



LONGBOAT KEY | SARASOTA | LIDO KEY | SIESTA KEY | VENICE
CASEY KEY | MANASOTA KEY | ENGLEWOOD | NORTH PORT

SCVB MARKETING COMMITTEE
September 6, 2011, 3:30 PM
Sarasota Visitor Information Center

Minutes

In attendance:

Committee Members: Mindy Pieper, Chair; Grayson Schrantz, CYD student; Gordon Greenfield; Mary Kay Ryan; Beth Owen Ciplewski; Morgan Gerhart; Laurie Pike; John Fischer and Rob Ferguson, Hotel Sales Committee representative.

SCVB Staff: Anne Zavorskas, Virginia Haley and Janis Holland

Excused absence: Josh Haas.

Mindy Pieper, Chair, welcomed attendees to the meeting and noted that the Tourism marketing grant applications would be considered first on the agenda.

Virginia Haley called the committee's attention to the summary spreadsheet she had prepared. The original applications were on hand for reference. Each application was separately discussed and considered by the group and consensus was reached on approval and grant amount to be recommended to the SCVB Board of Directors. Applications, comments and amounts awarded were as follows:

Artist Concert Series – *Sarasota Shines*: John Fischer recused himself from discussion but provided information where requested. What locations will be utilized? To be determined, but one may be lobby of Herald Tribune building. Artist Series has a 16 year history of success with excellent artists. This is its first attempt at an off-season series. Timing is good. Weekend before July 4th would be most needed. Differing venues is good. Committee recommends full funding at \$10,000.

Downtown Sarasota Alliance – *Downtown Sarasota City Guide*: The DSA added Tampa and AAA distribution of the guide to qualify for this grant. The guide is popular in the Visitors Center. Last year DSA ran out of guides after printing 50,000, so it will print 100,000 this year. Downtown is become popular. Committee recommended funding of \$4,200 to cover distribution in Tampa.

Sarasota-Manatee Originals – *Forks & Corks*: It only can accommodate 1,800 people and sells out quickly; this event does not need the financial support; it has no means of bringing in more attendees or room nights. The FRLA advertising portion of the grant request would have no value to promoting tourism as it is a trade publication. The committee elected to look at other grant requests first and come back to this one last, at which time it decided to fund only the advertisement in a national food and wine publication, for a total grant recommendation of \$5,000.

Avenida de Colores – *Sarasota Chalk Festival*: Positive feedback on event. Love it! Last year the SCVB ran intercept surveys and halved the numbers to get a truer count. This year's grant request includes payment for PR Newswire which could garner good publicity for the event and for Sarasota. Committee recommended full funding at \$10,000.

Senior Friendship Center – *Roads Scholar Sarasota*: Ecotourism aspect is good. Generates a large amount of room nights. Committee recommended full funding at \$4,368.

Sarasota Orchestra – *Sarasota Music Festival*: Great time of year. Targeting national and international tour operators. \$2,000 originally thought to be ineligible, but once its purpose was explained by Gordon Greenfield, it was found to be eligible as it is for translation hard costs. Mr. Greenfield recused himself from recommendation discussion. Committee recommended full funding at \$10,000.

Siesta Beach Festival, Inc. - *Siesta Key Crystal Classic Master Sand Sculpting*: Love it! Featured in reality television show Sand Masters. This year it will be one day longer. Verizon television will be involved. There will be a Friday night event in the Village. Need a way to quantify new visitors brought by festival, as opposed to visitors already here who attend festival. Google ad words were very effective last year and will be used again. Committee recommended full funding at \$10,000.

Suncoast Charities for Children – *14th Annual Thunder By the Bay*: Third year of funding event, generates room nights. Will use intercept surveys to quantify ROI. Event falls on a slow weekend (after New Year's weekend). Committee recommended full funding at \$10,000.

Venice Group (City of Venice, Venice Chamber, Venice MainStreet) – *Venice Promotion at VF Welcome Centers*: Good example of collaboration in promotion. Gets material into Visit Florida Welcome Centers. Committee recommended full funding at \$1,885.

Venice Theatre – *Smokey Joe's Café*: Ineligible because receiving TDC funding from Arts Alliance. Organization has been informed of this.

Westcoast Black Theatre Troupe – *Blackbird: The Josephine Baker Story*: Hotel packages in place for Hyatt and Hotel Indigo, so it should generate room nights. Committee recommended full funding at \$9,960.

Total of recommended tourism marketing grants = \$75,413.

There was a committee discussion of how the SCVB can help with out of area marketing and the requirement that grant recipients link to sarasotafl.org.

The next agenda item was Meetings sponsorships. There was a discussion on the status of John Deere's meetings here and the committee recommended funding of the John Deere sponsorship. The MPI Tampa Bay Chapter luncheon sponsorship also was recommended for funding.

Anne Zavorskas reminded the committee that everyone who has not previously attended an Orientation meeting is required to attend the Orientation on October 18th at 4:00 PM at the AmericInn Hotel on Fruitville Road.

The meeting adjourned at 4:45 PM.