



Marketing & Communications Update April 2024

- **Current Running Media**
 - Print:
 - Visit Florida International Guide – (2024)
 - Full page advertorial
 - UK travel consumers and professionals
 - Flamingo Magazine – (Spring 2024 Edition)
 - Full Page Ad
 - 20,000 subscribers
 - Sold on newsstands in Southeast, bookstores, grocery stores and large Florida airports
 - FlamingoMag.com
 - Local Palate – (Spring 2024 Travel Issue)
 - 1/3 Page Ad
 - 300,000+ Readership
 - In addition to subscribers, sold national throughout airports, bookstores, retail stores, supermarkets, drugstores, controlled public place and hotels.
 - Ocala Relocation Guide – (2024)
 - Full Page Ad
 - 5,000+ print distribution
 - Sports Planning Guide
 - 2-Page Spread in Sports Planning Guide Magazine (2024)
 - 2-Page Advertorial Content in Florida Sports Guide section (2024)
 - Billboards (OOH)
 - Outfront
 - 2 Billboards
 - Clear Channel
 - 1 billboard + Orlando Digital network
 - Ad+Genuity – Vistar Programmatic (always on)
 - Florida statewide digital billboards
 - Tampa International Airport & Orlando International digital panels
 - Urban panels – New York & Atlanta digital panels
 - Digital
 - Ad + Genuity DSP (always on)
 - Total Impressions for March 2024: 4,014,137
 - Total Clicks for March 2024: 3,996
 - Undertone (December 2023 – August 2024)
 - Total impressions for March 2024: 827,277
 - Total clicks for March 2024: 23,367
 - Nativo (November 2023 – August 2024)
 - Total impressions for March 2024: 1,417,786
 - Total clicks for March 2024: 11,234



- Sports Planning Guide
 - Video + Content on SportsPlanningGuide.com (October 2023-September 2024)
- Social (always on)
 - Facebook/Instagram
- Search (always on)
 - Keyword and Performance MAX through Google
- **Industry/Advocacy Communications**
 - Photography/videography shoot:
 - The VCB is currently contracted with Digital Fury, LLC and Maven Photo + Film to capture tourism content of the whole county.
 - Industry Newsletter Distribution
 - April 3, 2024
 - Presentation at Florida Sports Foundation Board Meeting
 - March 27, 2024
 - VCB Staff presented at the Florida Sports Foundation's Board Meeting. The quarterly board meeting was in Ocala for the first time and at World Equestrian Center
 - Presentation at Career Day at Hammett Bowen Elementary School
 - April 17, 2024
 - VCB Staff spoke to 2nd and 3rd graders on careers in Tourism.
 - Destinations Florida Marketing Summit
 - April 3-5, 2024
 - VCB Staff represented Ocala/Marion County among other Florida Destination Marketing Organizations
 - VCB Hosted Citizens Academy
 - April 18, 2024
 - About Citizens Academy: Residents sign up for the free annual program with Marion County to hear department subject matter experts present, experience guide tours, & get hands-on experiences of key topics & daily tasks necessary to keep the county running effectively & efficiently.
 - Citizens Academy takes place on Thursdays, March-May.
- **Special Projects:**
 - The Marion's Insider Guide
 - The Marion Insider's Guide will serve as a new platform to reach visitors, and potential visitors, to bring to life experiences in Ocala/Marion County that may not be easily experienced via written word or imagery. This project will be a video-based program that will exist in both short form (Facebook and Instagram) and long form (YouTube). These videos will also complement blog content on OcalaMarion.com and promote the OcalaMarion Travel Guide App.
 - Wheel the World – VISIT FLORIDA Co-Op
 - In partnership with Visit Florida, through an innovative Florida For All program, Ocala/Marion County is working to receive the Destination Verified Seal from "Wheel the World." Wheel the World will be sending trained mappers to the county to evaluate accessibility information through hundreds of data points across all types of disabilities. Online training and certifications will be available to partners as well as "ready-to-book" listings at WheelTheWorld.com



- Threshold 360
 - We have entered into an agreement with Threshold 360 to capture 360-degree video of tourism locations throughout the county this year. This will unlock a world of opportunity for our sales team to showcase the destination at tradeshow in way we never have been able to before.