



# BUDGET FY2014

PROGRAM 1101 - CVB MARKETING PLAN - FUND 103

<b>FY2014 MARKETING BUDGET</b> <b>\$3,921,020</b>	<b>Decision Unit</b>	<b>DESIRED</b>	<b>PO# /WA# /AS#</b>	<b>Account Key</b>	<b>Object Code</b>	<b>FY2014 BUDGET</b>
<b>Online Marketing</b>						
Boston Globe	2			1030002200	549004	\$90,000.00
New York Times	2			1030002200	549004	\$100,000.00
Chicago Market	2			1030002200	549004	\$129,550.00
Pittsburgh / Philadelphia	2			1030002200	549004	\$50,000.00
Atlanta Market	2			1030002200	549004	\$50,000.00
Orlando Market	2			1030002200	549004	\$100,000.00
Tampa/St. Petersburg Market	2			1030002200	549004	\$50,000.00
Fort Lauderdale/Miami Area	2			1030002200	549004	\$50,760.00
Meetings Online - CVENT, Association online	2			1030002200	549004	\$29,850.00
Online Travel Agents (Expedia, Orbitz, Travelocity)	1			1030002200	534000	\$50,000.00
<b>Total Online</b>						<b>\$700,160.00</b>
<b>TV, Radio, Out of Home</b>						
Clean Beaches Council - Blue Wave Sponsorship (Eco-Capital)	10			1030002202	548000	\$13,500.00
Pittsburgh Pirates In-Kind Advertising Campaign	6			1030002200	549004	\$5,000.00
<b>Tampa Bay Lightning Advertising</b>	<b>33</b>	<b>DESIRED</b>	<b>DESIRED</b>	<b>1030002200</b>	<b>549004</b>	<b>\$75,000.00</b>
Tampa Bay Rays Baseball Advertising	2			1030002200	534000	\$75,000.00
Visit Florida Welcome Center Maps	2			1030002200	549004	\$15,000.00
Visit Florida Welcome Centers (Duratrans & Interactive Summer)	2			1030002200	534000	\$25,000.00
WFLA Tampa Market	2			1030002200	534000	\$40,000.00
WFTV Orlando	2			1030002200	534000	\$50,000.00
<b>Out of Home Total</b>						<b>\$298,500.00</b>
<b>Magazine</b>						
Coastal Living 450,000 circ ea	6			1030002200	549004	\$100,000.00
MNI Magazine Network	6			1030002200	549004	\$81,500.00
Southern Living	6			1030002200	549004	\$100,000.00
<b>Marketing Promotion Initiatives (Agri-tourism, Culinary, Arts &amp; Cultural)</b>	<b>32</b>	<b>DESIRED</b>	<b>DESIRED</b>	<b>1030002200</b>	<b>549004</b>	<b>\$50,000.00</b>
Sunseeker Magazine	6			1030002200	549004	\$10,200.00
The Knot Florida Guide	6			1030002200	549004	\$7,805.00
VF Magazine (Vacation Guide)	2			1030002200	549004	\$15,000.00
<b>Magazine Total</b>						<b>\$364,505.00</b>
<b>Community Partnerships</b>						
Coop: Anna Maria Chamber Cooperative - ADVERTISING	23			1030002200	549004	\$45,000.00
Coop: Longboat Key Chamber Cooperative - ADVERTISING	23			1030002200	549004	\$45,000.00
DeSoto Festival	23			1030002202	548000	\$10,000.00
Ellenton Outlet Information Booth	23			1030002300	552000	\$5,000.00
South Florida Museum - Manatee Program	26			1030002400	582000	\$30,000.00
Support: Anna Maria Island (AMI) Chamber of Commerce	23			1030002300	534000	\$40,950.00
Support: Longboat Key (LBK) Chamber of Commerce	23			1030002300	534000	\$13,000.00
Support: Manatee Chamber of Commerce	23			1030002300	534000	\$10,000.00
<b>Federal Aviation Grant Program - VSCVB/SRQ/BACVB</b>	<b>25</b>	<b>DESIRED</b>	<b>DESIRED</b>	<b>1030002202</b>	<b>548000</b>	<b>\$50,000.00</b>
<b>Special Event Grants - Symphony and Sand Castle Events</b>	<b>28</b>	<b>DESIRED</b>	<b>DESIRED</b>	<b>1030002202</b>	<b>548000</b>	<b>\$50,000.00</b>
USF Hospitality Night	7			1030002202	548000	\$1,500.00
<b>Partnership Totals</b>						<b>\$300,450.00</b>