



**Highlands County Tourist Development Council  
Highlands County Government Center Boardroom  
600 S. Commerce Ave, Sebring, Florida  
July 20, 2017 at 8:15 a.m.**

1. **Call to Order / Pledge / Meeting Notice / Roll Call (Quorum)** D. Elwell
  
2. **Acceptance of TDC Meeting Minutes of June 29, 2017.** D. Elwell
  
3. **Financial and Office Reports** D. Elwell / D. Knight
  
4. **Marketing Update** C. Hartt
  - A. July Marketing Report
  
5. **Items for Voting/Discussion**
  - A. Highlands Art League, Inc request \$1,000 to advertise the 5<sup>th</sup> Annual CookieFest L. Damon
  - B. Highlands County Sheriff's Office, request \$1,000 to advertise the 2017 Southwest Florida Region Six S.W.A.T. Challenge G. Roberts
  - C. New Event/Event Enhancement Grant Incentive Program Update V. Pontius
  - D. Late Summer Advertising Opportunity C. Hartt
  - E. TDC Consultant Update V. Pontius
  - F. 2017/2018 Draft Marketing Budget C. Hartt
  
6. **Public Input**
  
7. **Board Member Roundtable**
  
8. **Upcoming Meeting(s)**
  - A. TDC Board: August 31, 2017 @ 8:15 a.m., Government Center, Boardroom
  
9. **Adjournment** D. Elwell



**Highlands County Tourist Development Council  
Highlands County Government Center, Boardroom  
600 S. Commerce Ave, Sebring, Florida  
June 29, 2017 at 8:15 a.m.**

**Regular Meeting**

- 1. The meeting was called to order at 8:15 a.m. by Commissioner Elwell. Public notice was read.**

**Roll Call**

Council Members Present:

Commissioner Elwell, Chair	Tenille Drury-Smith
Cynthia Garren	Diane Rydecki
Mark Stewart	Bill Brantley
Terry Heston	
John Ruggiero	

Council Members Absent:

Leila Currence

Also Present:

Casey Hartt, Lead Tourist Development Council Consultant  
Dana Knight, Tourist Development Administrative Assistant  
Vicki Pontius, Leisure Services Director  
Eileen May, Lake Placid Chamber  
Liz Barber, Sebring Chamber  
Marlene Snyder, Lake Placid Art League  
Joan Swans, Citizen  
Gary Pinnell, Highlands News-Sun

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

**2. Acceptance of TDC Meeting Minutes of May 25, 2017**

Commissioner Elwell inquired if there were any comments or changes to the minutes of May 25, 2017. Mr. Stewart moved to accept the minutes of May 25, 2017. Mr. Heston seconded the motion. All the Council members voted aye. The motion carried.

**3. Financial and Office Reports**

Commissioner Elwell presented the Monthly Expenditure and Revenue Reports for the month ending April 30, 2017.

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

Ms. Knight gave a brief office update.

Item 5. E. was moved up to Financial and Office Reports  
E. Highlands Art League Grant Update

Ms. Pontius presented the request to approve reimbursement payment with the change of event artist. The consensus of the Council was to approve the change of event artist.

#### **4. Marketing Update**

Ms. Hartt presented the Marketing Update.

#### **5. Items for Voting/Discussion**

A. The Lake Placid Art League, Inc. requests \$1,000 to advertise the 31<sup>st</sup> Annual Art & Fine Crafts Show

Ms. Snyder presented the request.

Mr. Stewart made a motion and Mr. Heston seconded the motion to recommend up to \$1,000 to the Lake Placid Art League, Inc. for advertising the 31<sup>st</sup> Annual Art & Fine Crafts Show. No room verifications are required for this grant. Funds to be disbursed from account 5304/53400 Arts and Culture. All Council members voted aye. The motion carried.

B. Discussion of New Event Grant

Ms. Pontius gave an update on the New Event Grant Application stating that some of the ideas have been to have the TDC office add an evening element to the event, such as a Jazz band. Ms. Garren liked the concept and thought the event organizer could later take over the additional element added by the TDC. Mr. Brantley suggested having a booth at events to entice visitors to return. Mr. Stewart stated he felt there is no reason why we can't go after the event instead of waiting for them to come to us.

C. Discussion of TDC Meeting Dates and Times

Commissioner Elwell opened the discussion to see if any of the council members would like to change the meeting date or time. No changes were suggested.

D. Discussion of Postcard Murals

Commissioner Elwell stated there are no current changes to the suggested locations of the Murals. We are still waiting for Avon Park's final decision.

E. Highlands Art League Grant Update

Item 5. E. was moved up to 3. Financial and Office Reports

F. Recap Arts and Culture Passport Meeting

Ms. Hartt stated the meeting was to get the Arts and Culture community to buy into the Arts and & Culture Passport idea. We have received nine Arts & Culture Passport Partner Agreements so far. Ms. Garren informed the council that the Arts and Culture community agreed to open every second Saturday to allow us to market the event to out of county visitors.

G. Recap Public Input Marketing Meeting

Ms. Pontius stated we are currently working on the 2017/2018 Marketing Budget and wanted to reach out to obtain any ideas or concerns the public may have. There were half a dozen members of the public in attendance. Ms. Garren stated it might be time for the County to create an additional position of an Event Coordinator. Ms. Drury-Smith stated she thought the idea of the TDC working with other Event Organizers to see if they might be able to partner with an event to make it longer was a good idea. Commissioner Elwell stated the TDC would be taking what worked the best from last year and work it in with the suggestions received in the meeting.

Commissioner Elwell asked Ms. Pontius to give the Council an update on the Marketing Consultant RFP. Ms. Pontius stated there was one application received for the Marketing Consultant RFP. The RFP Committee will meet on Friday July 7<sup>th</sup> to review the application.

**6. Public Input**

**7. Board Member Roundtable**

Ms. Pontius presented an advertising opportunity with the Tampa Bay Buccaneers Souvenir Yearbook at the regular rate of \$10,000 for a full-page ad or \$5,000 for a half page. The consensus of the Council was to not participate in this advertising proposal.

**8. Upcoming Meeting(s)**

A. TDC Board: July 20, 2017 @ 8:15 a.m., Government Center, Boardroom

**9. Adjournment**

Commissioner Elwell adjourned the meeting at 9:23 a.m.

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

## **2016 ACTUAL vs 2017 ACTUAL**

<b>May 2016 vs. 2017</b>				<b>FISCAL YEAR-TO-DATE</b>			
<b>Monthly Revenue*</b>		<b>Variance + / -</b>		<b>Year to Date Revenue</b>		<b>Variance + / -</b>	
<b>2016</b>	<b>2017</b>	<b>\$\$</b>	<b>%</b>	<b>2016</b>	<b>2017</b>	<b>\$\$</b>	<b>%</b>
<b>\$24,567</b>	<b>\$23,424</b>	<b>(\$1,143)</b>	<b>-4.65%</b>	<b>\$348,045</b>	<b>\$336,073</b>	<b>(\$11,972)</b>	<b>-3.44%</b>

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

**HIGHLANDS COUNTY  
TOURIST DEVELOPMENT BALANCES  
FY 2016/2017**

Description	Operations 5301	Arts & Culture 5304	Marketing & Events 5305	Lakes 5306	Lake Promotions 5307	TOTALS
Ending Balance 09/30/2016	0.00	234,273.83	446,031.76	181,147.50	33,543.62	<b>894,996.71</b>
Operations Balance Allocation	0.00	0.00	0.00	0.00	0.00	
Revenue - FY 2016 / 2017 *	83,462.36	44,294.73	177,178.94	33,881.78	0.00	<b>338,817.81</b>
Interest Adj. per Finance	0.00	216.33	(573.40)	286.40	70.66	<b>0.00</b>
Expense - FY 2016 / 2017 ***	83,462.36	40,525.50	142,577.73	18,098.43	15,127.32	<b>299,791.34</b>
Less Encumbrances ****	28,079.98	33,705.58	131,677.83	1,898.89	2,628.10	<b>197,990.38</b>
<b>Available Balance</b>	<b>(28,079.98)</b>	<b>204,553.81</b>	<b>348,381.74</b>	<b>195,318.36</b>	<b>15,858.86</b>	<b>736,032.80</b>

\* - Revenues (taxes & interest) thru 5/31/17

\*\*\* - Expenses thru 5/31/17

\*\*\*\* - Purchase orders "pulled" thru 5/31/17 but funds not expended yet; does not necessarily equate to Tourist Board's approved projects list.

**HIGHLANDS COUNTY  
TOURIST DEVELOPMENT REVENUE BALANCES  
FOR FY 2016/2017**

<u>Period</u>	<u>Taxes</u>	<u>Interest</u>	<u>TOTAL</u>
October	\$ 25,337.16	\$ 290.36	\$ 25,627.52
November	26,691.21	298.21	26,989.42
December	31,779.06	230.56	32,009.62
January	56,308.75	103.68	56,412.43
February	59,294.91	93.09	59,388.00
March	83,327.89	89.41	83,417.30
April	29,909.40	1,550.00	31,459.40
May	23,424.23	89.89	23,514.12
June			0.00
July			0.00
August			0.00
September			0.00
<b>TOTALS</b>	<b><u>\$ 336,072.61</u></b>	<b><u>\$ 2,745.20</u></b>	<b><u>\$ 338,817.81</u></b>

# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Highlands County Tourist Development

For the month of: May 2017

	Current Month - May 2017 vs May 2016												Year to Date - May 2017 vs May 2016												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016						Properties		Rooms	
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Highlands County, FL	54.8	50.5	78.63	76.25	43.05	38.54	8.3	3.1	11.7	11.7	0.0	8.3	65.1	61.1	106.13	104.89	69.07	64.11	6.5	1.2	7.7	7.7	0.0	6.5	21	8	1293	708
Pasco County, FL	64.9	61.0	84.25	83.47	54.71	50.94	6.4	0.9	7.4	10.4	2.8	9.3	72.9	71.7	96.47	93.80	70.35	67.22	1.8	2.8	4.7	6.4	1.7	3.5	35	19	2977	1615
Polk County, FL	57.0	57.4	96.72	91.85	55.10	52.74	-0.8	5.3	4.5	7.2	2.7	1.9	66.9	67.1	108.09	104.92	72.35	70.38	-0.2	3.0	2.8	5.5	2.7	2.4	92	43	7270	4269
Citrus County, FL	63.4	55.6	89.83	89.95	56.96	49.97	14.1	-0.1	14.0	14.0	0.0	14.1	71.3	64.6	98.81	97.22	70.44	62.76	10.4	1.6	12.2	12.2	0.0	10.4	18	9	1190	789
Okeechobee County, FL+	67.0	56.4	95.88	88.97	64.21	50.19	18.7	7.8	27.9	30.8	2.2	21.3	74.1	73.4	120.64	117.44	89.41	86.23	0.9	2.7	3.7	6.0	2.2	3.2	5	4	322	232

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Source 2017 STR, Inc.

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**TOURIST TAX REVENUES 14/15 TO CURRENT**

Updated on 4/21/17

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
<b>Total Revenue for 14/15</b>	<b>\$400,578.78</b>

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
<b>Total Revenue for 15/16</b>	<b>\$429,912.80</b>

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	
July	
August	
September	
<b>Total Revenue for 15/16</b>	<b>\$336,072.61</b>

**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
<b>Total Revenue for 02/03</b>	<b>\$197,582.89</b>

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
<b>Total Revenue for 03/04</b>	<b>\$306,779.72</b>

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
<b>Total Revenue for 04/05</b>	<b>\$355,558.46</b>

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
<b>Total Revenue for 05/06</b>	<b>\$361,476.30</b>

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
<b>Total Revenue for 06/07</b>	<b>\$343,604.83</b>

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
<b>Total Revenue for 07/08</b>	<b>\$341,330.53</b>

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
<b>Total Revenue for 08/09</b>	<b>\$325,426.99</b>

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
<b>Total Revenue for 09/10</b>	<b>\$306,286.14</b>

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
<b>Total Revenue for 10/11</b>	<b>\$289,442.29</b>

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
<b>Total Revenue for 11/12</b>	<b>\$305,526.23</b>

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
<b>Total Revenue for 12/13</b>	<b>\$322,711.33</b>

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
<b>Total Revenue for 13/14</b>	<b>\$368,068.79</b>

# July 2017 TDC Marketing Status Report

Submitted by Casey Hartt, Lead Marketing Consultant

## Website & SEM

- Current Website (June 17-July 17, 2017)
  - Sessions: **14,156** (20,099 last year)
  - Users: **11,808** (17,660 last year)
  - Pageviews: **30,631** (39,826 last year)
  - Pages/session: **2.16** (1.98 last year)
  - % new sessions: **79%** (84% last year)
  - Avg. session duration: **1.44** (1.27 last year)
  - Bounce rate: **26%** (39% last year)
  - Cities: **Sebring (12%), Orlando (11%)Tampa (8%), Miami (3%)**
    - Last year: Orlando (7%), Sebring (6.6%), Tampa (5%), Miami (4%)
  - Usage: **Mobile device (47%), Desktop (34%), Tablet (19%)**

SEM report – June report attached.

## Promotions/PR

E-newsletter – 19,828 total contacts

Tourism News sent on July 1 with 24% open rate & 14% click rate

Industry Partners News was sent on June 19 with 21% open rate & 17% click rate

Twitter Chat - VISIT FLORIDA Twitter Chat on July 11

Press releases: N/A

## Social Media Marketing

- Facebook – 25,673 total page likes
- Twitter – 1,418 followers.
- Instagram – 290 followers

## Visitor Services – Project Updates

- 2018 Visitor Guide – Contract has been approved by BOCC and project is in progress with expected completion by December 2017.
- Golf Brochure - materials sent to Golf Alliance on Oct. 14; covered approved on 6/23
- RFP for SEO/SEM –Start edwith new company (Evok) on July 1
- RFP for postcard murals – need location/dimensions for each city approved by TDC
- Website – In progress; plan to launch by end of July.

## Industry Relations

- Highlands County Art & Culture Passport – met on June 14; deadline for participation is Aug. 1
- Public Input Meeting –held on June 21

## Last Month's Meetings/Presentations/Events:

July 10 – Conference call/website demo with Evok

July 11 – Food/restaurant photo shoot

July 11 – Twitter Chat

July 12 – Caladiums/Happiness Farms/Caladium Festival on FOX 13  
July 13 – Meeting with Commissioner Elwell  
July 13 – Conference call with USA Today Travel  
July 17 – Meeting with Dana & Vicki  
July 17 – Meeting with Danah Heye (Madden Media)  
July 17 – Conference call with Orlando Sentinel  
July 17 - Meeting with Commissioner Elwell  
July 18 – Scott Fais (Florida on a Tankful) here to shoot caladiums & promote festival

**Upcoming Meetings/Presentations/Events:**

July 20 – TDC meeting  
Aug. 1 – Scott Fais (FL on Tankful)  
August 10 – TDC presentation at Sebring Chamber Luncheon  
Aug. 15 – Twitter Chat  
August 28-30 – Florida Governor’s Conference on Tourism  
Sept. 12 – Twitter Chat  
Sept. 28 – TDC presentation at Avon Park Chamber Luncheon

# GOOGLE ADWORDS SUMMARY REPORT



**CLIENT** Highlands County VCB

**MONTH** June 2017

## OVERVIEW

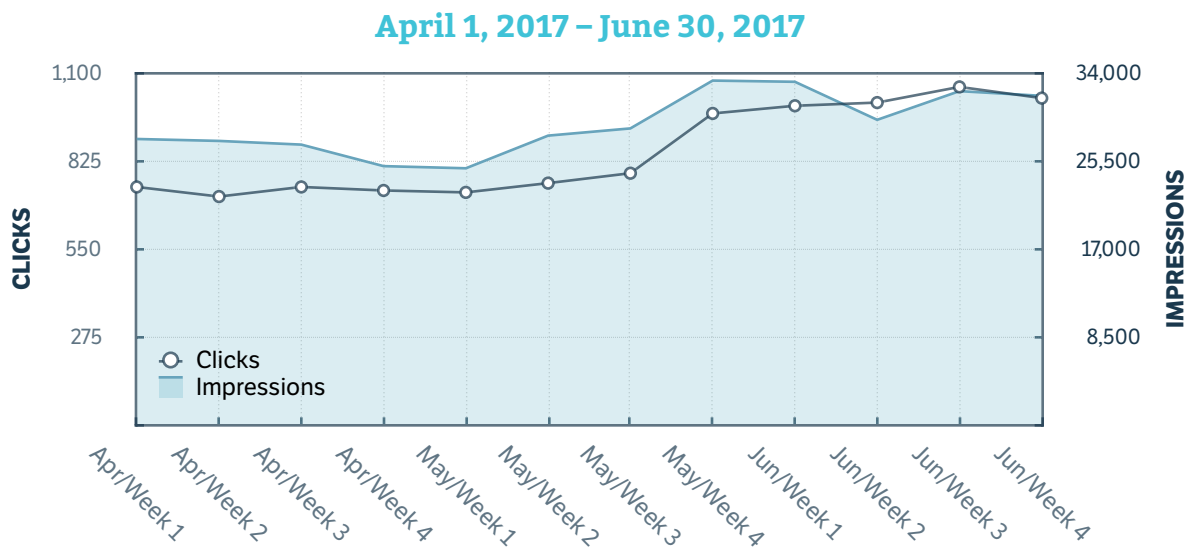
Search engine marketing (SEM) campaign focused on fishing, golf, nature tourism and cultural attractions in Sebring and Highlands County.

**CAMPAIGN**  
Search Engine Marketing

**AUDIENCE**  
National and Regional

**BUDGET**  
\$3,000 per month

CLICKS	IMPRESSIONS	SPEND	AVERAGE CPC
<b>4,320</b>	<b>135,623</b>	<b>\$2,353</b>	<b>\$0.54</b>
Previous: 3,512 +23.0%	Previous: 123,445 +9.9%	Previous: \$2,327	Previous: \$0.66 -17.8%



## SIX-MONTH REVIEW

Month	Clicks	Impressions	Spend	CPC	Search CTR	Avg. Position
June 2017	4,320	135,623	\$2,353	\$0.54	3.2%	2.3
May 2017	3,512	123,445	\$2,327	\$0.66	2.8%	2.2
April 2017	3,151	115,451	\$2,277	\$0.72	2.7%	2.0
March 2017	3,663	128,668	\$2,278	\$0.62	2.9%	2.1
February 2017	5,002	172,667	\$2,182	\$0.44	2.9%	2.3
January 2017	5,366	189,029	\$2,256	\$0.42	2.8%	2.4
<b>TOTALS</b>	<b>25,014</b>	<b>864,883</b>	<b>\$13,671</b>	<b>\$0.55</b>	<b>2.9%</b>	<b>2.2</b>

## CAMPAIGN BREAKDOWN

Campaign	Clicks	Impressions	CTR	Cost
Fishing	1,680	68,288	2.5%	\$517
Nature	1,365	28,802	4.7%	\$457
Summer Attractions	525	14,629	3.6%	\$271
Arts and Culture	313	9,470	3.3%	\$453
Golf HC	266	8,694	3.1%	\$326
Golf Central Florida	171	5,740	3.0%	\$329

Total Cost of Arts and Culture Campaign **\$453.40**

Total Cost of All Other Campaigns **\$1,899.17**

## TOP-PERFORMING AD GROUPS

Ad Group	Clicks	Impressions	CTR
Central Florida Fishing	1,519	63,285	2.4%
Parks	861	21,085	4.1%
Hiking	504	7,717	6.5%
Airboat Wildlife Adventures	208	7,106	2.9%
2017   Heartland Triathlon	190	1,971	9.6%
Golf Central Florida	171	5,740	3.0%
Murals of Lake Placid	169	6,521	2.6%
Central Florida Museums	126	2,571	4.9%
Golf Lake Placid	113	4,642	2.4%
Sebring Kart Racing	105	5,067	2.1%

## TOP-PERFORMING KEYWORDS

Keyword	Campaign	Clicks	Impressions	CTR
parks of florida	Nature	519	12,397	4.2%
florida lakes	Fishing	421	27,077	1.6%
fishing lakes florida	Fishing	249	6,637	3.8%
good places to fish in florida	Fishing	204	2,942	6.9%
central florida hiking trails	Nature	186	1,548	12.0%
fishing in florida	Fishing	179	10,409	1.7%
freshwater lakes in florida	Fishing	138	2,253	6.1%
trails in florida	Nature	136	2,812	4.8%
florida camping parks	Nature	108	2,291	4.7%
"heartland triathlon"	Summer Attractions	101	606	16.7%

## Top Ads

<p><b>Freshwater Fishing in Florida</b> Florida's Top Freshwater Lakes <a href="http://visithighlandscounty.com/fishing/central-florida">visithighlandscounty.com/fishing/central-florida</a> Find A New Favorite Fishing Spot at One of Central Florida's Best Fishing Lakes</p>	<p><b>Top Fishing Spots in Florida</b> Enjoy World-Class Fishing <a href="http://visithighlandscounty.com/fishing/central-florida">visithighlandscounty.com/fishing/central-florida</a> List of Boat Ramp Locations Used to Access Central Florida's Best Fishing Lakes</p>	<p><b>Best Parks in Central Florida</b> Outdoor Recreational Areas <a href="http://visithighlandscounty.com/State-Parks">visithighlandscounty.com/State-Parks</a> Experience Authentic Florida Nature When Visiting These Parks - Learn More Today</p>
<p><b>Florida's Top Freshwater Lakes</b> Enjoy World-Class Bass Fishing <a href="http://visithighlandscounty.com/fishing/central-florida">visithighlandscounty.com/fishing/central-florida</a> List of Boat Ramp Locations Used to Access Central Florida's Best Fishing Lakes</p>	<p><b>The Murals of Lake Placid</b> Historic Outdoor Art Gallery <a href="http://visithighlandscounty.com/murals/lake-placid">visithighlandscounty.com/murals/lake-placid</a> Come See Why Lake Placid Florida Is Called "The Town of Murals"</p>	<p><b>Museums in Central Florida</b> Guides and Information <a href="http://visithighlandscounty.com/museums">visithighlandscounty.com/museums</a> Visit a Museum Today and Celebrate the Art and Culture of Central Florida</p>
<p><b>Must-Visit Florida State Parks</b> Experience the Real Florida <a href="http://visithighlandscounty.com/State-Parks">visithighlandscounty.com/State-Parks</a> State Parks in Central Florida Perfect for Camping and Enjoying Florida's Beauty</p>	<p><b>Airboat Tours in Sebring, FL</b> Airboat Wildlife Adventures <a href="http://visithighlandscounty.com/airboat">visithighlandscounty.com/airboat</a> Enjoy a 90-minute airboat tour through a diverse range of Florida scenery!</p>	<p><b>Sebring Kart Racing</b> Speed, Competition and Thrills <a href="http://visithighlandscounty.com/racing/karts">visithighlandscounty.com/racing/karts</a> Go Kart racing at 40 mph on a track layout like Sebring International Raceway!</p>
<p><b>Must-Do Florida Hiking Trails</b> Experience the Real Florida <a href="http://visithighlandscounty.com/Hiking-Trails">visithighlandscounty.com/Hiking-Trails</a> Detailed information on some of Central Florida's most popular and scenic hikes!</p>	<p><b>Central Florida Golf Courses</b> Guides and Information <a href="http://visithighlandscounty.com/golfing/central-florida">visithighlandscounty.com/golfing/central-florida</a> Find A New Favorite Golf Spot at One of Central Florida's World-Class Courses</p>	<p><b>Best Hiking in Central Florida</b> For All Ages and Abilities <a href="http://visithighlandscounty.com/Hiking-Trails">visithighlandscounty.com/Hiking-Trails</a> Scenic Nature Trails Perfect for Hiking And Experiencing The Real Florida!</p>
<p><b>State Parks in Central Florida</b> Discover a New Favorite Park <a href="http://visithighlandscounty.com/State-Parks">visithighlandscounty.com/State-Parks</a> Detailed Information on Some of Central Florida's Most Popular State Parks!</p>	<p><b>Heartland Triathlon</b> June 17-18 in Sebring, FL <a href="http://visithighlandscounty.com/events/triathlon">visithighlandscounty.com/events/triathlon</a> Experience the Triathlon Created by Triathletes for Triathletes &amp; Their Families</p>	<p><b>Fishing in Central Florida</b> Best Fishing Lakes in Florida <a href="http://visithighlandscounty.com/fishing/central-florida">visithighlandscounty.com/fishing/central-florida</a> A list of Boat Ramps in Avon Park. Your Guide to 95+ World-Class Fishing Lakes</p>

## Landing Pages

<http://www.visithighlandscounty.com/destinations/?cat=15>

<http://www.visithighlandscounty.com/destinations/?cat=17>

<http://www.visithighlandscounty.com/destinations/?cat=4>

<http://www.visithighlandscounty.com/destinations/?cat=7>

<http://www.visithighlandscounty.com/destinations/?cat=8>

<http://www.visithighlandscounty.com/destinations/lake-placid-mural-society>

<http://www.visithighlandscounty.com/destinations/12-minutes-of-sebring>

<http://www.visithighlandscounty.com/destinations/airboat-wildlife-adventures>

<http://www.visithighlandscounty.com/destinations/maxwell>

<http://www.visithighlandscounty.com/events/heartland-triathlon>

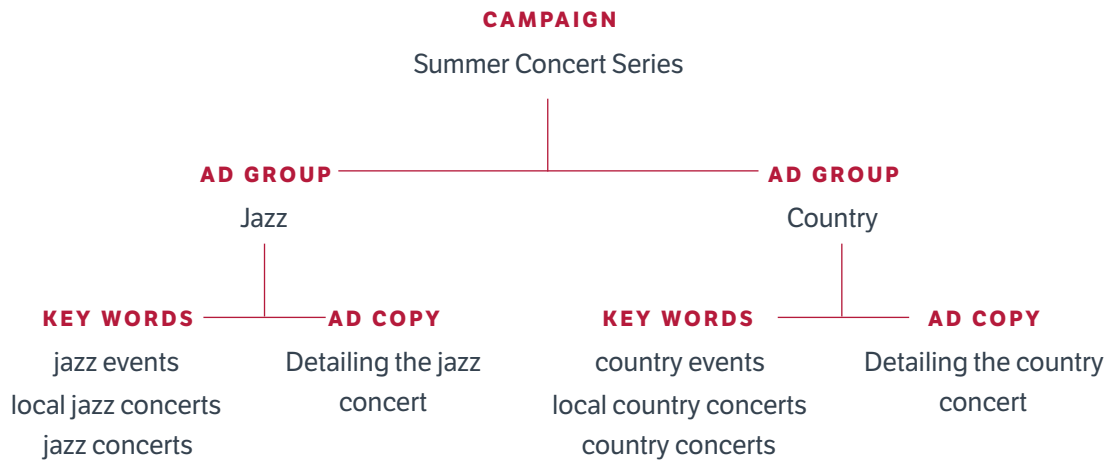
<http://www.visithighlandscounty.com/events/annual-caladium-festival>



## Campaign Performance

- + All campaigns were paused on June 30.
- + The Heartland Triathlon ad group was paused on June 18 and the Caladium Festival ad group was enabled. Overall the Heartland Triathlon ad group performed well. Total cost in June was only \$44.42 and resulted in 1,971 impressions and 190 clicks. That equates to an average cost-per-click of \$0.23.

## AdWords Account Structure Chart



## Glossary of Terms

Ad Groups	An ad group contains one or more ads, which target a shared set of keywords. For example, if you are running an ad campaign for a shoe sale, you could set up ad groups to target for online sales, women's shoes and men's shoes. You can have multiple ads in each ad group.
Ad Position	The placement of an ad on the Google search results pages. Position #1 is at the top of the first page.
Ad Rank	Your Ad rank is the value that's used to determine where your ad shows up on a page. It's based on your quality score and your bid amount.
Call to Action (CTA)	A CTA is literally the action you want your searcher to take. Good CTAs in your ads are short, action oriented words such as "Buy", "Get", "Act Now", etc.
Campaign	A set of ad groups (ads, keywords, and bids) that share a budget, location targeting, and other settings. Campaigns are often used to organize categories of products or services that you offer.
Click	When someone clicks your ad, like on the blue headline of a text ad, AdWords counts that as a click.
Click Through Rate (CTR)	The number of clicks an ad receives divided by the number of impressions. The higher the CTR, the more effective Google considers the ad.
Conversion	A desirable action by a website visitor, including joining a mailing list, buying a product, calling a phone number, or downloading a file.
Cost per Click (CPC)	The amount an advertiser is charged for a single click. Different keywords cost different amounts, depending on competition.

CPM	Cost-Per-thousand impressions is a bidding method that bases your costs on how many times your ads are shown (impressions).
Destination URL	Your destination URL is the landing page your ad is directed to when it's clicked. Your destination site can be a specific page. You can change it for differing ads within ad groups. Your audience does not see it in the ad.
Display URL	Your display URL is what shows up in your ad copy. You can keep this simple and clean to increase your brand recognition, trust, and conversions. In the ad it is typically shown in green text.
Headline	Your ad headline is the header of your ad copy. It generally shows up in blue when your ad is live.
Impressions	An impression is the measurement of how many times your ad is shown.
Keyword	Words or phrases describing your product or service that you choose to help determine when and where your ad can appear.
Landing Page	The first webpage shown after an ad is clicked. The page is constructed to appeal to the same desire as the ad.
Negative Keyword	Negative keywords work with your normal keywords to show your ads just to the audience you want. You can add negative keywords, so your ad doesn't show for searches that include those terms. This can help you reduce costs by making sure your ad shows just to the audience you want.
Pay per Click (PPC)	Click is the same as CPC.
Quality Score	A quality score is the measurement from Google based on the relevancy of your ad headline, description, keywords and destination URL to your potential customer seeing your ad. A higher quality score can get you better ad placement and lower costs.
Relevance	How closely the elements of your ad campaign match what a person seems to be looking for.

2017	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Website Pageviews	43,287	52,039	30,275	27,231	23,815	25,176	30,631					
Website Users	16,215	21,125	12,114	10,934	10,424	10,762	11,808					
Website #1 City	Sebring 9%	Sebring 9.7%	Sebring 9.5%	Sebring 8.9%	Orlando & Sebring	Orlando 11%	Sebring 12%					
Enews Subscribers	9,779	9,799	9,693	13,761	15,093	15,064	19,828					
E-news Open Rate	18%	19%	18%	18%	4.30%	6%	24%					
Facebook Likes	23,548	23,820	24,417	24,747	25,179	25,198	25,673					
Twitter Followers	1,330	1,339	1,370	1,380	1,386	1,405	1,418					
Instagram Followers	197	206	225	231	248	294	290					
Press Releases	1	1	1	2	1	1	0					
Local Articles	1		1	0	0	0	1					
Non-Local Articles	7	1	2	1	0	0	2					
2016	January	February	March	April	May	June	July	August	September	October	November	December
Website Pageviews	28,904	36,418	33,795	23,330	24,436	12,105	40,451	30,850	23,914	12,576	21,160	
Website Users	7,446	9,980	10,598	8,279	8,282	10,699	18,118	14,563	8,933	10,794	6,557	
Website #1 City	Sebring 14%	Sebring 13%	Sebring 13%	Sebring 7.8%	Sebring 7.5%	Miami (7.9%)	Orlando & Sebring (6.5%)	Orlando (5%)	Sebring 8%	Sebring 9% & Orlando	Sebring 15%	
E-news Subscribers	0	1,184	1,741	1,705	1,667	1,646	1,637	1,653	9,453	9,432	9,448	
E-news Open Rate	0	20%	18%	N/A	20%	18%	19%	N/A	22%	0	0	
Facebook Page Likes	10,386	11,643	13,232	14,483	14,868	15,088	16,107	16,782	17,187	18,729	20,916	
Twitter Followers		1,089	1,142	1,152	1,178	1,205	1,224	1,250	1,277	1,278	1,309	
Instagram Followers	0	33	73	84		97	110	117	124	151	175	
Press releases	2	1	1	0	4	1	0	2	1	2	0	
Local TDC Articles	5	1	1	0	3	0	4	0	1	1	0	
Non-Local TDC Articles	0	0	0	0	0	1	3	0	1	2	0	

# Scoring Form for Allocation of New Event Grant Funds

1. Does this event date occur during low occupancy months (April-December)?  
Yes = 10 points No = 0 points
2. Does this event include an evening or overnight component that would be likely to generate paid overnight stays at Highlands County accommodations?  
Yes = 10 points No = 0 points
3. Is this event being held in Highlands County for the first time or the first time in the last five years?  
Yes = 10 points No = 0 points
4. Does the event schedule include a formalized breakfast, lunch or dinner at a local restaurant or catered by a local business? (*Must show proof*)  
Yes = 5 points No = 0 points
5. Does the event schedule include attendance at any of the following: local play, dance or concert; local museum, local nature-based activity, historical site/setting or other local site or exhibit as indicated in itinerary or schedule? *4 points maximum*  
2 points = Email blast to attendees ([Info@VisitSebring.com](mailto:Info@VisitSebring.com) must be copied to verify)  
2 points = Visiting an attraction included in the agenda
6. Does the event use local vendors for production of advertising, promotions, printing or other goods/services necessary for the event? (*Must show proof*)  
Yes = 3 points No = 0 points
7. Is the event properly located with emphasis on adequate infrastructure (parking, restrooms, trash bins)?  
Yes = 3 points No = 0 points
8. Does the event have its own easily-accessible website or web page that showcases the event and provides all pertinent information a visitor would need in order to attend?  
Yes = 5 points No = 0 points
9. What are the estimated rooms nights to be generated by this event (circle one)?
  - 0-50 = 1 point
  - 51-100 = 2 points
  - 101-200 = 3 points
  - 201-300 = 4 points
  - 301-400 = 5 points
  - 401-500 = 6 points
  - 500+ = 7 points
10. Evaluator's determination as to the benefit of the proposed event: \_\_\_\_\_  
On a scale of 0 to 5 with 5 providing the most benefit to Highlands County's economy and 0 being no benefit to Highlands County's economy, rate the benefit of the proposed event to the overall Highlands County economy.