



2014-2016 Lake County Tourism

MARKETING BUDGET

The following chart provides rough estimates of the budget Lake County EDT anticipates for the programs and strategies outlined in the “2014-2016 Lake County Tourism Marketing Plan.” The specific tactics within each strategy are for the 2014/2015 fiscal year and range from specific marketing campaigns that are currently being developed to general initiatives that will be researched and finalized over the course of the remainder of the fiscal year. Note that these are projections that are subject to change as Lake County EDT continues to explore the feasibility and logistics of each recommend program. As the tactics within each strategy could change over time, the budget estimations are shown only as a total for each strategy, rather than at the tactic level. The chart also shows the estimated timeline and measurement tools for each strategy.

The budget figures are broken down into two categories: (1) County and (2) Partner. “County” represents those campaigns or initiatives initiated by Lake County EDT. This could include tactics that the County initiates and finances exclusively or County initiated projects that are offered through a co-op program. “Partner” represents those campaigns or initiatives that are initiated by Lake County tourism partners, but financed through the co-op program.

STRATEGY	CAMPAIGN	B U D G E T			TIMELINE	MEASUREMENT
		COUNTY	PARTNER	TOTAL		
ANTIQUING		\$5,000	\$5,000	\$10,000		
Co-op Marketing	Partner with local antique businesses on their antique related advertising campaigns.				Annual	Various
Digital Marketing	Advertising campaign on “Floridaantiquetrail.com” or comparable website focusing on multitude of antiquing venues and shops in Lake County.				Annual	Website Analytics, Venue Feedback
Press Releases	Issue press releases as needed and as appropriate to highlight special antique events.				Annual	Website Analytics, Venue Feedback
Print Collateral	Enhance and improve existing Lake County antiquing brochure.				Annual	Venue Feedback
Social Media	Promote antiquing and antique venues in Lake County via Lake County Tourism Facebook and Twitter pages.				Annual	# of Likes, Follows, Comments, etc.
VISIT Florida	Ensure that Lake County’s presence on the VISIT Florida website is positioned to promote antiquing in Lake County.				Annual	Website Analytics, Venue Feedback
Visual Media	Encourage antique shows (such as Antiques Roadshow) to broadcast from Lake County.				Annual	Website Analytics, Venue Feedback

B U D G E T

STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
ANTIQUING <i>(continued)</i>			\$5,000	\$5,000	\$10,000		
Website	Create robust antiquing section on Lake County's Tourism Website highlighting antiquing resources and birding locations in Lake County.					Annual	Website Analytics, Venue Feedback
	Internally produce podcasts highlighting antique venues and events in Lake County.					Annual	Website Analytics, Venue Feedback
BIRD WATCHING			\$20,000	\$5,000	\$25,000		
Co-op Marketing	Partner with local birding locations and organizations on their birding related advertising campaigns.					Annual	Various
Digital Marketing	Establish digital presence on Cornell University's "All About Birds" website. Campaign messages: (1) Lake County is Florida's Premiere Birding Destination. (2) Lake County is the home to a multitude of rare birds.					Annual	Website Analytics
	Search Engine Marketing campaign focused on relevant birding keywords.					Annual	Website Analytics
	Ensure that Lake County's website is linked to "ebird.org," so that birders visiting Lake County can log and track their bird sightings for the benefit of other potential birding visitors					Annual	Website Analytics
Endorsements	Partner with James Currie (or another well-known birding expert) to promote and endorse birding in Lake County.					Annual	Consumer impressions based on events attended and social media activity. Website analytics after events.
Event Creation	Continue to host and aggressively promote Wings and Wildflowers Festival.					Fall 2014/2015	Event Attendees, Room Night generation, Social Media mentions, Website Analytics

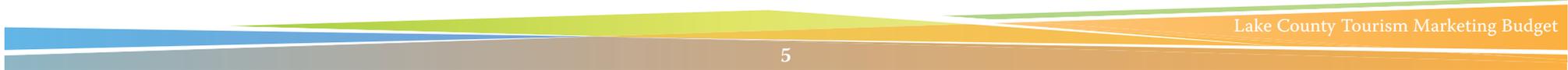
B U D G E T

STRATEGY	CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
BIRD WATCHING <i>(continued)</i>		\$20,000	\$5,000	\$25,000		
Event Recruitment	Reach out to birding and nature organizations, such as the Audubon Society or the American Birding Association, to encourage them to host annual conferences or events in Lake County.				Annual	Event attendees and Room night generation
Expos/Conf./ Tradeshows	Attend regional birding festivals and conferences to promote birding in Lake County and the Wings and Wildflowers Festival.				Annual	Website Analytics and Phone Activity following event
FAM Tours	Host familiarization (FAM) tours with bird watching writers from around the country.				Late Summer/ Early Fall 2014	# of Stories Written and Subsequent Website Analytics
Partnerships	Enhance partnership with Great Florida Birding Trail to encourage Florida birding visitors to visit Lake County.				Annual	N/A
Press Releases	Issue press releases as needed and as appropriate to highlight birding events and the verified observation of rare birds.				Annual	Website Analytics
Print Collateral	Enhance and improve existing Lake County birding brochure				Annual	Collateral Distribution
Print Media	Place ads in national and regionally distributed bird watching magazines such as Bird Watcher's Digest, Bird Watching Magazine or Living Bird Magazine. Campaign messages: (1) Lake County is Florida's Premiere Birding Destination with a multitude of world class birding locations. (2) Lake County is the home to a multitude of rare birds.				Annual	Website Analytics through unique URLs



B U D G E T

STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
BIRD WATCHING <i>(continued)</i>			\$20,000	\$5,000	\$25,000		
Social Media	Establish strong social media presence with dedicated “Birding in Lake” Facebook and Twitter accounts. Encourage birding enthusiasts to discuss and share stories regarding birding in Lake County.					Annual	# of Likes, Follows, Comments, etc.
Tour Organizers	Work with birding tour organizers and Central Florida tour organizers to include Lake County birding locations within their respective vacation tours.					Annual	Event attendees and Room night generation
VISIT Florida	Ensure that Lake County’s presence on the VISIT Florida website is positioned to promote bird watching in Lake County.					Annual	Website Analytics, Venue Feedback
	Targeted advertising campaign on VISIT Florida website utilizing birding keywords. Campaign messages: (1) Lake County is Florida’s Premiere Birding Destination with a multitude of world class birding locations. (2) Lake County is the home to a multitude of rare birds.					Fall/Winter 2014	Website Analytics
Website	Create robust birding section on Lake County’s Tourism Website highlighting birding resources and birding locations in Lake County.					Annual	Website Analytics
	Internally produce podcasts highlighting birding locations and events in Lake County.					Annual	Website Analytics, Venue Feedback
BASS FISHING			\$35,000	\$5,000	\$40,000		
Co-op Marketing	Partner with local bass fishing businesses on their fishing related advertising campaigns.					Annual	Various
Digital Media	Search Engine Marketing campaign focused on bass fishing keywords.					Winter/Spring 2015	Website Analytics





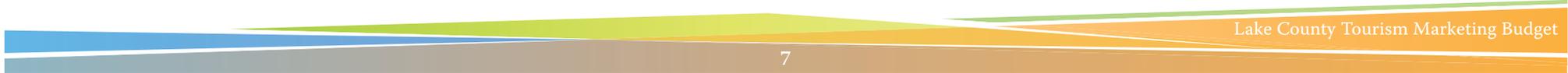
B U D G E T

STRATEGY		CAMPAIGN	<u>B U D G E T</u>			TIMELINE	MEASUREMENT
			COUNTY	PARTNER	TOTAL		
BASS FISHING <i>(continued)</i>			\$35,000	\$5,000	\$40,000		
Endorsements	Partner with local emerging or established professional bass fishing angler to promote and endorse bass fishing in Lake County. Partnership will include the wrapping of angler’s boat and tow vehicle. Angler will be required to attend a minimum number of expos, professional bass fishing tournaments and Lake County EDT initiated guide trips within Lake County					Annual	Impressions based on events attended, miles driven and social media activity. Website analytics after events.
Expos/Conf./ Tradeshows	Attend ICAST Expo in Orlando, FL for the purpose of promoting Lake County as a premiere bass fishing destination to both tournament organizers and amateur anglers					July 2014	Tournament Lead Generation and Website Analytics following Event
	Attend Bassmaster Classic Expo in South Carolina for the purpose of promoting Lake County as a premiere bass fishing destination to both tournament organizers and amateur anglers					February 2015	Tournament Lead Generation and Website Analytics following Event
	Attend Forrest Wood Cup Expo in South Carolina for the purpose of promoting Lake County as a premiere bass fishing destination to both tournament organizers and amateur anglers					August 2014	Tournament Lead Generation and Website Analytics following Event
Event Recruitment	Continue to recruit professional and amateur bass fishing events to Lake County focusing specifically on Oakley, BASS, Major League Fishing and the FLW tours					Annual	Event Attendees and Room night generation



B U D G E T

STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
BASS FISHING <i>(continued)</i>			\$35,000	\$5,000	\$40,000		
Partnerships	Enhance partnership with FWC to improve statewide promotion of bass fishing in Lake County and to ensure that fishing activity does not negatively impact local fisheries.					Annual	N/A
	Attempt to establish relationship with Bass Pro Outdoor World to help in the promotion of Lake County bass fishing through special promotions or BASS Pro related advertising campaigns					Annual	N/A
Press Releases	Issue press releases as needed and as appropriate to highlight local bass fishing events and local bass fishing contests.					Annual	Website Analytics
Print Collateral	Enhance and improve existing Lake County fishing and boating brochure.					Annual	Collateral Distribution
Print Media	Place ads in popular fishing guides in Florida such as: "FWC Freshwater Fishing Regulation Guide" and the "State of Florida Fishing and Boating Marketing Program." Campaign Message: Lake County has 7 of top 11 bass fishing lakes in Florida. Push "lakebigbass.com" web address.					Annual	Website Analytics through unique URLs
Programs	Create bass fishing contest that awards a cash prize for the largest bass caught on a Lake County lake. Push contest through social media accounts.					Spring 2015	# of Entries
Social Media	Establish strong social media presence with dedicated "Fishing in Lake" Facebook, Twitter and Instagram accounts. Encourage bass anglers to discuss and share stories regarding bass fishing in Lake County. Push contests and events.					Annual	# of Likes, Follows, Comments, etc.





B U D G E T

STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
BASS FISHING <i>(continued)</i>			\$35,000	\$5,000	\$40,000		
VISIT Florida	Ensure that Lake County’s presence on the VISIT Florida website is positioned to promote bird watching in Lake County.					Annual	Website Analytics
	Targeted advertising campaign on VISIT Florida website utilizing boating keywords. Campaign Message: Lake County has 7 of top 11 bass fishing lakes in Florida.					Fall/Winter 2014	Website Analytics
Visual Media	Contract with the “Scott Martin Challenge” television show to film a 30 minute episode in Lake County.					Winter/Spring 2015	Website Analytics through unique URLs
	Contract with “Fishing University” television to film a 30 minute episode in Lake County.					Winter/Spring 2015	Website Analytics through unique URLs
Website	Create robust fishing section on Lake County’s Tourism and Sports websites highlighting fishing resources and fishing locations in Lake County.					Annual	Website Analytics
BOATING (PADDLE/MOTOR/SAIL)			\$10,000	\$5,000	\$15,000		
Co-op Marketing	Partner with local boating businesses on their boating advertising campaigns.					Annual	Various
Digital Marketing	Partner with and advertise on popular kayaking and boating websites.					Spring/Summer 2015	Website Analytics
	Search Engine Marketing campaign focused on boating keywords.					Spring/Summer 2015	Website Analytics
FAM Tours	Host familiarization (FAM) tours with kayak and other paddle sport writers from around the Southeastern United States and Florida.					Winter	# of Stories Written and Subsequent Website Analytics
Partnerships	Establish a partnership with a major paddle board company to raise awareness and build brand for Lake County as a destination for paddle boarding.					Annual	N/A



B U D G E T

STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
BOATING (PADDLE/MOTOR/SAIL) (continued)			\$10,000	\$5,000	\$15,000		
Press Releases	Issue press releases as needed and as appropriate to generate interest in and encourage local boating adventures.					Annual	Website Analytics
Print Collateral	Enhance and improve existing Lake County boating and waterways brochure.					Annual	Collateral Distribution
Social Media	Promote boating, sailing and paddle sports in Lake County via Lake County Tourism Facebook and Twitter pages.					Annual	# of Likes, Follows, Comments, etc.
Tour Organizers	Work with kayaking and boat tour organizers and Central Florida vacation tour organizers to include Lake County boating adventures within their respective vacation tours.					Annual	Event attendees and Room night generation
VISIT Florida	Ensure that Lake County's presence on the VISIT Florida website is positioned to promote boating in Lake County.					Annual	Website Analytics
	Targeted advertising campaign on VISIT Florida website utilizing boating keywords. Campaign Message: Lake County blueways and abundance of waterways.					Fall/Winter 2014	Website Analytics
Website	Continue to manage, and improve where necessary, the existing www.paddl lake.com website.					Annual	Website Analytics
	Create robust motorboat and sailing section on Lake County's Tourism websites highlighting boating resources and boating locations in Lake County.					Annual	Website Analytics

B U D G E T

STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
COMPETITIVE SPORTS			\$20,000	\$50,000	\$70,000		
Co-op Marketing	Partner with local sports venues and event organizers on their sports related advertising campaigns.					Annual	Various
Digital Media	Search Engine Marketing campaign focused on competitive sports keywords					Annual	Website Analytics
	Create efficient and functional online “to-do” guide (either via an App or Mobile Website) for families of visiting athletes to plan activities while in market.					Annual	Website Analytics
Endorsements	Partner with local emerging or established professional athlete to promote and endorse their respective sport in Lake County. Athlete will be required to attend a minimum number of expos and events and will be required to make a minimum number of appearances as directed by Lake County EDT.					Annual	Impressions based on events attended and social media activity. Website analytics after events.
Event Recruitment	Work with local venues and event organizers to bring competitive sporting events to Lake County.					Annual (focus on off-season)	Event Attendees and Room night generation
Expos/Conf./ Tradeshows	Attend expos and tradeshows to promote Lake County venues, infrastructure and services. Given the substantial number of tradeshows and conferences in the sports space, Lake County EDT must be very selective in the process choosing which events to attend.					Annual	Leads Generated
FAM Tours	Host familiarization (FAM) tours with rights holders, writers and event organizers from around the Southeastern United States and Florida.					Annual	Leads Generated
Partnerships	Establish partnerships with industry experts and organizations that can promote and assist with the building the Lake Count sports brand					Annual	N/A

B U D G E T

STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
COMPETITIVE SPORTS			\$20,000	\$50,000	\$70,000		
Press Releases	Issue press releases as needed and as appropriate to highlight major sporting events being held in Lake County.					Annual	Website Analytics
Print Media	Place advertisements in industry leading site selection and sport specific magazines.					Annual	Website Analytics through unique URLs
Social Media	Promote competitive sports in Lake County via Lake County Tourism Facebook and Twitter pages.					Annual	# of Likes, Follows, Comments, etc.
	Develop and promote Lake County's "Map My Run" page					Annual	# of Likes, Follows, Comments, etc.
Website	Continue to manage, and improve where necessary, the existing www.sportsinlakefl.com website.					Annual	Website Analytics
GOLF			\$10,000	\$20,000	\$30,000		
Co-op Marketing	Partner with local golf venues and organizations on their golf related advertising campaigns.					Annual	Various
Digital Media	Search Engine Marketing campaign focused on golf keywords.					Annual	Website Analytics
Event Recruitment	Work with local venues and event organizers to bring golf events to Lake County.					Annual <i>(focus on off-season)</i>	Event Attendees and Room night generation
FAM Tours	Host familiarization (FAM) tours with golf travel writers from around the Southeastern United States and Florida.					Winter 2014/2015	# of Stories Written and Subsequent Website Analytics
Partnerships	Establish partnerships with industry experts and organizations that can promote and assist with the building the Lake Count sports brand.					Annual	N/A



B U D G E T

STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
GOLF <i>(continued)</i>			\$10,000	\$20,000	\$30,000		
Press Releases	Issue press releases as needed and as appropriate to highlight major golf events being held in Lake County and to generate interest in and encourage golf outings in Lake County.					Annual	Website Analytics
Print Collateral	Enhance and improve existing Lake County golf brochure.					Annual	Collateral Distribution
Print Media	Place advertisement in “Play Florida, The State of Florida’s Official Guide to Golf.” Campaign Message: “Play the Hills of Florida.”					Annual	Website Analytics through unique URLs
Programs	Create a “buddy-golf” tour package and market through print, digital and social.					2015	# of Participants
Social Media	Promote golf in Lake County via Lake County Tourism Facebook and Twitter pages.					Annual	# of Likes, Follows, Comments, etc.
Tour Organizers	Work with golf tour organizers and Central Florida vacation tour organizers to include Lake County golf adventures within their respective vacation tours.					Annual	Event attendees and Room night generation
VISIT Florida	Ensure that Lake County’s presence on the VISIT Florida website is positioned to promote golfing in Lake County.					Annual	Website Analytics
	Targeted advertising campaign on VISIT Florida website utilizing boating keywords. Campaign Message: “Play the Hills of Florida.”					Fall/Winter 2014	Website Analytics
Website	Create robust golf section on Lake County’s Tourism and Sports websites highlighting golf resources and golf locations in Lake County.					Annual	Website Analytics





B U D G E T

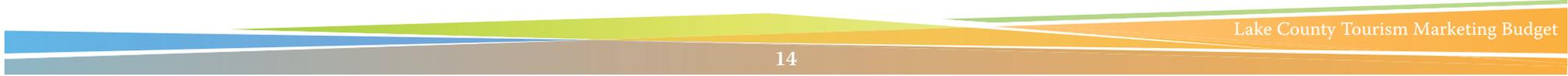
STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
SEAPLANES			\$5,000	\$5,000	\$10,000		
Co-op Marketing	Partner with seaplane businesses and organizations on their seaplane related advertising campaigns.					Annual	Various
Press Releases	Issue press releases as needed and as appropriate to highlight seaplane events in Lake County and generate interest in the local seaplane industry.					Annual	Website Analytics
Print Media	Place ads in popular, regional and national seaplane enthusiast magazine(s).					Summer 2015	Website Analytics through unique URLs
Social Media	Promote seaplanes in Lake County via Lake County Tourism Facebook and Twitter pages.					Annual	# of Likes, Follows, Comments, etc.
Tour Organizers	Work with Central Florida vacation tour organizers to include Lake County golf adventures within their respective vacation tours.					Annual	Event attendees and Room night generation
Website	Create robust seaplane section on Lake County's tourism website highlighting seaplane resources in Lake County					Annual	Website Analytics
TRAINING/ENDURANCE			\$15,000	\$20,000	\$35,000		
Co-op Marketing	Partner with local training and endurance organizations, venues and event organizers on their training and endurance related advertising campaigns.					Annual	Various
Digital Marketing	Search Engine Marketing campaign focused on endurance and training keywords.					Annual	Website Analytics
Endorsements	Partner with Jarod Shoemaker (or another well-known training or endurance expert) to promote and endorse training and endurance sports in Lake County.					Annual	Consumer impressions based on events attended and social media activity. Website analytics after events.





B U D G E T

STRATEGY	CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
TRAINING/ENDURANCE <i>(continued)</i>		\$15,000	\$20,000	\$35,000		
Event Recruitment	Work with local venues and event organizers to bring training/endurance events to Lake County.				Annual <i>(focus on off-season)</i>	Event Attendees and Room night generation
Expos/Conf./ Tradeshows	Attend tradeshows to promote Lake County as a training and endurance destination. Top tradeshows/conferences to be considered include: St. Anthony's Tri Expo, Running USA Conference and the RRCA Conference.				Annual	Leads Generated
FAM Tours	Host familiarization (FAM) tours with training and endurance travel writers from around the Southeastern United States and Florida.				Winter 2014/2015	# of Stories Written and Subsequent Website Analytics
Partnerships	Establish partnerships with industry experts and organizations that can promote and assist with the building the Lake Count training and endurance brand.				Annual	N/A
Press Releases	Issue press releases as needed and as appropriate to highlight major endurance events being held in Lake County and to generate awareness of and interest in the multitude of local training resources.				Annual	Website Analytics
Print Collateral	Create training and endurance marketing collateral that can highlight all local training and endurance partners and resources.				Annual	Collateral Distribution
Social Media	Promote training and endurance in Lake County via Lake County Tourism Facebook and Twitter pages.				Annual	# of Likes, Follows, Comments, etc.
Website	Enhance training and endurance content on www.sportsinlakefl.com website.				Annual	Website Analytics



B U D G E T

STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
ORLANDO VISITORS			\$30,000	\$10,000	\$40,000		
Co-op Marketing	Partner with local tourism partners on their advertising campaigns directed at attracting Orlando tourists to visit Lake County.					Annual	Various
Billboard/Signs	Investigate potential of a multiple billboard campaign on the Florida Turnpike encouraging tourists traveling to Orlando and further south to get off the turnpike and travel via Highway 27 through Lake County.					Summer 2015	Website Analytics and Partner Feedback
Digital Marketing	Search Engine Marketing campaign focused on reaching Orlando tourists before and during the planning process for their trip to the Orlando area. Campaign Message: "Real Florida. Real Close."					Annual	Website Analytics
	Investigate potential of targeted advertising on travel sites such as Tripadvisor.com, expedia.com, or travelocity.com. Campaign Message: "Real Florida. Real Close."					Annual	Website Analytics
FAM Tours	Host familiarization (FAM) tours with Orlando concierge professionals and tour organizers.					Winter 2014/2015	# of Stories Written and Subsequent Website Analytics
Print Collateral	Create a visitor guide/rack card that can be distributed and displayed at hotels and attractions in the Orlando area.					Annual	Website Analytics through unique URLs
Programs	Continue to market and promote existing "Discover Lake" program.					Annual	Memberships
Social Media	Promote Lake County as "Real Florida. Real Close" via Lake County Tourism Facebook and Twitter pages and encourage visitors to discuss their trip to Lake County via social media driven contests.					Annual	# of Likes, Follows, Comments, etc.



B U D G E T

STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
ORLANDO VISITORS <i>(continued)</i>			\$30,000	\$10,000	\$40,000		
Tour Organizers	Work with Central Florida vacation tour organizers to include Lake County adventures within their respective vacation tours.					Annual	Event attendees and Room night generation
VISIT Florida	Targeted advertising campaign on VISIT Florida website promoting Lake County to visitors looking for information on Central Florida tourism activities. Campaign Message: "Real Florida. Real Close."					Fall/Winter 2014	Website Analytics
Website	Ensure that Lake County's tourism website has the appropriate content and functionality to encourage and entice Orlando visitors who visit the site to visit Lake County.					Annual	Website Analytics
	Create internally generated podcasts highlighting Lake County tourism partners and adventures.					Annual	Website Analytics
	Maintain a master calendar of events.					Annual	Website Analytics
FLORIDA RESIDENTS			\$30,000	\$10,000	\$40,000		
Co-op Marketing	Partner with local tourism partners on their advertising campaigns directed at attracting Florida residents to visit Lake County.					Annual	Various
Digital Marketing	Search Engine Marketing campaign focused on promoting Lake County as a weekend getaway for Florida residents. Campaign Message: "Real Florida. Real Close."					Annual	Website Analytics
	Run digital campaign encouraging Florida residents to come to Lake County and enjoy our lakes and multiple freshwater boating adventures.					Annual	Website Analytics



B U D G E T

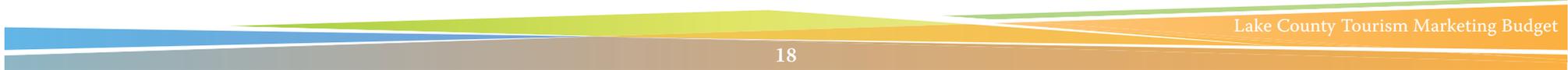
STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
FLORIDA RESIDENTS <i>(continued)</i>			\$30,000	\$10,000	\$40,000		
Press Releases	Issue press releases as needed and as appropriate to highlight the multitude of attractions and events in Lake County.					Annual	Website Analytics
Print Collateral	Create a visitor guide/rack card that can be distributed and displayed at hotels and attractions in targeted markets with a high likelihood of visiting Lake County, such as Tampa and Orlando.					Annual	Website Analytics through unique URLs
Print Media	Place ad in Florida based magazine, such as “Florida Trend Magazine”, to encourage weekend getaways to Lake County. Campaign Message: “Real Florida. Real Close.”					Summer 2015	Website Analytics through unique URLs
Programs	Continue to market and promote existing “Discover Lake” program.					Annual	Memberships
Social Media	Promote Lake County as “Real Florida. Real Close” via Lake County Tourism Facebook and Twitter pages and encourage visitors to discuss their trip to Lake County via social media driven contests.					Annual	# of Likes, Follows, Comments, etc.
VISIT Florida	Targeted advertising campaign on VISIT Florida website promoting Lake County to visitors visiting the site from a Florida location. Campaign Message: “Real Florida. Real Close.”					Fall/Winter 2014	Website Analytics
Visual Media	Contract with Florida based television shows, such as “How to Do Florida,” to produce a 30 minute show based on Lake County tourism adventures.					Fall 2014	Website Analytics through unique URLs





B U D G E T

STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
FLORIDA RESIDENTS <i>(continued)</i>			\$30,000	\$10,000	\$40,000		
Website	Ensure that Lake County’s tourism website has the appropriate content and functionality to encourage and entice Florida residents who visit the site to visit Lake County.					Annual	Website Analytics
	Create internally generated podcasts highlighting Lake County tourism partners and adventures.					Annual	Website Analytics
	Maintain a master calendar of events.					Annual	Website Analytics
LAKE COUNTY RESIDENTS			\$10,000	\$0	\$10,000		
Press Releases	Issue press releases as needed and as appropriate to highlight tourism attractions and events happening in Lake County.					Annual	Website Analytics
Print Collateral	Continue to produce print collateral for all Lake County events, attractions and venues.					Annual	Website Analytics through unique URLs
Print Media	Continue to sponsor Lake County Welcome Guide.					Annual	Website Analytics through unique URLs
Programs	Continue to market and promote existing “Discover Lake” program.					Annual	Memberships
Social Media	Promote Lake County attractions, events and venues via Lake County Tourism Facebook and Twitter pages and encourage residents to discuss Lake County.					Annual	# of Likes, Follows, Comments, etc.
Visual Media	Create event and venue promotion oriented content to air on LSSC channel.					Annual	Website Analytics through unique URLs





B U D G E T

STRATEGY		CAMPAIGN	COUNTY	PARTNER	TOTAL	TIMELINE	MEASUREMENT
LAKE COUNTY RESIDENTS <i>(continued)</i>			\$10,000	\$0	\$10,000		
Website	Ensure that Lake County’s tourism website has the appropriate content and functionality to encourage and entice Lake County residents who visit the site to stay at home and participate in a Lake County adventure.					Annual	Website Analytics
	Create internally generated podcasts highlighting Lake County tourism partners and adventures.					Annual	Website Analytics
	Maintain a master calendar of events.					Annual	Website Analytics
GENERAL			\$0	\$25,000	\$25,000		
TOTAL			\$190,000	\$160,000	\$350,000		

