

June 22, 2018

Lee County Procurement Management
1500 Monroe Street 4th Floor
Fort Myers, FL 33901

Introduction

Project: RFP180170LAC
VCB Tourism Sales & Promotion Representation

Company Information

Florida Travel Marketing, Inc.
Contact person: Shelley Crant-Baggot

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TAB #1: Tourism Industry Experience

Florida Travel Marketing, Inc. is a locally owned and operated company that specializes in the promotion of tourism for the Lee County area. Ms. Shelley Crant-Baggot, president and principal operator of Florida Travel Marketing, Inc. as lived in Lee County for the past 34 years and has extensive experience in sales, marketing and promotion of this tourism destination. In addition to the work that Ms. Crant-Baggot has performed on behalf of the Lee County Visitor & Convention Bureau (VCB) for the past 25 years in the consumer, travel trade, group and media markets, she has also had extensive tourism experience through family businesses in both retail souvenir and restaurant/catering operations. See attached resume. Florida Travel Marketing, Inc. is certified with the State of Florida as DBE (women owned business).

Knowledge of Industry:

It is a primary importance that our staff involved in any project has a well-rounded working knowledge of all areas of Lee County, its resorts, motels, campgrounds, attractions, beaches and other facets of our beautiful part of Florida that would be of interest to the traveling public. To achieve this objective, the staff of Florida Travel Marketing, Inc. conducts periodic “familiarization visits” to stay current with developments in the tourism industry in Lee County. Staff is also kept abreast of any industry news on a daily basis via e-mail. It has been our pleasure to be a member of many tourism-related organizations in Lee County including Southwest Florida Attractions Association, Greater Fort Myers Chamber of Commerce and Visit Florida. When Hospitality Sales and Marketing Association had an active chapter in Lee County, Ms. Crant-Baggot served on the board for two years as treasurer. Working to promote tourism with other members of these groups has earned us the friendship and respect of many business owners and managers whose livelihood depends on the promotion of this destination. Personnel, when not on the road or involved in a local promotion, will be available for consultation or for additional work not mentioned in the project.

Experience Record:

Ms. Crant-Baggot and the staff of Florida Travel Marketing, Inc. have attended the consumer, travel trade and media promotions listed on the following pages (event listed is consumer promotion unless otherwise indicated):

2016

- | | |
|----------|--|
| January | Chicago Boat Show - Chicago, IL
Cincinnati Travel & Sport Show - Cincinnati, OH
AAA Great Vacations Expo – Columbus, OH
Chicagoland Fishing Show - Schaumburg, IL
Travel & Adventure Show - Dallas, TX |
| February | Peninsula Trade Show (Travel Agents) – Atlanta, GA
Minnesota Golf Show – Minneapolis, MN
Boston Globe Travel Show – Boston, MA
Indianapolis Boat Sport Travel Show – Indianapolis, IN
St. Louis Boat Show – St. Louis, MO
Travel & Adventure Show – Los Angeles, CA |
| March | Milwaukee Journal Sentinel Sport Show – Milwaukee, WI
AAA Marketplace - Foxborough, MA
AAA New York Marketplace – Garden City, NY
Canoecopia – Madison, WI |

March (cont.) Saltwater Fishing Expo – Sommerset, NJ
 Peninsula Trade Shows (Travel Agents) – Texas
 Northwest Sport Show – Minneapolis, MN

April North American Travel Journalists Association (NATJA)
 Annual Conference (Media) – Oxnard, CA
 East Coast Florida Sales Mission (Travel Agents)
 Nashville Southern Women’s Show – Nashville, TN
 American Society of Travel Agents (ASTA)
 Mid America Trade Shows (Travel Agents) – PA, OH, IN
 Raleigh Southern Women’s Show – Raleigh, NC
 International Women’s Show – Novi, MI
 Philadelphia Inquirer Travel Show – Oaks, PA

May Travel Agency Sales Calls – Cedar Rapids/Des Moines, IA
 Travel Agency Sales Calls – Denver/Colorado Springs, CO
 Meet Your Rep (Travel Agents) – Rochester, NY

June Travel Agency Sales Calls – Milwaukee/Madison, WI
 Travel Agency Sales Calls – Greater Boston, MA
 Allegiant Airlines Reservation Agent Training – Las Vegas, NV

July Outdoor Writers Association of America (OWAA)
 Annual Conference (Media) – Billings, MT
 Travel Agency Sales Calls – Greater St. Louis, MO
 Travel Agency Sales Calls – Chicago/Rockford, IL

August Charlotte Southern Women’s Show – Charlotte, NC

September Association of Great Lakes Outdoor Writers (AGLOW)
 Annual Conference (Media) – Chautauqua, NY
 Orlando Southern Women’s Show – Orlando, FL
 Professional Travel Agents of North America (PTANA)
 Florida Night Raleigh Chapter – Raleigh, NC

October Southeast Outdoor Press Association (SEOPA)
 Annual Conference (Media) – Lakeland, FL
 Florida Sportsman Expo – Tampa, FL
 PTANA Trade Shows (Travel Agents) – Rich/Newport News, VA
 Alliance of Westchester Travel Agencies (AWTA)
 Chapter Meeting/Sales Calls – Westchester, NY
 Travel Agency Sales Calls – Greater Philadelphia, PA

November Working in Travel (WITS) Meet Your Rep (Travel Agents) -
 Albany NY
 Eastern Travel Association (ETA) Trade Shows (Travel Agents) -
 Pennsylvania
 AAA Super Bowl of Knowledge (Travel Agents) – Charlotte, NC

2017

January Chicago Boat Show – Chicago, IL
Travel & Adventure Show – Chicago, IL
St. Louis Boat Show – St. Louis, MO

February AAA Great Vacations Expo – Columbus, OH
Boston Globe Travel Show – Boston, MA
Indianapolis Boat Sport Travel Show – Indianapolis, IN
PTANA Trade Show (Travel Agents) – Atlanta, GA

March AAA Marketplace – Foxborough, MA
Milwaukee Journal Sentinel Sport Show – Milwaukee, WI
AAA New York Marketplace – Hofstra, NY
Saltwater Fishing Expo – Sommerset, NJ
Northwest Sport Show – Minneapolis, MN
Travel & Adventure Show – Philadelphia, PA
Nashville Southen Women’s Show – Nashville, TN
Travel & Adventure Show – Dallas, TX

April ASTA Mid America Trade Shows (Travel Agents) – PA, OH, IN
Peninsula Trade Shows (Travel Agents) – Texas
Raleigh Southern Women’s Shows – Raleigh, NC
East Coast Florida Sales Mission (Travel Agents)

May International Women’s Show – Novi, MI
NATJA Annual Conference (Media) – Chapel Hill, NC
Meet Your Rep (Travel Agents) – Rochester, NY
Travel Agency Sales Calls – Greater Boston
Media Calls – Indianapolis/Columbus

June Travel Agency Sales Calls – Milwaukee/Madison, WI
Travel Agency Sales Calls – Greater St. Louis, MO
Allegiant Airlines Reservation Agent Training – Las Vegas, NV
OWAA Annual Conference (Media) – Duluth, MN

July Travel Agency Sales Calls – Greater Chicago, IL
Travel Agency Sales Calls – Denver/Colorado Springs, CO
Travel Agency Sales Calls – Cincinnati/Cleveland, OH
Travel Agency Sales Calls – Upstate New York
Travel Agency Sales Calls – Louisville/Lexington, KY

August Travel Agency Sales Calls – Minneapolis, MN
Charlotte Southern Women’s Show – Charlotte, NC
Travel Agency Sales Calls – Greater Detroit, MI

September Travel Agency Sales Calls – Conneticut
Travel Agency Sales Calls – Greater Philadelphia, PA
AGLOW Annual Conference (Media)– Lake of the Woods, MY
Travel Agency Sales Calls – Greater Atlanta, GA

October
Orlando Southern Women's Show – Orlando, FL
SEOPA Annual Conference (Media) – Kentucky Dam, KY
AAA Cleveland Vacation Expo – Cleveland, OH
AWTA Trade Show (Travel Agents) - New Rochelle, NY

November
WITS Meet Your Rep (Travel Agents) – Albany, NY
ETA Trade Shows (Travel Agents) – Pennsylvania
Allegiant Airlines Product Launch (Travel Agents) – Stewart, NY
AAA Super Bowl of Knowledge (Travel Agents) – Charlotte, NC

2018

January
Chicago Boat Show – Chicago, IL
International Sportsmen's Expo – Denver, CO
Cincinnati Boat Sport Travel Show – Cincinnati, OH
Travel & Adventure Show – Washington DC
Pittsburgh Travel Showcase – Pittsburgh, PA

February
St. Louis Boat Show – St. Louis, MO
Boston Globe Travel Show – Boston, MA
Travel & Adventure Show – Chicago, IL
Indianapolis Boat Sport Travel Show – Indianapolis, IN
Travel & Adventure Show – Los Angeles, CA

March
AAA Marketplace – Foxborough, MA
Milwaukee Journal Sentinel Sports Show – Milwaukee, WI
AAA New York Marketplace – Hofstra, NY
Canoecopia – Madison, WI
Travel & Adventure Show – Philadelphia, PA

April
Peninsula Trade Shows (Travel Agents) – Texas
Nashville Southern Women's Show – Nashville, TN
Allegiant Product Launch (Travel Agents) – Providence, RI
Raleigh Southern Women's Shows – Raleigh, NC
East Coast Florida Sales Mission (Travel Agents)

May
International Women's Show – Novi, MI
Travel Agency Sales Calls – Denver/Colorado Springs, CO
Meet Your Rep/PTANA (Travel Agents) – Rochester/Baltimore
Travel Agency Sales Calls – Cedar Rapids/Des Moines, IA

June
Travel Agency Sales Calls – Greater Boston, MA
OWAA Annual Conference (Media) – Fort Wayne, IN
Travel Agency Sales Calls – Greater Philadelphia, PA

TAB#2: Company Relevant Experience & References

The Lee County Visitor & Convention Bureau (VCB) has been the primary and sole client of Florida Travel Marketing, Inc. for the last five years (including the current year). The scope of work in each of those years has mirrored that which is being requested in this proposal and the details of our successful completion of each and all tasks are currently on file with the VCB.

VCB Project Coordinator: Tamara Pigott, Executive Director, 239-338-3500,
Tpigott@leegov.com

References – Past Clients (more than five years)

Edison & Ford Winter Estates – Lisa Sbuttoni, VP Community & Visitor Relations, 239-910-1170, lsbuttoni@edisonfordwinterestates.org

Paul Richey, Director of Sales & Marketing, Graduate Hotel Iowa City, 319-248-4460,
Prichey@graduateiowacity.com

The Lee County Visitor & Convention Bureau is the sole client of Florida Travel Marketing, Inc. No additional list of current clients is available.

Florida Travel Marketing, Inc. recognizes that the County reserves the right to evaluate the company's past performance and prior dealings with Lee County as part of the company's work experience.

TAB#3: Plan of Approach

(The following provides details involved in the process and fulfillment of the sales calls, trade shows and tours as well as the administrative support, communication needs and reporting requirements to meet the desired goals of the contract.)

The work of a tourism sales representative as described in the project outline is broken down into the following categories: 1) Sales Calls/Media Calls/Group Tour Shows, 2) Consumer/Trade Shows, 3) Familiarization Tours, 4) Follow-up and 5) General Consultation and Promotional Activities. Details for meeting planner shows are included in section 2 and we have included a separate section outlining general activities for Convention and Meeting Facility Promotion. Follow-up (number 4 above) for each category is included accordingly. While each task should have the desired end result of positive destination identification and ultimately bookings to the area, the game plan to accomplish this is somewhat different in each instance. In addition, the work done in preparation of each phase can spell the difference between success and failure, and although time consuming, it is most important. The following agenda outlines complete schedules for each task starting with preparation, taking it through performance and ending up with follow up:

(1) Travel Agent/Tour Operator Sales Calls and Media Calls (For Group Tour Shows – see section 2)

(A) Preparation – Agent/Operator/Media Calls

- Determination will have been made as to the areas of direct interest (ADI's) that have shown the most interest in Lee County, and from where the greatest number of visitors are coming. In some cases, these areas will show the greatest growth potential and will need our continued attention. Also, it is important to consider the expansion of our markets of opportunity by exploring new areas that a changing trend in economies or attitudes may indicate an interest in tourism in our area.
- The names and addresses of travel agents and tour operators are available from several databases i.e. VCB, Virtuoso, Signature, AAA, hotel partners. It is essential that the names of prominent and important high-volume agents be gleaned from those sources and those agents who have expressed interest in our area and have growth potential for their bookings be included in the sales calls efforts.
- Our contact with tour operators is made primarily at the appointment shows (ABA, NTA, IPW), however there is the opportunity to include visits with our sales calls in various markets. Our list of potential operators would be pulled from our appointment lists from the shows. This would also allow us the opportunity to “sell” an operator we had previously met and who had expressed an interest in bringing groups to our area by providing additional information and resources.
- Media contacts will come from our conference contacts, the VCB database, e-mail contacts from the VCB website and media resource books.
- Once the decision has been made as to where to go and who to call on, it is necessary to map out a careful route and schedule to maximize use of the time allowed.
- For the travel agent market, phone calls are made during the week or two prior to the scheduled calls to verify the list as accurate and to let the agents know the time frame for our visit. Appointments will be scheduled as necessary, though the

agent market is usually very amenable to a more free flowing schedule thus allowing for last minute changes, additions and the challenges that come up when on the road. Breakfast or lunch seminars maybe scheduled for larger agencies. With tour operators and media calls, appointments would be set with reminder e-mails or calls handled a day or two prior to the appointment.

(B) On the Road – Travel Agents and Tour Operators

- After careful preparation of the schedule, packing and shipping of materials to be presented and travel arrangements/accommodations scheduled, the show is on the road. With the assistance of advance mapping and GPS systems, routing concerns have been considerably reduced allowing for greater productivity during the sales process.
- Sales calls in downtown areas of major cities can still present logistics concerns. Grouping the calls (and remembering lots of pocket change for meters or parking garages) will help keep the schedule intact.
- When calling on travel agents it is always important to be aware of the office atmosphere during the appointment and to be attuned to the needs of the agent as it pertains to clients booking our area. Some agents may have immediate needs for a current client; others may be more interested in updates and new materials and resources for future bookings. As travel patterns and markets change there will be new and continued opportunities to grow Lee County's market share in a variety of areas i.e. destination weddings, pre/post theme park/cruise vacations, shoulder season special events and the international markets. Under all circumstances, the opportunity is there to make or renew the contact and to pitch the potential and desirability of sending visitors to Lee County.
- After leaving the appointment, fill out the agent profile sheet while the information received is fresh and attach the business card for contact update information. On occasion it may be important to take a travel agent or tour operator to lunch or dinner to allow more time to facilitate potential for travel growth to our area.

On the Road – Media

- The same preparations are necessary as outlined above. Since media will be pre-scheduled appointments, use of the GPS and knowledge of drive times is essential to present a professional and timely appearance. Appointments are scheduled at the media's convenience and that can mean that they are not in the best "route" order. Allowing ample time between appointments is key.
- Advance research of publications and personnel is vital to making the most of the media call. Anticipating needs and possible areas of interest will leave the best impression and increase the likelihood that a particular publication or journalist will pursue a topic on Lee County.
- Meetings with contacts at publications will usually be held at their offices. However, freelance journalists do comprise a healthy percentage of the producing media and meetings with freelancers will frequently involve a lunch or dinner meeting.

(C) End of the Road

- Upon return, all the individual agent profile sheets and tour operator summaries are delivered to the VCB along with the evaluation form for the task. The results will become part of the report made at the monthly Tourist Development Council meeting.

(2) Consumer/Trade Shows – Group Tour Shows

Note: As the preparations for group tour and meeting planner shows closely parallel the planning for consumer and trade shows, we have included it in this section. A general approach to Conventions and Meetings is also outlined below in section 4.

(A) Pre-Show Preparation

- Contact sponsoring organization for itemized itinerary. Make necessary travel arrangements. If the VCB does not handle the arrangements necessary for registration/furniture/drayage, the consultant will also handle this process.
- Determine available time for sales calls on key travel agencies. Make appointments prior to show if possible.
- Assemble and ship show materials well in advance. Check on any special events in our area for extra promotion at the show. Be aware of any special advertising or media events that may coincide with the show in that market and create additional synergy by coordinating possible additional activities that increase the impact of these events and destination awareness during the show.
- Make sure all key players such as major travel agents, tour operators, group leaders and meeting planners get an invitation to the show. Depending on which type of show we are preparing for, contacts for each of these markets will be pulled from the VCB databases and from industry sources and contacts.

(B) Show Time

- Scheduled departure for shows is one day in advance to allow time for travel schedule delays, sales calls, attend pre-show briefing, verify delivery of all show materials, booth set up and to get enough rest to look refreshed when manning the booth during the show.
- Image is important and proper dress is necessary to present a professional appearance during the show and for after-show discussions with attendees. Careful notes of questions asked for additional information and referrals will make for effective follow up. Show sponsors frequently provide a list of attendees and address (travel trade/group shows), but collecting business cards is an effective back up.
- At the consumer shows, as part of the show activities – provide sign up sheets allowing consumers to opt-in for monthly VCB promotional e-newsletter updates aimed at enticing visitation through relationship marketing.

(C) Post-Show Responsibilities

- Package unused show materials and booth display for shipment back to office. Pre-arrange return shipment with appropriate carrier.

- Produce event evaluation and sort the collected business cards that will be turned over to the VCB office for their use in updating the databases. Event evaluation will be used as part of the information presented at the monthly Tourist Development Council meeting.
- De-briefing show sponsor and discussions on expected results of the show.
- Return to office. Follow up letters/materials and thank you notes appropriate to each market will also be handled at this time.

(3) Familiarization Tours

(A) Preparation

- In an effort to boost the destination identification of Lee County and its facilities and attractions, major tour operators, wholesalers and, occasionally, airlines may ask the Visitor & Convention Bureau to cooperate in bringing travel agents, travel writers and conference/meeting planners to our area so that they will have first hand knowledge of what is available to their clients. It is the role of the VCB to obtain lodging, food, transportation and attraction admission on a complimentary basis and to act as tour guide during their visit. For meeting professionals, appointments with and access to our meeting properties and facilities will also be arranged. It is generally understood that these visitors, as our guests, will be able to sell our area to their clients with more enthusiasm and ease if they have experienced first hand the tropical beauty of our beaches, seen our array of attractions and facilities and enjoyed the unique ambiance and comfort of our myriad of accommodations. The tourism industry in Lee County has always recognized the benefit of these FAM trips and has been very supportive in providing the necessary amenities. Their recognition that the public relations and future business potential is more than worth the immediate cost factor has helped make our past FAM trips very successful.
- After consultations with the FAM tour sponsor as to their specific needs and goals, calls and contacts are made to various hotels and resorts as to their availability of rooms during the requested time period. If we are lucky, we can find what we need within the geographic area requested by the sponsor, and that eases transportation requirements to a certain extent.
- Next, a detailed itinerary is prepared listing specific time of arrival, airport pick up, arrival at accommodations, meal schedules, site inspection times, sightseeing times, free time, departing times and any other times that are essential to the tour. The VCB tour guide can expect to be with the group from before breakfast until late in the evening when all scheduled activities are over and throughout the entire FAM until the group is put on their plane for the trip home.

(B) On Tour

- Anything can happen during a FAM and usually does. People get sick and special arrangements must be made to send them home. Special foods must be ordered for certain visitors. Those who can't swim will not necessarily go on boat rides, so other arrangements are made. Free time is important to the attendees, but a tight schedule has to be strived for in order to gain the maximum benefit from the time and dollars spent.

- Information on the area will be made available or mailed in advance if they prefer. Interesting and informative descriptions during the course of the FAM tour will make a lasting impression – little known facts and off-the-beaten path stops add to the experience. A stop along the way for rest and refreshment is mandatory and, carefully and artfully selected, offers another opportunity to showcase a unique part of Lee County.
- The FAM tour should be informative, yet entertaining and relaxing. You want the attendees to learn, but to enjoy themselves while they are doing it.

(C) Post Tour

- On the last day of the tour, before departure, have a de-briefing with the sponsor to make sure all the goals were satisfied. A FAM tour report is supplied to the VCB with a list of participants for follow up contact. The follow up for these tours is extremely important to maximizing the benefit – relationships are established/renewed and an ongoing dialogue is opened to facilitate bookings.

(4) Convention and Meeting Promotions

(A) Preparation

- Lee County is fortunate to have a number of resorts and hotels with meeting and convention facilities. In addition, we have Lee Civic Center, Germain Arena and the soon-to-be refurbished and expanded (hopefully) Harborside Event Center for larger trade shows and promotions along with a variety of smaller venues. It is imperative that a continued dialogue be maintained with management of these facilities as to their schedule of operations and availability. The Visitor and Convention Bureau has detailed information for meetings and convention planners available on the VCB website.

(B) Cooperative Work Effort

- Keeping current with the properties and facilities is vital to sharing timely up dates with our meeting planner database as to new or renovated meetings facilities, special pricing and new or added services being offered to groups either from the properties themselves or assistance from the VCB.

(5) General Consultation and Promotional Activities

(A) Preparation

- On-going consultation services will be provided as dictated by the needs of the VCB and schedule of promotional events.
- Communication and cooperation with the accommodations and other tourism industry partners and facilities is one of the keys to success in this project. Without their assistance, understanding and interest in these efforts, the work will not have a meaningful effect. Involvement with industry associations, face-to-face meetings and cooperative sales efforts will all work to build the mutual respect necessary for industry-wide success. And showing them that “going the extra mile” on our part with each event or promotion is the least that will be accepted, we will gain and maintain their confidence in our efforts and abilities.

TAB#4: Personnel

Project Director and Primary Contact: Shelley Crant-Baggot

As previously mentioned under Tourism Industry Experience, Ms. Shelley Crant-Baggot is the president and principal operator of Florida Travel Marketing, Inc. and has lived in Lee County for the past 34 years. Ms. Crant-Baggot has extensive experience in sales, marketing and promotion of this tourism destination. In addition to the work that Ms. Crant-Baggot has performed on behalf of the Visitor & Convention Bureau for the past 25 years in the consumer, travel trade, group and media markets, she has also had extensive tourism experience through family businesses in both retail souvenir and restaurant/catering operations. (Resume attached)

Ms. Crant-Baggot, her subcontractor and employees all act in the same capacity as sales representative for the Visitor & Convention Bureau. As such, all are prepared to provide professional, conscientious and thorough attention to this project as to the number of hour required bringing the various tasks to a successful conclusion. All portions of the project will be scheduled with the hours of professional attention necessary.

Additional Sales Representatives:

Ms. Linda White, C & L Travel Marketing, was employed with Cypress Gardens for 25 years. The last 13 years of her tenure with the company was in the sales department and for the final two years in sales, she was senior sales manager in charge of a staff of 13. Ms. White's sales work concentrated on sales calls with both travel agents and group leaders. She also did extensive work at trade shows in both the senior and corporate markets. Ms. White began work with Florida Travel Marketing, Inc. in 2002 and beginning in 2003 to the present time, she has performed a portion of the representation duties for Florida Travel Marketing, Inc. under the contract with the Lee County Visitor and Convention Bureau consumer shows, travel trade events, and sales calls. (Sub-consultant, Resume attached)

Holly Morris joined Florida Travel Marketing, Inc. (FTM) as a part-time employee in March of 2017. Ms. Morris was born and raised in Naples, Florida and has lived in Lee County for the last 33 years. Ms. Morris retired from teaching in 2016 to pursue a career as a travel writer and as such was producing travel articles about our destination for inflight magazines and other outlets when she began her part-time position with FTM. Ms. Morris completed comprehensive training in all aspects of her sales representation duties for the VCB and she has performed a portion of the representation duties for Florida Travel Marketing, Inc. under the current contract with the Lee County Visitor and Convention Bureau consumer shows, travel trade events, and sales calls. (Resume attached)

TAB#5: Detailed Proposal

Deliverables – Comprehensive Strategic Sales & Marketing Plan

As part of the continuing efforts to bring visitors to our area, our focus will center on the Proposed FY2018-19 Show Participation/Sales Calls list provided in the RFP (and very similar to plans we have provided in the past) with additional focus on some key markets that we have been developing over the past few years and other promotional and sales opportunities that will arise over the course of the year

Consumer & Travel Trade Shows: With the VCB focus of selling the natural beauty of our destination (our natural attractions) and to reach those people most in tune with what we have to offer, past efforts on the consumer side have included boat, sport and kayak/canoe shows (the obvious link to our waterways), women's shows (the primary decision makers when it comes to family travel plans), fishing shows (a lucrative and still under tapped market with both consumers and media) and travel shows. The vast majority of the shows are in our key target markets in the Midwest and the Northeast with some additional activities in markets of opportunity for us – Los Angeles and Denver/Colorado Springs primarily. As Allegiant Airlines has continued to expand its service into Punta Gorda, we have additional new markets of opportunity to consider in the nonstop cities that Allegiant services in the Mid-Atlantic/Northeast regions i.e. Des Moines (IA), Asheville (NC), Grand Rapids (MI) (along with some other second tier cities in the Midwest) and we will strive to find key consumer shows in these markets as well. In alternating years, we have also included golf and RV shows to help expand our impact with consumers these markets.

Also note with the consumer shows, as part of the show activities, we continue to provide sign up sheets allowing consumers to opt-in for monthly VCB promotional e-newsletter updates aimed at enticing visitation through relationship marketing. We offer no prize or giveaway to entice participation – the people who sign up do so simply because they are interested and they want to hear from us – making those folks very qualified leads. We have anywhere from 50 to 175 sign up per show.

Our efforts with the travel trade have mirrored those in our consumer target markets with attendance at travel trade shows, travel agent calls, trade events (with Visit Florida where possible) and association chapter meetings. Along with continued involvement in these activities, we recommend hosting an agent FAM (AAA agents or Allegiant Airlines affiliated agents are our target) to boost agent knowledge and bookings to our area. Expanded efforts with reservation training at the various call centers around the country for packaged travel programs that feature our hotel products is also recommended and will be included as they become available. The various packaged travel companies (i.e. Allegiant Vacations) also will periodically offer low-cost (no registration fee) participation in product launches in new markets that give us access to the top producing agents for those programs.

Media events are not part of the Proposed FY 2018-19 Plan but our efforts will include Outdoor Writers Association of America Annual Conference, Southeast Outdoor Press Association Annual Conference, Association of Great Lakes Outdoor Writers Annual Conference and North American Travel Journalists Association Annual Conference. At each of these conferences, along with outreach to media, we will also continue to build mutually beneficial relationships with vendor partners (i.e. Hobie, Nissan) that allow us to co-host expanded media events (like the very successful media fishing events we have co-hosted with Hobie in the past) bringing additional exposure and bookings to our destination. We will provide itinerary development for media as needed and assist with hosting writers (or groups of writers) to Lee County.

Personnel Hourly Rate

This proposal is for sales representation and all staffing will be provided by our sales/marketing/media representatives at \$77.00/hr (Lee County Rate).

For each of the tasks listed in the Proposed FY2018-19 Plan, anticipated expenses (reimbursables) for travel will include (but may not be limited to) air transportation, ground transportation, accommodations, meals and incidental onsite show costs that will not exceed the annual fee of \$250,000. As part of the total annual budget (the \$250,000 annual), we anticipate a balance available as Miscellaneous Funds that will allow us to take advantage of new opportunities (new shows/events/sales efforts) as they arise in the course of the year.

As with our past sales plans, the Proposed FY 2018-19 Plan has a roster of shows that is more heavily weighted to the sport, fishing and women's shows as these venues offer a more affordable registration fee and a better ROI when comparing the number of days a show runs (maximizing the amount of possible exposure for face-to-face time with consumers) versus the registration fee to book the space. Also included - a few dedicated travel shows in several key markets that have proven to drive both the quantity and quality of the attendee we need – but the number of these shows has been minimized as they have double or triple the registration fee and usually run for a shorter number of days. Proposed FY2018-19 registration/FAM costs total out at just over \$43,000.00 and are detailed below. (TBD indicates dates and amounts that have yet to become available. Travel Agent Calls have no registration fees.)

RFP Proposed FY2018-19 Show Participation/Sales Calls

Show	Dates	Registration Fee
Southern Women's Show Orlando	10/25-28/18	\$ 1,200.00
AAA Vacation Expo Cleveland	10/28/18	\$ 500.00
AWTA Trade Show – New Rochelle	10/22/18	\$ 495.00
Travel Agent Sales Calls Philadelphia	TBD	\$ -0-
Eastern Travel Association Trade Event	11/12-14/18	\$ 900.00
Allegiant Airline Trade Show	TBD	\$ TBD
AAA Super Bowl of Knowledge	TBD	\$ 750.00
PTANA Trade Shows	TBD	\$ TBD
HelmsBriscoe Cares	TBD	\$ TBD
Chicago Boat RV & Sail Show	1/9-13/19	\$ 1,195.00
International Sportsmen's Expo Denver	1/24-27/19	\$ 1,500.00
Cincinnati Travel Sports Boat Show	1/18-27/19	\$ 950.00
AAA Great Vacations Expo Columbus	2/8-10/19	\$ 2,100.00
Travel & Adventure Washington DC	3/16-17/19	\$ 3,495.00
Pittsburgh Travel Showcase	1/11-13/19	\$ 1,795.00
St. Louis Boat & Sportshow	2/1-3/19	\$ 950.00
Boston Globe Travel Show	1/18-20/19	\$ 3,300.00
Travel & Adventure Chicago	1/12-13/19	\$ 3,495.00
Indianapolis Boat Sport Travel Show	2/14-23/19	\$ 950.00
Travel & Adventure LA	2/16-17/19	\$ 3,495.00
AAA Marketplace Foxborough	3/1-3/19	\$ 1,900.00
Milwaukee Journal Sentinel Sport Show	TBD	\$ 935.00
AAA NY Marketplace Hofstrau	TBD	\$ 1,000.00
Canoecopia	3/8-10/19	\$ 850.00

Show	Dates	Registration Fee
Travel & Adventure Philadelphia	3/9-10/19	\$ 3,495.00
Southern Women's Show Nashville	3/7-10/19	\$ 1,200.00
Southern Women's Show Raleigh	4/12-14/19	\$ 1,200.00
Peninsula Trade Shows Texas	4/1-4/19	\$ 2,685.00
International Women's Show	5/2-5/19	\$ 1,200.00
PTANA Florida Night	TBD	\$ 300.00
Travel Agent Calls NE	TBD	\$ -0-
Allegiant Reservation Training	TBD	\$ 750.00
Travel Agent Calls MW	TBD	\$ -0-
Southern Women's Show Charlotte	8/23-25/19	\$ 1,200.00
Joint CVB Sales Mission	TBD	\$ -0-
Total		\$43,785.00

Conclusion

In conclusion, we would like to emphasize how strongly we feel about the importance of tourism in Lee County. Having worked for many years on the other side of the equation as a restaurateur in the county, we have no doubt as to the economic impact tourism brings to Lee County and the life blood it supplies to so many businesses – hospitality-related and the numerous support service companies – that could not survive on the local economy alone. During the years it has been our pleasure to work in this area, we have been fortunate to develop many friendships and opportunities. Working with the people in this fascinating business has been a privilege and we hope to serve in this industry as long as possible. Thank you for your time and consideration.

Shelley Crant-Baggot
Florida Travel Marketing, Inc.

TAB#6: Required Forms

Resumes are attached to this file. Additional required forms are included with the hard copy.

Shelley Crant-Baggot, CGSP

www.linkedin.com/in/shelleycrant/ | Cape Coral, FL | shelleycrant@mac.com | (239) 994-9411

Travel, Tourism & Destination Professional

PR & Media – Trade Shows – Travel Trade – Promotional Events

Traveler Engagement & Destination Brand Promotion

PROFESSIONAL EXPERIENCE

Florida Travel Marketing, Inc., Cape Coral, FL 1992 – Present

Destination / Tourism Sales & Promotions for
Lee County Florida Visitor & Convention Bureau

Principal

- **Took over Operations / Acquired Company** (becoming Principal): after 8 months as *Sales Representative*
- **CRM / Simpleview**: Assisting in Development / Maintenance of the **Customer Relationship Management** system
- **Introduced Hobie®** (as cosponsor) for **Media Fishing Event** showcasing **Hobie® Kayaks** (through Relationship-building)
- **Enhanced Graphic Presentation** / Computer / Response capabilities; (heavy) **US Travel** / (occasional) **Int'l Travel**
- **Engagement Work** (one-on-one) includes **Consumers / Travel Agents / Journalists / Travel Writers**
- **Expanded Representation Markets** for **Comprehensive Coverage** in Consumer / Travel Trade / Group / Media
- **Training Sessions** (on-the-road): **Mentor** & assist in Educating:
Travel Trade Show (new Reps) / **Travel Agent & Airline Reservations** (Destination) / **PR** (Media Calls / Conferences)

Cande's, Inc., Cape Coral, FL 1984 –1992

General Manager & Managing Partner – **Staff of 30+** (direct / indirect reports)

- **All Daily Operations**: Full-service / **300-seat** – **Fine Beef & Seafood** restaurant including **Marketing & Advertising / HR / Purchasing / Financial Accounting**
- **Catering**: (separate space) for Special Events / Wedding Receptions / Private Parties

The Sea Shell, Wisconsin Dells, WI 1978 – 1984

General Manager

- **Retail Souvenir Operations** (seasonally, May – October)
- **Processed & Merchandised** (very large volumes) of **Arriving Inventory** shipment items each Spring
- **All facets of Business**: **Sales / Staff Training & Hiring / Marketing / Daily Operations** (summer employment throughout college)

EDUCATION

ASU | Arizona State University, Tempe, AZ 1978 – 1982
Summa Cum Laude

BS | Finance

BS | Real Estate

CERTIFICATION

CGSP | Certified Guest Service Professional 2018

LANGUAGES

English *Full Professional Proficiency*

Spanish *Limited Conversational Proficiency*
(4 years of study)

COMMUNITY INVOLVEMENT

Southwest Florida Attractions Association
Member

HSMIA | Hospitality Sales & Marketing Association International
(former) Member, Board Member & Treasurer

(former) Memberships:

Greater Fort Myers Chamber of Commerce
North Fort Myers Relay for Life
Visit Florida

INTERESTS

Travel – Photography – Fishing – Running – a good Book

Linda White
216 Hickory Circle Road
Pennington Gap, VA 24277
352-615-4655

SUMMARY: More than 35 years experience in the travel and tourism industry with over 25 of those years at Cypress Gardens in various positions.

EXPERIENCE:
January 2002 – Present

C & L TRAVEL MARKETING CORPORATION
Ocala, FL and Pennington Gap, VA
Owner

Working with Florida Travel Marketing promoting tourism to Lee County through trade and consumer shows in the US and Canada.

January 2002- December 2016

C & L TRAVEL MARKETING CORPORATION
Ocala, FL

Working with the Ocala/Marion County VCB promoting tourism to via sales calls on travel agents, tour operators, AAA offices and at consumer and military shows in Florida and Georgia.

Worked with the Bradenton Area CVB on promoting tourism to Manatee County by representing them at consumer shows in Florida, Texas, Ohio and Minnesota.

1990 – 2001

FLORIDA CYPRESS GARDENS, CYPRESS GARDENS, FL
June 2000 – December 2001: Senior Sales Manager

Supervised a staff of 14. Prepared and carried out the Sales portion of the Marketing Plan and maintained the budget to support the Plan. Put together sales promotions with outside sponsors and designed the collateral to support sales efforts.

August 1990 – June 2000: Sales Manager

Worked with corporate accounts, travel agents and tour operators to bring visitation Set up and worked trade shows for consumers, group leaders and travel agents/tour operators. Set up familiarization tours to Cypress Gardens for key accounts. Southwest Florida was my territory for 6 years.

1997 – 2000

KECI-TV, MISSOULA, MT

Administrative Assistant to Vice President/General Manager

General administrative duties, worked with setting up commercial airtime, coordinated tapes being sent and returned to NBC.

1974 – 1997

FLORIDA CYPRESS GARDENS, CYPRESS GARDENS, FL

Secretary to Director of Operations and Director of Marketing – Advertising Manager – Placed print advertising

Languages

English - Full Professional Proficiency

Holly B. Morris
3631 Heritage Lane
Fort Myers, FL 33908
239-850-7531 (c)

Education	Master of Arts in English Education, University of South Florida, Tampa, FL 1990 Bachelor of Arts in English, University of Massachusetts, Amherst, MA 1981 High School Diploma, Naples High School, Naples, FL 1977
Experience	<p><u>Freelance Writer</u>, August 2016 to present – Specializing in Travel Copywriting (AWAI Certified) and Travel Writing.</p> <p><u>Writing Coach/Reading Specialist</u>, San Carlos Park Elementary, Ft. Myers, FL Fall, 2001 – August, 2016. Reading Specialist and Writing Coach. Admin. Leadership Team. Writing Committee chairperson. Additional responsibilities include ESOL Contact, Reading and Writing curriculum, Reading Contact, and other quasi-administrative tasks.</p> <p><u>University Supervisor of Interns</u>, Florida Gulf Coast University, Ft. Myers, FL <u>University Supervisor of Interns</u>, University of South Florida, Ft. Myers, FL August 1996 - June 2001. Supervisor of interns in their Level 2 and Level 3 internships. Coordinated small group seminars; conducted observations and interviews; acted as liaison between the school principal, the cooperating classroom teacher, the intern, and the University's College of Education.</p> <p><u>Adjunct Professor</u>, Edison Community College, Ft. Myers, FL January 1990 – January 1996. Composition I and Composition II (Technical Writing) adjunct professor.</p>
Other Work Experience	<p>Office Manager, Sanibel Community Association, Sanibel Island, FL '88-'89</p> <p>Reservationist, South Seas Plantation, Captiva Island, FL '86-'88</p> <p>Travel Consultant, Around the World Travel, Sanibel Island, FL '85-'86</p> <p>Administrative Secretary, Bank of Boston, Boston, MA '84-'85</p> <p>Administrative Asst/Media Coordinator, Legend, Inc., Marblehead, MA '82-'84</p> <p>Legal Secretary, Board of Bar Overseers, Boston, MA '81-'82</p>
Awards & Honors	Phi Kappa Phi, National Honor Society, University of South Florida Cum Laude, University of Massachusetts National Honor Society, Naples High School
References	Kandace K. McGinn, colleague, 239-671-7909 Aida Saldivar, previous principal SCPE, 239-368-7042 Tracy Fisher, colleague, 239-849-9052
Languages	English – Full Professional Proficiency French – Limited Conversational Proficiency (5 years of study)