



Highlands County Tourist Development Council
Highlands County Government Center Boardroom
600 S. Commerce Ave, Sebring, Florida
March 29, 2018 at 8:15 a.m.

1. **Call to Order / Pledge / Meeting Notice / Roll Call (Quorum)** J. Brooks
2. **Acceptance of TDC Meeting Minutes of February 22, 2018** J. Brooks
3. **Financial and Office Reports** J. Brooks / D. Knight
4. **Marketing Update**
 - A. February Marketing Report C. Hartt
5. **Items for Voting**
 - A. Highlands Pedalers, Inc. request \$5,000 to advertise the Tour of Sebring 2018 A. Van Rooyen
 - B. Host Sponsorship – ING 2019 C. Hartt
6. **Old Business/Discussion**
 - A. TDC Tax Increase J. Brooks
 - B. New TDC Events Update C. Hartt/L. Barber
 - C. Strategic Planning Update C. Hartt
 - D. Fishers of Men / Paddle for Paradise Update C. Hartt
7. **Public Input**
8. **Board Member Roundtable**
9. **Upcoming Meeting(s)**
 - A. TDC Board: April 26, 2018 @ 8:15 a.m., Government Center, Boardroom
10. **Adjournment** J. Brooks



**Highlands County Tourist Development Council
Highlands County Government Center, Boardroom
600 S. Commerce Ave, Sebring, Florida
February 22, 2018 at 8:15 a.m.**

Regular Meeting

1. The meeting was called to order at 8:15 a.m. by Commissioner Brooks.

Roll Call

Council Members Present:

Commissioner Brooks, Chair	Tenille Drury-Smith
Diane Rydecki	Bill Brantley
Terry Heston	Cynthia Garren
Vicki Pontius	

Council Members Absent:

Mark Stewart	Leila Currence
--------------	----------------

Also, Present:

Casey Hartt, Lead Tourist Development Council Consultant
Dana Knight, Tourist Development Administrative Assistant
Ben Dunn, Development Services Director
Phil Attinger, Highlands News-Sun
Liz Barber, Greater Sebring Chamber
Fred Leavitt, Heartland Cultural Alliance
Eileen May, Lake Placid Chamber
Bill Youngman, Citizen
Norma Evans, Highlands Cultural Alliance
Donna Scorse, Highlands Cultural Alliance
Kevin Smith, OnPoint-Sports
Joe Pickett, OnPoint-Sports
Darryl Wirick, Lake Placid Youth Baseball, Inc.
Tyrone Morgan, Highlands Hammock State Park Manager

Commissioner Brooks established that a quorum was present and the meeting was properly noticed.

2. Acceptance of TDC Meeting Minutes of January 11, 2018

Commissioner Brooks inquired if there were any comments or changes to the minutes of January 11, 2018. Mr. Heston moved to accept the minutes of January 11, 2018. Mr. Brantley seconded the motion. All the Council members voted aye. The motion carried.

3. Financial and Office Reports

Dana Knight presented the Monthly Expenditure and Revenue Reports for the month ending December 31, 2017.

Mr. Heston made a motion and Mr. Brantley seconded the motion, to approve the financial reports as presented. All the Council members voted aye. The motion carried.

Mr. Zwayer, Highlands County Tax Collector informed the Council that the Tourist Development Tax will no longer be collected by the County. The Board of County Commissioners will vote on the item on March 6, 2018 with an effective date of April 1, 2018.

Public input was received from Mr. Bill Youngman.

4. Marketing Update

A. January Marketing Report

Ms. Hartt presented the January Marketing Update.

5. Items for Voting

A. Lake Placid Youth Baseball, Inc. request \$12,200 for the Dixie State Softball Tournament

Mr. Wirick presented the request.

Ms. Pontius made a motion and Ms. Garren seconded the motion to recommend up to \$12,200 to the Lake Placid Youth Baseball, Inc. for Hosting Fees in the amount of \$9,200 and the Opening Banquet in the amount of \$3,000 for the Dixie State Softball Tournament. Completion of the Visitor Athlete Room Night Verification form is required. Funds to be disbursed from account 5305/53400 Marketing and Promotions. All the Council members voted aye, except Mr. Brantley and Ms. Rydecki who abstained. The motion carried.

B. Paddle for Paradise Presentation/Proposal

Mr. Smith and Mr. Pickett presented the presentation.

After a discussion, the Council asked staff to research Strategic Planning meeting costs and possible facilitators.

Mr. Morgan inquired as to how many people attend this type of event. Mr. Pickett responded about 5,000.

C. Tourist Development Tax Discussion

Mr. Brooks and Ms. Hartt presented the discussion.

Mr. Heston made a motion and Ms. Pontius seconded the motion to recommend the Plan for Tourist Development 4% Local Option Tourist Development Tax Revenue as written. All Council members voted aye, except Mr. Brantley who voted nay. The motion carried.

Public input was received from Ms. Donna Scorse, Mr. Bill Youngman, Mr. Fred Leavitt, and Liz Barber.

D. Tourism Conference Attendance

Ms. Hartt presented the request.

Ms. Garren made a motion and Ms. Pontius seconded the motion to approve the 2018 TDC Conference Schedule. All Council member voted aye. The motion carried. Mr. Heston left the meeting prior to this vote.

6. Old Business/Discussion

A. Postcard Mural Project Update

Mr. Dunn presented the Mural Project Update.

Mr. Dunn stated the next step would be to submit the draft RFP to the purchasing department.

B. New TDC Events Update

Ms. Hartt and Ms. Barber gave an update on the Soda Festival. Ms. Barber stated she sent out request to Soda Bottlers all over the US and Canada inviting them to reserve a booth to display their products. They will also have a small mason glass with the Soda Fest logo on one side and a VIP sponsor on the other side.

7. Public Input

Input was not provided.

8. Board Member Roundtable

Ms. Drury-Smith informed the Council she has accepted a position with Florida Hospital. Commissioner Brooks stated staff will check with legal to find out if she would need to resign.

9. Upcoming Meeting(s)

A. TDC Board: March 29, 2018 @ 8:15 a.m., Government Center, Boardroom

10. Adjournment

Commissioner Brooks adjourned the meeting at 11:16 a.m.

For all backup, contact Highlands County Public Information Office 863-402-6500.

2018 TDC Conference Schedule

April 18-20: FADMO Destination Marketing Summit (attend every year)

Type: Educational/Destination Marketing

Location: Palm Coast, FL

Registration: \$295

Hotel: \$199/night

May 20-23: ING Spring Golf Media Conference (attended last year in FL)

Type: Golf Media Appointment Show/Networking w/Golf Media

Location: Biloxi, MS

Registration: \$2,295 by April 20 (includes appointment show display table)

Approx. Flight: \$234

Hotel: \$70/night

**** Would only need to attend if Sebring is selected as 2019 Conference location. Should know by the end of February.**

June 24-27: North America Golf Tourism Convention

Type: Golf Tour Operator Appointment Show/Networking with Golf Tour Operators

Location: Bend, OR

Registration: \$2,800 (includes appointment show display table)

Approx Flight: \$656

Hotel: \$239/night

Sept. 12-14: Florida Governor's Conference on Tourism (attend every year)

Type: Educational/Tourism Marketing

Location: Orlando/Championsgate. FL

Registration: \$499

Hotel: \$189/night

Oct. 1-4: TEAMS Conference (attended last year in FL)

Type: Sporting Event Planner Appointment Show/Networking w/Sports Planners

Location: Lexington, KY

Registration: \$3,295

Approx. Flight: \$250

Hotel: _____

**For each conference, Consultant will pay for: hotel accommodations, airport/hotel parking, ground transportation, necessary meals, baggage fees, mileage, etc.

**Blue text indicates TDC to pay.

REVENUES
2017 ACTUAL vs 2018 ACTUAL

January 2017 vs. 2018		FISCAL YEAR-TO-DATE	
Monthly Revenue*	Variance + / -	Year to Date Revenue	
2017	2018	2017	2018
\$56,309	\$54,553	\$140,116	\$168,616
	(\$1,756)		\$28,500
	%		\$ \$
	-3%		%
			20%

*Numbers obtained from Highlands County Clerk of Courts Accounts Payable/Receivables

**HIGHLANDS COUNTY
TOURIST DEVELOPMENT BALANCES
FY 2017/2018**

Description	Operations 5301	Arts & Culture 5304	Marketing & Events 5305	Lakes 5306	Lake Promotions 5307	TOTALS
Ending Balance 09/30/2017	0.00	208,527.17	351,053.13	205,500.97	13,945.29	779,026.56
Operations Balance Allocation	0.00	0.00	0.00	0.00	0.00	
Revenue - FY 2017 / 2018 *	42,773.50	21,880.37	87,521.49	16,908.37	0.00	169,083.74
Interest Adj. per Finance	0.00	40.21	(125.32)	77.23	7.89	0.00
Expense - FY 2017 / 2018 ***	42,773.50	7,327.84	62,071.70	0.00	0.00	112,173.04
Less Encumbrances ****	61,194.07	48,284.84	199,680.48	1,898.78	22.41	311,080.58
Available Balance	(61,194.07)	174,835.07	176,697.12	220,587.79	13,930.77	524,856.68

* - Revenues (taxes & interest) thru 1/31/18

*** - Expenses thru 1/31/18

**** - Purchase orders "pulled" thru 1/31/18 but funds not expended yet; does not necessarily equate to Tourist Board's approved projects list.

**HIGHLANDS COUNTY
TOURIST DEVELOPMENT REVENUE BALANCES
FOR FY 2017/2018**

Period	Taxes	Interest	TOTAL
October	\$ 37,784.53	28.75	\$ 37,813.28
November	37,812.25	39.52	37,851.77
December	38,466.37	130.01	38,596.38
January	54,552.75	269.56	54,822.31
February			0.00
March			0.00
April			0.00
May			0.00
June			0.00
July			0.00
August			0.00
September			0.00
TOTALS	\$ 168,615.90	\$ 467.84	\$ 169,083.74

Updated on 8/28/17

TOURIST TAX REVENUES 14/15 TO CURRENT

FY14/15	
MONTH	REVENUE
October	\$ 23,120.78
November	\$ 21,048.70
December	\$ 27,647.65
January	\$ 52,243.11
February	\$ 58,400.96
March	\$ 84,295.71
April	\$ 26,865.85
May	\$ 23,873.46
June	\$ 21,559.04
July	\$ 20,538.04
August	\$ 18,555.70
September	\$ 22,429.78
Total Revenue for 14/15	
\$400,578.78	

FY15/16	
MONTH	REVENUE
October	\$ 26,896.02
November	\$ 28,461.81
December	\$ 35,355.22
January	\$ 53,684.60
February	\$ 61,101.62
March	\$ 85,800.87
April	\$ 32,177.72
May	\$ 24,566.91
June	\$ 23,274.72
July	\$ 22,087.48
August	\$ 17,170.71
September	\$ 19,335.12
Total Revenue for 15/16	
\$429,912.80	

FY16/17	
MONTH	REVENUE
October	\$ 25,337.16
November	\$ 26,691.21
December	\$ 31,779.06
January	\$ 56,308.75
February	\$ 59,294.91
March	\$ 83,327.89
April	\$ 29,909.40
May	\$ 23,424.23
June	\$ 21,712.29
July	\$ 21,234.44
August	\$ 15,873.35
September	\$ 35,809.45
Total Revenue for 16/17	
\$430,702.14	

FY17/18	
MONTH	REVENUE
October	\$ 37,784.53
November	\$ 37,812.25
December	\$ 38,466.37
January	\$ 54,552.75
February	
March	
April	
May	
June	
July	
August	
September	
Total Revenue for 17/18	
\$168,615.90	

TOURIST TAX REVENUES 02/03 TO 13/14

Updated on 1-22-15

FY02/03	
MONTH	REVENUE
October	
November	
December	
January	\$15,414.06
February	\$38,441.70
March	\$38,447.31
April	\$38,424.89
May	\$17,857.32
June	\$11,374.73
July	\$11,074.80
August	\$12,863.16
September	\$13,684.92
Total Revenue for 02/03	\$197,582.89

FY03/04	
MONTH	REVENUE
October	\$14,872.70
November	\$18,387.06
December	\$18,379.33
January	\$36,901.47
February	\$38,632.61
March	\$56,479.59
April	\$23,157.32
May	\$18,798.76
June	\$13,758.90
July	\$12,258.74
August	\$29,974.19
September	\$25,179.05
Total Revenue for 03/04	\$306,779.72

FY04/05	
MONTH	REVENUE
October	\$33,059.93
November	\$31,529.52
December	\$28,458.00
January	\$34,427.36
February	\$48,119.91
March	\$61,236.74
April	\$30,176.56
May	\$20,906.96
June	\$19,959.71
July	\$15,043.84
August	\$13,900.66
September	\$18,739.27
Total Revenue for 04/05	\$355,558.46

FY05/06	
MONTH	REVENUE
October	\$24,874.03
November	\$26,202.07
December	\$22,032.97
January	\$46,598.80
February	\$52,250.80
March	\$64,646.02
April	\$29,040.14
May	\$20,525.14
June	\$21,726.63
July	\$19,538.79
August	\$16,047.57
September	\$17,993.34
Total Revenue for 05/06	\$361,476.30

FY06/07	
MONTH	REVENUE
October	\$23,849.71
November	\$24,097.51
December	\$21,660.78
January	\$43,437.66
February	\$48,395.11
March	\$63,578.82
April	\$19,781.13
May	\$24,123.70
June	\$19,762.06
July	\$19,680.36
August	\$17,459.99
September	\$17,778.00
Total Revenue for 06/07	\$343,604.83

FY07/08	
MONTH	REVENUE
October	\$22,314.75
November	\$23,869.65
December	\$21,002.11
January	\$37,094.46
February	\$63,299.78
March	\$60,954.59
April	\$27,021.21
May	\$22,102.93
June	\$19,855.69
July	\$17,922.26
August	\$12,989.13
September	\$12,903.97
Total Revenue for 07/08	\$341,330.53

FY08/09	
MONTH	REVENUE
October	\$17,526.18
November	\$20,605.81
December	\$19,331.62
January	\$35,678.00
February	\$44,359.57
March	\$79,066.48
April	\$22,612.05
May	\$17,921.33
June	\$16,246.27
July	\$19,185.93
August	\$13,809.81
September	\$19,083.94
Total Revenue for 08/09	\$325,426.99

FY09/10	
MONTH	REVENUE
October	\$17,947.68
November	\$17,349.94
December	\$21,297.91
January	\$38,062.89
February	\$44,543.29
March	\$58,693.25
April	\$24,602.87
May	\$20,739.74
June	\$16,912.45
July	\$16,815.44
August	\$13,270.88
September	\$16,049.80
Total Revenue for 09/10	\$306,286.14

FY10/11	
MONTH	REVENUE
October	\$18,001.97
November	\$16,583.59
December	\$16,988.35
January	\$32,424.86
February	\$38,733.65
March	\$66,036.91
April	\$19,668.11
May	\$15,408.86
June	\$25,093.76
July	\$14,138.49
August	\$12,545.01
September	\$13,818.73
Total Revenue for 10/11	\$289,442.29

FY11/12	
MONTH	REVENUE
October	\$19,062.66
November	\$16,528.52
December	\$17,249.23
January	\$37,127.33
February	\$41,882.14
March	\$75,962.38
April	\$21,755.69
May	\$19,077.03
June	\$16,720.66
July	\$15,432.81
August	\$11,977.78
September	\$12,750.00
Total Revenue for 11/12	\$305,526.23

FY12/13	
MONTH	REVENUE
October	\$24,976.86
November	\$16,780.22
December	\$19,940.97
January	\$36,526.17
February	\$47,434.98
March	\$73,244.47
April	\$22,378.01
May	\$21,641.32
June	\$17,199.67
July	\$15,546.25
August	\$13,542.41
September	\$13,500.00
Total Revenue for 12/13	\$322,711.33

FY13/14	
MONTH	REVENUE
October	\$22,806.37
November	\$24,125.51
December	\$23,891.02
January	\$42,124.75
February	\$53,987.40
March	\$80,179.63
April	\$27,501.56
May	\$20,442.54
June	\$19,205.53
July	\$18,366.75
August	\$17,990.81
September	\$17,446.92
Total Revenue for 13/14	\$368,068.79

Visit Sebring

February 2018



OVERVIEW

In this report, you will find a summary and breakdown of metrics by each digital channel for the month of February.

Visit Sebring received 7,597 visits this past month, representing a 5.13% gain from January. Though total visits improved, Quality Visits decreased slightly, falling from 1,103 to 1,042.

During February, evok tracked organic performance through keyword rankings and different traffic metrics (new visitors, bounce rates, number of pages visited, time on site, and individual landing page performance) monitored site health, checked site optimizations, and inspected all links - internal, inbound, navigational, etc.

PPC clicks for Visit Sebring hit a historical high, up 131 (1.4%) to 9,318 in February. At the same time, cost-per-click (CPC) rose \$0.03 (10.2%) to \$0.28 due to some budget shifting between the Gmail and Search Only Ads. This shift also impacted the decreased impressions and helped our CTR increase by 35% over last month.

During the month of February there were 58 newsletter signups (18 more than last month), 16 contact submissions (4 more than last month), and 8 Request Information forms filled. Currently, all of these form submissions are being stored within the CMS along with the client's Constant Contact for email newsletter submissions.

The "Sample Itineraries" page, a page that the client would like to focus on, received a total of 81 visits, this is 6 more than last month.

*We would like to note a discrepancy between 'Paid Search' clicks in the summary chart and the Adwords section. The reporting Overview is not currently including click data attributed to our Gmail Display campaigns. We have flagged this issue to the provider of our reporting platform and are working to correct it so those numbers are included in future reports.

Visits

7,597

↑ 5.13%
last month

Bounce Rate

77.24%

↑ 2.66%
last month

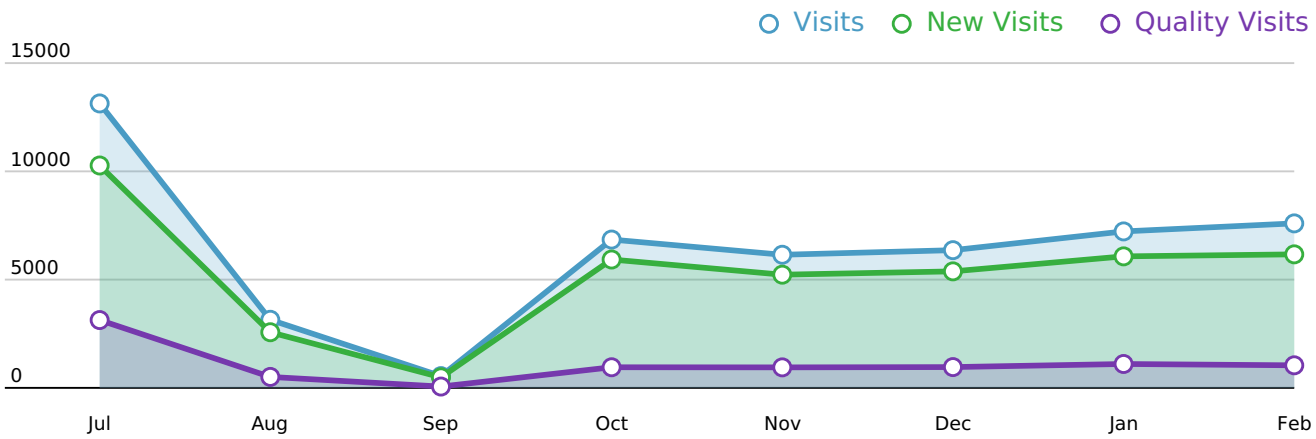
Quality Visits

1,042

↓ 5.53%
last month

A Quality Visit occurs when the visitor stays more than one minute and views more than one page.

Monthly Visits and Quality Visits from All Channels



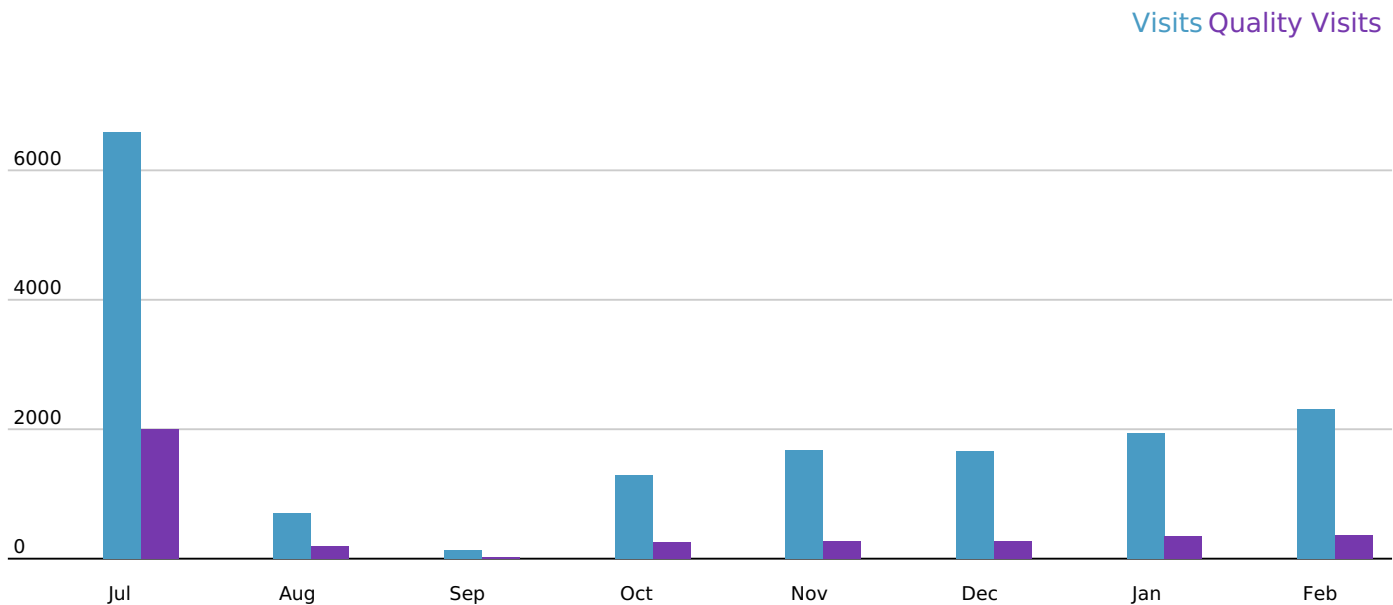
A **Quality Visit** occurs when the visitor stays more than one minute and views more than one page.

CHANNEL PERFORMANCE

CHANNEL	VISITS	BOUNCE RATE	QUALITY VISITS
Paid Search	3,182 ↓-4.64%	82.37% ↑1.77%	313 ↓-12.32%
Organic Search	2,310 ↑19.01%	76.06% ↑4.04%	370 ↑4.82%
Direct	1,327 ↑15.49%	66.77% ↑3.67%	249 ↓-1.58%
Referral	461 ↑6.71%	72.89% ↑7.10%	83 ↓-8.79%
Social	313 ↓-14.48%	84.66% ↑9.88%	26 ↓-46.94%

ORGANIC SEARCH

Monthly Visits and Quality Visits from Organic Search



- Search visits and Quality Visits were both higher this month, up 19.0% and 4.8%, respectively.
- Other than the Home Page, the strongest pages for Search Quality Visits were /attractions/, /events/roaring-20s-festival/, /partners/sebring-gardens-trailer-park/, /partners/lake-istokpoga-marina-rv/, and /activities/fishing/. Visitors arriving to these pages are staying longer than a minute and viewing multiple pages.
- There were 32 landing pages that brought in Search visits for the first time this past month. The page /events/6th-annual-strawberry-festival/ led the way with 15 visits.
- There was a nice balance of visits between the Home Page and all of the other landing pages. In general, searchers landing on the Home Page are searching for your brand, while other pages usually bring in visitors searching for non-brand terms. However, Search visits landed a bit more heavily on the Home Page compared to last month.
- The pages that brought in the most first-time Search visitors were /attractions/, /events/roaring-20s-festival/, and /partners/sebring-gardens-trailer-park/.
- 63% of your Search visits were on a mobile device or tablet in February, up from 56% January.
- Google drove 2,143 visits, a growth of 22% over last month, and accounted for 92.8% of total Search traffic. The next biggest search engine was Bing, which drove 97 visits (4.2% of the total).
- February had 28 days. Looking back to the previous 28 day period organic search grew by ~28%.

- During the month of February, Evok tracked organic performance through keyword rankings and different traffic metrics (new visitors, bounce rates, number of pages visited, time on site, and individual landing page performance) monitored site health, checked site optimizations, and inspected all links - internal, inbound, navigational, etc.
- The Visit Sebring website is moving in the right direction by increasing the size of the site and bringing in new content with "/stories". Evok feels as though we can continue to improve this with even better content marketing, by using some of our monthly SEO hours towards writing, optimizing and posting content to the "News" section of the website. The blogs/content will align with local events and promotional calendars for Visit Sebring. This will be a continuance of the great work which has been done before and fits well into an organic search strategy. Google loves fresh content, and Google loves great site content, which gets traffic, which people link to and drives engagement with the site (successfully shared over social and different media channels). Like the rest of the site, these posts should be vibrant and colorful and offer something meaningful.

TOP ORGANIC SEARCH LANDING PAGE

LANDING PAGES	VISITS	BOUNCE RATE	QUALITY VISITS
/attractions/	117 ↓-11.36%	77.78% ↑16.67%	19 ↓-42.42%
/events/roaring-20s-festival /	91 ↑810.00%	57.14% ↑471.43%	24 ↑300.00%
/partners/sebring-gardens-trailer-park/	84 ↓-9.68%	66.67% ↓-11.43%	20 ↑11.11%
the Home Page	82 ↑22.39%	36.59% ↑88.56%	28 ↓-20.00%
/partners/bullfrog-airboat-tours/	71 ↑69.05%	81.69% ↓-1.97%	10 ↑100.00%

NUMBER OF ORGANIC RANKING KEYWORDS

A good general indicator of an increased organic presence is the number of keywords one can be discovered and rank for (in particular on page one). VisitSebring.com did well here (with a small exception, mid-late February, for mobile searches and a very quick recovery). Bringing in new content regularly to the site will help us rank for new keywords and target new audiences.

Organic Ranking Keywords Over Desktop



Please note: Starting January 15, we will be updating our keyword databases. We will add fresh keywords and update search volumes to make them more accurate. It may affect traffic trends. For more details, [see this post](#)

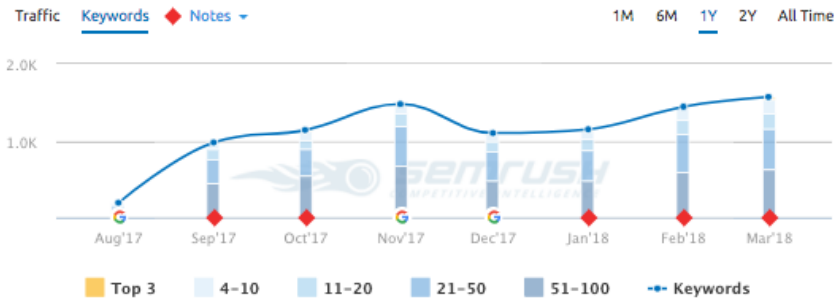
visitsebring.com Desktop Mobile
Organic Search Positions for google.com database

PDF TUTORIAL

1.6K
KEYWORDS

821
TRAFFIC

\$501
TRAFFIC COST

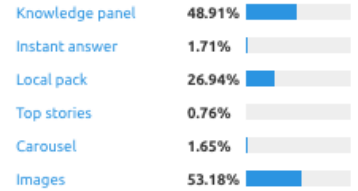


SERP Features

Linking to domain:

Not found

Not linking to domain:



Organic Ranking Keywords Over Mobile (US)



Other Countries
131 more...

LIVE DATA
07 Mar 2018



Please note: Starting January 15, we will be updating our keyword databases. We will add fresh keywords and update search volumes to make them more accurate. It may affect traffic trends. For more details, [see this post](#)

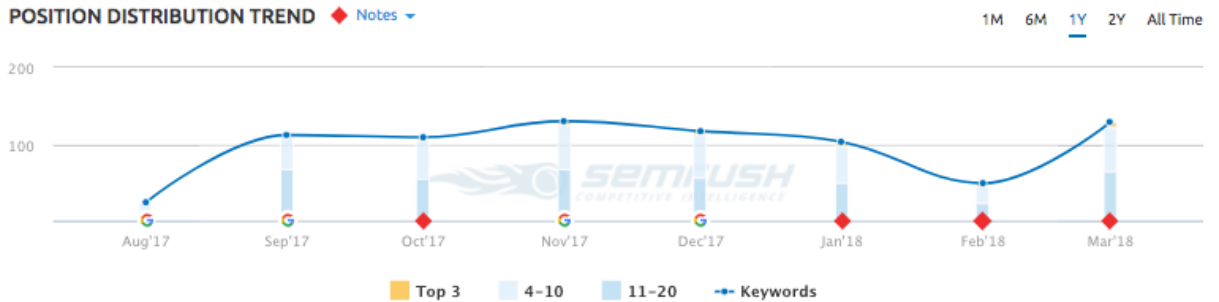
visitsebring.com Desktop Mobile
Organic Search Positions for google.com database

PDF TUTORIAL

182
KEYWORDS

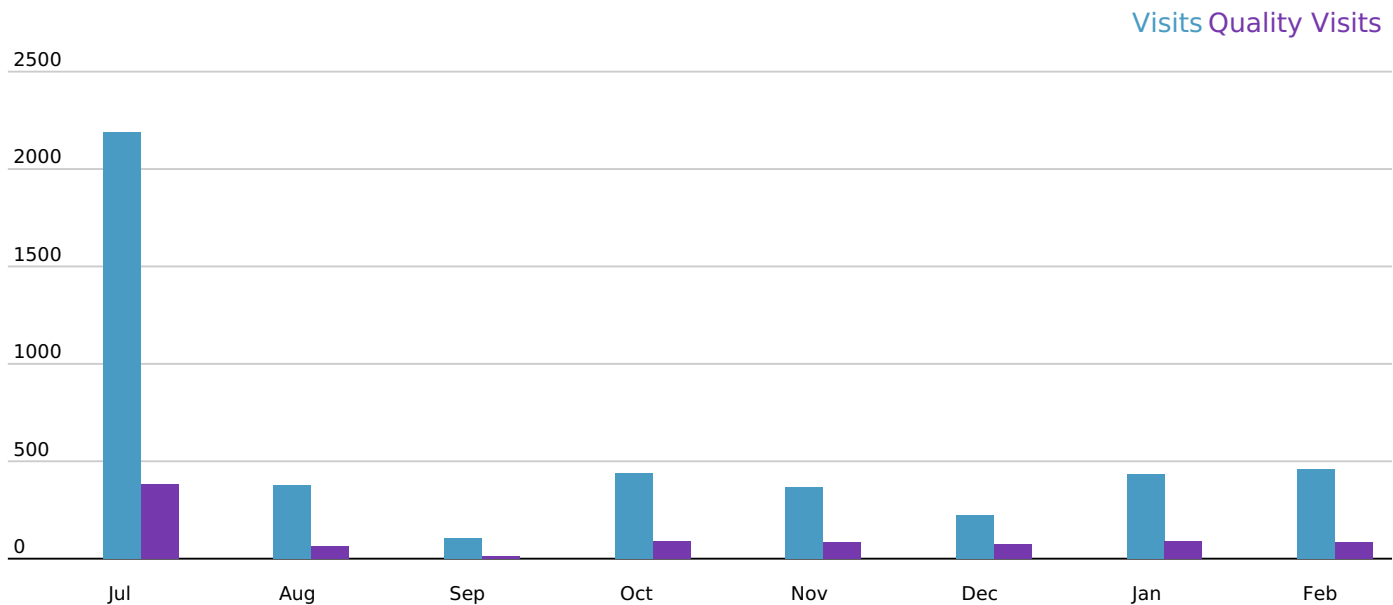
572
TRAFFIC

\$295
TRAFFIC COST



REFERRAL

Monthly Visits and Quality Visits from Referrals



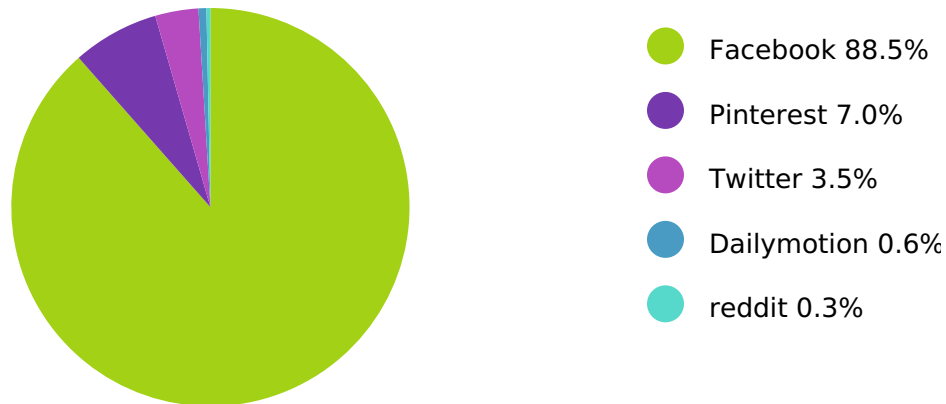
- Visitors arriving from outside links brought eight fewer Quality Visits this month, a decline of 8.8%.
- The three best sources of Referral traffic were rvparkreviews.com, downtownsebring.org, and visitflorida.com. Those sites drive large numbers of visitors that are likely to be engaged. The internal IP address 127.0.0.1:8888 has been blocked on the reporting end and will no longer appear as a top referral source.
- The pages /activities/nature/, /activities/fishing/, and /activities/arts-culture/ each brought a large spike in Referral traffic. Also, /activities/nature/ and /activities/fishing/ both drove an above-average Quality Visit rate.

TOP REFERRAL SOURCE

REFERRAL SOURCES	VISITS	BOUNCE RATE	QUALITY VISITS
127.0.0.1:8888	141 ↑51.61%	100.00% 0.00%	0 No Change
rvparkreviews.com	42 ↓-12.50%	59.52% ↓-24.81%	14 ↑75.00%
downtownsebring.org	40 ↓-6.98%	35.00% ↓-11.47%	14 ↓-26.32%
hcbcc.net	35 ↓-2.78%	60.00% ↑8.00%	10 0.00%
sebring.org	26 ↑420.00%	53.85% ↑169.23%	8 ↑166.67%

SOCIAL

Monthly Visits and Quality Visits from Social Networks



- Social visitors accounted for 23 fewer Quality Visits this month, a decline of 47%. It's the first time in two months that Social Quality Visits have decreased.
- Pinterest was the most-effective source of Social traffic, as it's driving a large number of Quality Visitors. What we learned last month is while Visit Sebring does not have a Pinterest profile, people are pinning and tagging the destination.
- The page /sebring-soda-festival/ brought in 68 more visits than it did the prior month (+43%).
- 269 Social visitors reached the site for the first time this month.

TOP SOCIAL NETWORK

SOCIAL NETWORKS	VISITS	BOUNCE RATE	QUALITY VISITS
Facebook	277 ↓-11.22%	85.92% ↑9.42%	20 ↓-51.22%
Pinterest	22 ↓-38.89%	90.91% ↑25.87%	2 ↓-71.43%
Twitter	11 ↓-21.43%	45.45% ↓-20.45%	4 ↑300.00%
Dailymotion	2 ↑∞	50.00% ↑∞	0 No Change
reddit	1 ↑∞	100.00% ↑∞	0 No Change

ADWORDS OVERVIEW

PPC clicks for Visit Sebring hit a historical high, up 131 (1.4%) to 9,318 in February. At the same time, cost-per-click (CPC) rose \$0.03 (10.2%) to \$0.28 due to some budget shifting between the Gmail and Search Only Ads. This shift also impacted the decreased impressions and helped our CTR increase by 35% over last month.

We did see a decrease in Quality Visits by 34 in February which is normal when optimizations are made. We will keep an eye on traffic in March and expect to see the number recover.

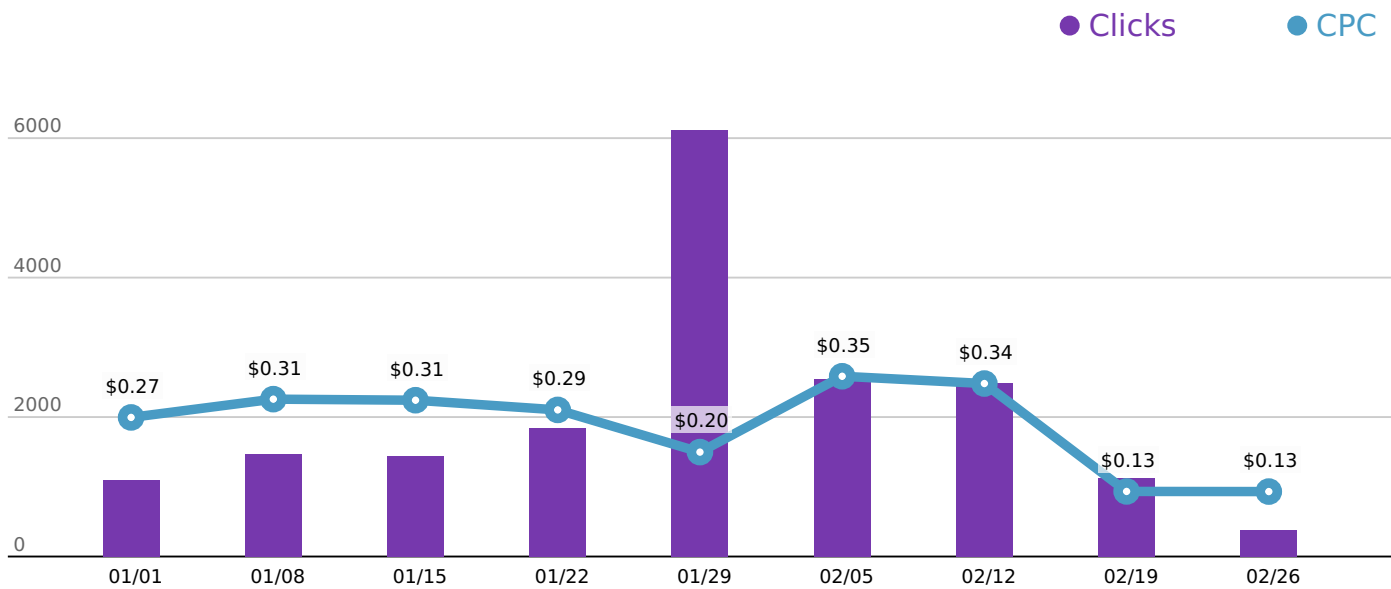
The rise in clicks was driven by increases to the Campaigns "Gmail - Affinity," "Gmail - In-Market," and "Arts and Culture." - We're putting more effort into the Gmail campaigns to ultimately drive more Quality Visits. We're testing shifting more budget around to see if we can make an impact.

Impressions
105,321
 ↓ 27.4%
 last month

Clicks
9,318
 ↑ 1.4%
 last month

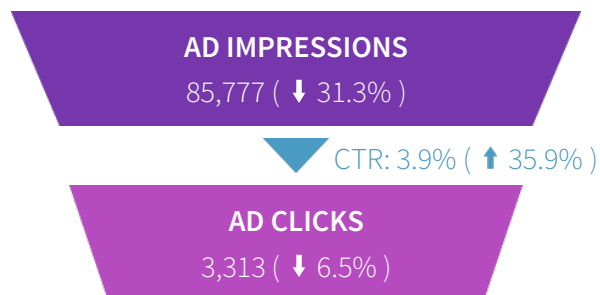
Cost
\$2,582.56
 ↑ 11.8%
 last month

Week-over-Week Clicks and Cost-per-Click



ADWORDS SEARCH PERFORMANCE

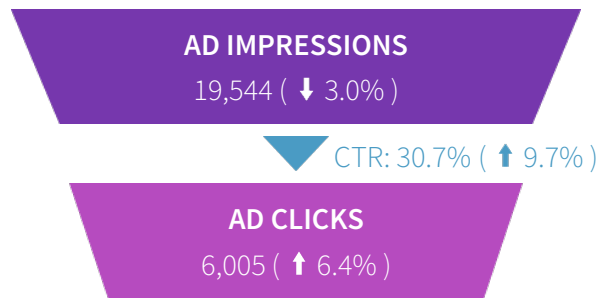
3.862% of Search Impressions Led to Clicks



- The two most efficient Campaigns were "Fishing" and "Nature." These Campaigns had a below-average cost-per-click (CPC) and high click totals.
- Among Ad Groups, the most efficient were "Central Florida Fishing (Fishing)," "Parks (Nature)," and "Hiking (Nature)." On the other hand, the Ad Groups "Central Florida Museums (Arts and Culture)," "Golf Sebring (Golf)," and "Murals of Lake Placid (Arts and Culture)" are good targets for us to continue to optimize because of their above-average cost.
- Advertisements for 16 keywords have a higher click-through rate than the account average, including "florida lakes," "fishing florida," and "fishing in florida."
- This month, "long-tail" keywords with more than two words drove 84.5% of clicks, up from 83.2% in the prior month. These long-tail keywords had more than double the click-through rate of shorter keywords and a CPC that was \$0.14 cheaper.

ADWORDS DISPLAY PERFORMANCE

30.726% of Display Impressions Led to Clicks



- The two most efficient Campaigns were "Gmail - Topics" and "Gmail - Keywords." These Campaigns had a below-average cost-per-click (CPC) and high click totals.
- This month, 28.1% of spend went to Display ads, while 71.9% went to Search ads. Over the previous six months, Display has accounted for 15.5% of your spend.
- Among Ad Groups, the most efficient were "Fishing #2 (Gmail - Topics)," "Golf (Gmail - Affinity)," and "Arts & Culture #2 (Gmail - Topics)."

TOP CAMPAIGNS

CAMPAIGN	RESULTS	COST	AD TYPES
Gmail - Affinity	Impressions: 4,701 (↑ 49.4%) Clicks: 1,738 (↑ 71.2%)	Cost: \$215.69 (↑ 64.7%) CPC: \$0.12 (↓ -3.8%)	Network: Display Network Device: Computers, Tablets with full browsers, Mobile devices with full browsers Click Type: Headline, Sitelink, Phone calls
Gmail - Topics	Impressions: 5,028 (↓ -47.0%) Clicks: 1,717 (↓ -27.5%)	Cost: \$182.36 (↓ -26.5%) CPC: \$0.11 (↑ 1.5%)	Network: Display Network Device: Computers, Mobile devices with full browsers, Tablets with full browsers Click Type: Headline, Phone calls
Gmail - Keywords	Impressions: 5,424 (↓ -2.8%) Clicks: 1,418 (↓ -17.7%)	Cost: \$164.01 (↓ -11.8%) CPC: \$0.12 (↑ 7.2%)	Network: Display Network Device: Tablets with full browsers, Mobile devices with full browsers, Computers Click Type: Headline, Sitelink, Phone calls
Fishing	Impressions: 49,617 (↓ -15.5%) Clicks: 1,349 (↓ -12.1%)	Cost: \$484.48 (↑ 11.2%) CPC: \$0.36 (↑ 26.5%)	Network: Search Network Device: Computers, Mobile devices with full browsers, Tablets with full browsers Click Type: Headline, Phone calls
Gmail - In-Market	Impressions: 4,391 (↑ 127.2%) Clicks: 1,132 (↑ 111.6%)	Cost: \$163.24 (↑ 119.4%) CPC: \$0.14 (↑ 3.7%)	Network: Display Network Device: Mobile devices with full browsers, Computers, Tablets with full browsers Click Type: Headline, Sitelink, Phone calls
Nature	Impressions: 23,138 (↓ -7.1%) Clicks: 1,112 (↓ -10.1%)	Cost: \$463.81 (↑ 3.3%) CPC: \$0.42 (↑ 14.9%)	Network: Search Network Device: Tablets with full browsers, Mobile devices with full browsers, Computers Click Type: Headline, Phone calls
Arts and Culture	Impressions: 6,089 (↑ 161.3%) Clicks: 441 (↑ 147.8%)	Cost: \$464.70 (↑ 173.8%) CPC: \$1.05 (↑ 10.5%)	Network: Search Network Device: Computers, Mobile devices with full browsers, Tablets with full browsers Click Type: Headline, Sitelink, Phone calls
Golf	Impressions: 6,933 (↓ -7.6%) Clicks: 411 (↓ -3.1%)	Cost: \$444.26 (↑ 20.2%) CPC: \$1.08 (↑ 24.0%)	Network: Search Network Device: Mobile devices with full browsers, Tablets with full browsers, Computers Click Type: Headline, Phone calls

TOP AD GROUPS

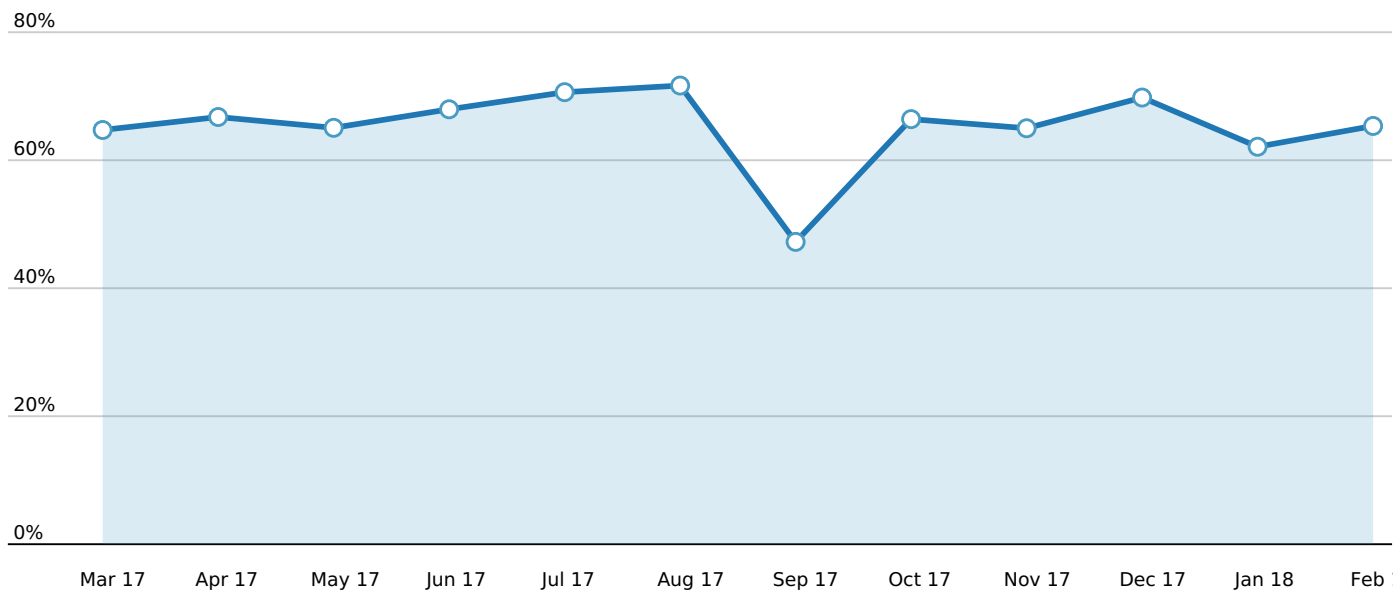
AD GROUP	RESULTS	COST	AD TYPES
Golf <i>Gmail - Affinity</i>	Impressions: 2,165 (↑ 153.5%) Clicks: 983 (↑ 203.4%) Avg. Position: 1.00 (0.0%)	Cost: \$101.17 (↑ 159.0%) CPC: \$0.10 (↓ -14.6%)	Network: Display Network Device: Mobile devices with full browsers, Tablets with full browsers, Computers Click Type: Headline, Phone calls
Central Florida Fishing <i>Fishing</i>	Impressions: 40,723 (↓ -18.1%) Clicks: 927 (↓ -19.6%) Avg. Position: 2.60 (0.0%)	Cost: \$331.69 (↑ 1.6%) CPC: \$0.36 (↑ 26.4%)	Network: Search Network Device: Tablets with full browsers, Computers, Mobile devices with full browsers Click Type: Headline, Phone calls
Fishing #2 <i>Gmail - Topics</i>	Impressions: 2,516 (↓ -43.0%) Clicks: 859 (↓ -10.7%) Avg. Position: 1.00 (0.0%)	Cost: \$85.69 (↓ -13.6%) CPC: \$0.10 (↓ -3.3%)	Network: Display Network Device: Mobile devices with full browsers, Tablets with full browsers, Computers Click Type: Headline, Phone calls
Arts & Culture #2 <i>Gmail - Topics</i>	Impressions: 2,292 (↓ -50.6%) Clicks: 792 (↓ -36.8%) Avg. Position: 1.00 (0.0%)	Cost: \$86.21 (↓ -35.3%) CPC: \$0.11 (↑ 2.5%)	Network: Display Network Device: Mobile devices with full browsers, Tablets with full browsers, Computers Click Type: Headline, Phone calls, Sitelink
Arts & Culture <i>Gmail - Affinity</i>	Impressions: 2,240 (↑ 48.1%) Clicks: 693 (↑ 29.8%) Avg. Position: 1.00 (0.0%)	Cost: \$106.90 (↑ 59.1%) CPC: \$0.15 (↑ 22.6%)	Network: Display Network Device: Mobile devices with full browsers, Computers, Tablets with full browsers Click Type: Headline, Phone calls, Sitelink
Parks <i>Nature</i>	Impressions: 14,904 (↓ -11.3%) Clicks: 657 (↓ -17.4%) Avg. Position: 2.70 (0.0%)	Cost: \$268.99 (↓ -5.8%) CPC: \$0.41 (↑ 13.9%)	Network: Search Network Device: Mobile devices with full browsers, Computers, Tablets with full browsers Click Type: Headline, Phone calls
Golf #2 <i>Gmail - In-Market</i>	Impressions: 1,255 (↑ 61.9%) Clicks: 556 (↑ 161.0%) Avg. Position: 1.00 (0.0%)	Cost: \$63.74 (↑ 136.0%) CPC: \$0.11 (↓ -9.6%)	Network: Display Network Device: Computers, Tablets with full browsers, Mobile devices with full browsers Click Type: Headline, Sitelink, Phone calls
Fishing #2 <i>Gmail - In-Market</i>	Impressions: 3,032 (↑ 172.2%) Clicks: 524 (↑ 71.2%) Avg. Position: 1.00 (0.0%)	Cost: \$89.56 (↑ 97.4%) CPC: \$0.17 (↑ 15.3%)	Network: Display Network Device: Computers, Mobile devices with full browsers, Tablets with full browsers Click Type: Headline, Sitelink, Phone calls

TOP KEYWORDS

KEYWORD	RESULTS	COST	POSITION COST
Content	Impressions: 2,430 (↓ -19.5%) Clicks: 515 (↓ -52.0%)	Cost: \$57.66 (↓ -44.3%) CPC: \$0.11 (↑ 16.2%)	First Page CPC: \$0.00 (No Change) Top of Page CPC: \$0.00 (No Change)
Content	Impressions: 2,060 (↓ -31.8%) Clicks: 501 (↓ -53.4%)	Cost: \$51.52 (↓ -50.2%) CPC: \$0.10 (↑ 6.7%)	First Page CPC: \$0.00 (No Change) Top of Page CPC: \$0.00 (No Change)
Content	Impressions: 871 (↓ -71.2%) Clicks: 367 (↓ -65.8%)	Cost: \$48.73 (↓ -52.9%) CPC: \$0.13 (↑ 37.8%)	First Page CPC: \$0.00 (No Change) Top of Page CPC: \$0.00 (No Change)
florida lakes	Impressions: 11,260 (↓ -18.8%) Clicks: 198 (↓ -23.3%)	Cost: \$67.67 (↑ 0.6%) CPC: \$0.34 (↑ 31.1%)	First Page CPC: \$0.77 (0.0%) Top of Page CPC: \$1.19 (0.0%)
florida parks	Impressions: 3,500 (↑ 52.3%) Clicks: 170 (↑ 84.8%)	Cost: \$68.17 (↑ 98.0%) CPC: \$0.40 (↑ 7.2%)	First Page CPC: \$0.61 (0.0%) Top of Page CPC: \$0.61 (0.0%)
parks in florida	Impressions: 3,536 (↓ -19.9%) Clicks: 159 (↓ -27.4%)	Cost: \$66.07 (↓ -16.0%) CPC: \$0.42 (↑ 15.8%)	First Page CPC: \$0.72 (0.0%) Top of Page CPC: \$0.73 (0.0%)
trails in florida	Impressions: 3,739 (↑ 30.2%) Clicks: 145 (↑ 55.9%)	Cost: \$61.41 (↑ 81.5%) CPC: \$0.42 (↑ 16.4%)	First Page CPC: \$0.56 (0.0%) Top of Page CPC: \$0.56 (0.0%)
fishing in florida	Impressions: 7,460 (↓ -18.3%) Clicks: 140 (↓ -13.6%)	Cost: \$51.19 (↑ 6.7%) CPC: \$0.37 (↑ 23.5%)	First Page CPC: \$0.35 (0.0%) Top of Page CPC: \$0.40 (0.0%)

DEMOGRAPHICS

Mobile Visits as a Percentage of Total Visits



- Nearly two-thirds of the site's visitors were on mobile devices this past month. They stayed at least a minute and viewed multiple pages 11.9% of the time, weaker than the site's desktop users (17.2%).
- The top cities that sent traffic to the site were Tampa (with 9.2% of visits), Sebring (8.6%), and Orlando (5.8%).

GEOGRAPHIC BREAKDOWN

CITY	VISITS	BOUNCE RATE	QUALITY VISITS
Tampa	701 ↑37.99%	80.31% ↑6.80%	95 ↑23.38%
Sebring	657 ↑21.44%	75.19% ↑6.77%	99 ↓-1.00%
Orlando	441 ↑3.04%	80.05% ↓-1.55%	57 ↑16.33%
Houston	244 ↑17.31%	81.15% ↑0.47%	28 ↑12.00%
Miami	183 ↑41.86%	82.51% ↑26.72%	16 ↓-44.83%



2018 Executive Committee

President

John Glozek, Jr.
Golfing Magazine

At Large

Tiss Dahan
Danksa Footwear

Tony Leodora

TL Golf Services

Andy Mears

First Tee of Greater Chicago

Executive Director

Mike Jamison
Jamison Golf Group

2018 Advisory Board

Ron Garl

Ron Garl Golf Course Design

Holly Geoghegan

Golf Marketing Services

Mike Kern

Philadelphia Daily News

Cody Law

Golf Mesquite Nevada

Kay McMahan

eduKaytion Golf

Adam Rehberg

Bridgestone Golf

Brian Stefan

Myrtle Beach Golf Channel

Joe Wiczorek

The Media Group

Len Ziehm

Golf Writer

2019 HOST SITE REQUIREMENTS FOR 2018 CONFERENCE VISIT SEBRING

ANNOUNCEMENT LUNCH: May 22, 2018 - IP Casino Resort

PARTICIPANTS: Approximately 80 for lunch

MENU & COST: To be determined between IP and Visit Sebring

CONFERENCE FEES: Appointment Show Package - \$2,295
--Includes Display Table & Meetings in the One-On-One Appointment Show; Individual Conference Fee for ONE; Additional attendee from Visit Sebring COMPED per Mike Jamison

VISIT SEBRING BENEFITS:

- One-Year ING Corporate Membership, which includes: complimentary participation for four at your 2019 Conference.
- Complimentary Appointment Show table and meeting schedule in the 2019 Conference.
- Complimentary full-page advertisement in both the 2018 and 2019 Conference Booklets.
- Complimentary full-page advertisement in both the 2018 & 2019 ING Membership Directory.
- Corporate Membership through 2019, including individual membership for up to six people.
- Constant coverage in ING Newsletter.
- Coverage from many of the attending media.
- Coverage from ING e-mail blasts, web site and newsletter.
- Exposure to dozens of the leading golf companies and associations - future business prospects.
- Recognition as one of the country's leading golf destinations in all pre- and post-event material and coverage.

"ING • A non-profit, media-based organization networking the golf industry since 1990"

ING • 556 Teton Street, Lake Mary, FL 32746
PH: 407-328-0500; mike@jamisongolf.com; www.inggolf.com

International Network of Golf (ING) Conference

May 19-23, 2019

Attendees: 100-150 (golf media, golf-related companies, golf industry speakers)

Paid rooms: About 175

Comp'd rooms: 60 (VIPs, speakers, staff)

Location: Chateau Elan & Conference Center in Sebring, FL

Format: Sunday-Thursday (4 night/5 day conference with golf)

GOLF (Sun N Lake Golf Club):

DAY 2: (Monday) 2 Tournaments with 8:30 AM shotguns - One is the ING 18-hole WGC

National Qualifier (approx. 20 players). - One is an 18-hole Scramble tournament for less serious players (approx. 52 players).

8AM to 11AM -- Demo Day on Range/Practice Green (approx. 20 companies/tents).

DAY 4: 18-hole Scramble tournament on one course, 8:30 AM shotgun (approx. 54 players).

Golf Rate: Between \$25 and \$30 per round.

FOOD & BEVERAGE INCOME FOR HOST OR HOSTS (projected):

Days 2-4: Breakfast for 75 people.

Day 3: Night-time Awards Banquet (approx. 100 people).

Day 3: Announcement Lunch (approx. 100 people) ****Paid for by 2020 ING Conference

Location sponsor.

Day 4: Night-time Farewell Buffet (approx. 75 people).

MEETING SPACE:

Day 1: Reception room (with F&B). In separate room, set Theatre for 50 and raised stage.

Day 2: Morning: 1 room set theatre for 100; 2 rooms set classroom for 50 each.

Day 2 & 3: Morning ONE-ON-ONE APPOINTMENT SHOW/GOLF EXPO

Attracts 30 vendors, each with 10 X 10 table top display area for private 15-minute meetings.

Day 4: Morning - two rooms set hollow square 40 each.

Day 5: Advisory Board Meeting for 16 people, 8:30 a.m. with breakfast.

HOST RESORT or CVB IS RESPONSIBLE FOR:

1st Night, 7:30 p.m. Networking Reception and Dinner (approx. 100 people).

Day 2: Transportation to/from Golf Course

Request from TDC:

1. Up to \$2,500 for 2018 ING Conference Announcement Luncheon (2018 Budget)
2. Up to \$3,500 for 2019 Welcome Reception & Transportation to/from Golf Course (2019 Budget)