

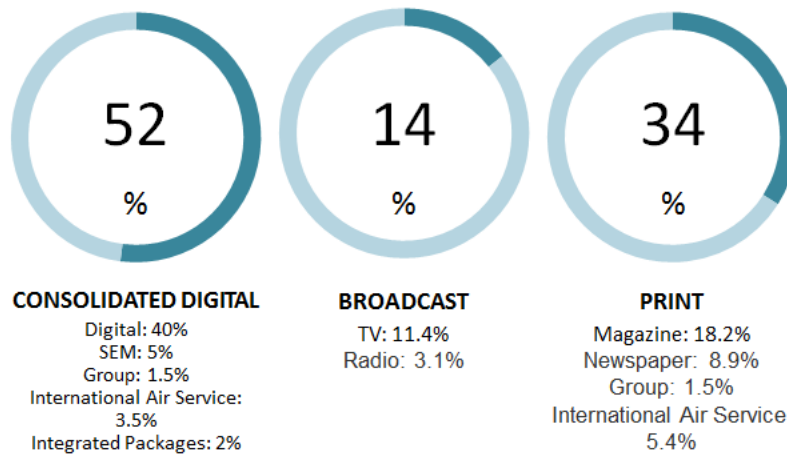


Lee County Visitor & Convention Bureau Executive Summary

Visitor & Convention Bureau (VCB) Marketing Budget Increase -- \$1.4M

The VCB is requesting \$1.4 million for FY 15-16 to enhance Lee County's tourism marketing efforts during the shoulder and off-season.

With the additional funds the total VCB marketing budget will be allocated as follows:



Breakdown of Additional \$1.4M

- Digital -- \$877,401
- Broadcast -- \$452,282
- Print -- \$70,317

Highlights of Enhanced Marketing Efforts

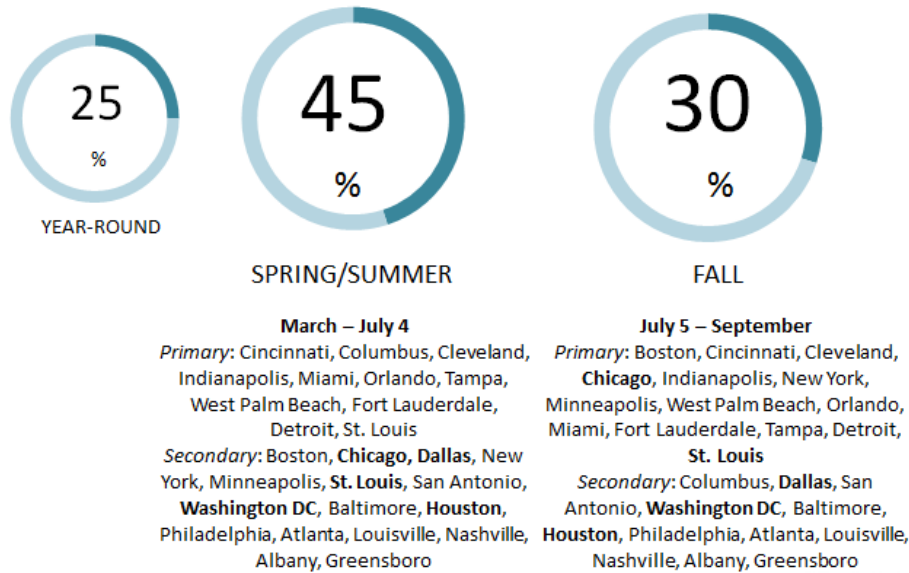
- Added TV coverage in Chicago, Dallas, Houston, St. Louis, and Washington D.C.
- Online radio and broadcast extension in key in-state markets
- Enhanced TripAdvisor sponsorship – adds native content, mobile, and presence on TripAdvisor sites in key international markets
- Digital media support for National Sea Shell Day
- Digital targeting of brides who have shown interests in destination beach weddings
- Personalized e-newsletter messaging based on preferences
- Social media hashtag retargeting
- Pinterest & Instagram ad placement

Media Goals

- Impressions increase by 1.1 million views – up 23% to 5.86 million
- Inquiries (visits to website and other online content) increase by 800,000 -- up 34.7% to 3.1 million
- Leads (e-newsletter sign ups, guide book requests and digital guide book downloads) increase by 12,713 – up 35.5% to 48,528

VCB Marketing Budget Allocation

If the additional marketing funds are approved, the VCB marketing expenditures for FY 2015-16 will be allocated as follows:



(Note: The \$1.4 million additional provides extensions in the markets in bold)