040
Sommers: Shipping/Postage Task: G	13			1030002200	534000	\$5,000	\$5,000
Wire transfer to Vera	13			1030002200	552000	\$500	\$500
Central European- Germany Total						\$245,160	\$245,160
Total Domestic & International Programs						\$3,086,458	\$2,817,278
Total Production Budget							
Aqua PR Outside Sales	4			1030002200	534000	\$33,000	\$33,000
Aqua: Public Relations	4			1030002200	534000	\$54,000	\$54,000
Aqua: Task A Creative	5			1030002200	534000	\$200,000	\$200,000
Aqua: Task C: Outside Services - Production/Collateral	5			1030002200	534000	\$100,000	\$100,000
Book Direct - Events/Attractions/Airlines module	8			1030002200	534000	\$13,667	\$13,667
Book Direct - Facebook & Mobile Annual Lease	8			1030002200	534000	\$5,700	\$5,700
Book Direct - Online Booking Engine - Annual Lease	8			1030002200	534000	\$6,000	\$6,000
Cleanpix - Online Photo Hosting Service	3			1030002200	534000	\$12,300	\$12,300
Domain Name registrations	3			1030002200	534000	\$500	\$500
Ellenton Premium Outlet Kiosk Space Lease	18			1030002300	544000	\$4,800	\$4,800
Google Search Bar 150k searches 1 year	3			1030002200	534000	\$750	\$750
IDSS Software : DMAI and CVB USE for Mtgs, Media, etc.	3			1030002200	552005	\$9,000	\$9,000
METV Production Services	10			1030002200	534000	\$4,500	\$4,500
MMGY - Website Management	3			1030002200	534000	\$286,000	\$286,000
Netweave - Social and Content	3			1030002200	534000	\$12,000	\$12,000



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Phase V - Fulfillment Services		15		1030002200	534000	\$85,000	\$85,000
Postage		1.2		1030002200	541002	\$6,900	\$6,900
Reel Scout Film Commission Software & Training		19		1030002200	534000	\$4,800	\$4,800
Research Data Services - Walter Klages		14		1030002200	534000	\$88,845	\$88,845
Telephone		1.2		1030002200	541001	\$6,480	\$6,480
Time Inc - 2017 Budget Visitor Guide		7		1030002200	547000	\$0	\$249,430
Production Budget Total						\$934,242	\$1,183,672
Total Media, Production, Service Fee						\$4,020,700	\$4,000,950
Sports Marketing/Promotions/Sponsorships/Rowing							
2017 World Rowing Championships		11		1030002202	548000 \$139435 540000 \$32500	\$171,935	\$2,300,195
Bradenton Boat Regatta - Promotion/Sponsorship		31		1030002202	534000	\$150,000	\$150,000
Bradenton Boat Regatta - Marketing/Advertising		31		1030002200	549004	\$25,000	\$25,000
Sports Commission - Sponsorship & Promotion		6		1030002202	548000	\$200,000	\$200,000
Sports Commission - TEAMS Conference Sponsorship Package		6		1030002202	548000	\$10,000	\$10,000
Sports Commission - TEAMS Conference & Expo - November		6		1030002202	540000	\$5,000	\$5,000
Sports Commission - NASC Symposium - April		6		1030002202	540000	\$5,000	\$5,000
Sports Commission - PSF - May		6		1030002202	540000	\$1,500	\$1,500
Sports Commission - Connect Sports - August		6		1030002202	540000	\$4,000	\$4,000
Sports Commission - S.P.O.R.T.S. - September		6		1030002202	540000	\$4,000	\$4,000
Sports Commission - US Sports Congress - December		6		1030002202	540000	\$4,000	\$4,000
Sports Commission - Entertainment - Meetings/ Travel others		6		1030002202	548000	\$1,800	\$1,800
Sports Commission - Advertising		6		1030002200	549004	\$25,000	\$25,000
Sports Commission - Promotions - banners, signs, swag		6		1030002202	548000	\$25,000	\$25,000
MLS/IMG Sports Marketing & Promotional Initiative		28		1030002200	549004	\$200,000	\$200,000
Premier Sports Campus - Venue Advertising Buy		27		1030002200	549004	\$100,000	\$100,000
Pentathlon World Cup Final 2016		26		1030002202	534000	\$50,000	\$0
SANCA - Suncoast Aquatic Nature Center Association, Inc. - Tourism Related Marketing & Promotions Program - Exhibit A		12		1030002202	548000	\$150,000	\$150,000
SANCA - CVB Branded Venue Advertising at Nathan Benderson Park Exhibit B		12		1030002200	549004	\$165,000	\$165,000
Develop a request for Proposal (RFP) Sports Template		36	DESIRED	1030002200	534000	\$10,000	\$0
On-Line Sports Grant Sponsorship Software Program		37	DESIRED	1030002200	534000	\$15,000	\$6,000
Sports Budget Total						\$1,322,235	\$3,381,495

TOTAL MARKETING PLAN

\$5,342,935.25 \$7,382,445.25

DESIRED

\$182,250.00 \$156,000.00

TOTAL CONTINUATION

\$5,160,685.25 \$7,226,445.25

these totals do not include administrative budget or transfers