

Tourist Development Council

May 14, 2025

11:00 am

County Administration Building - Grace Knight Conference Room

12 SE 1 Street, 2nd Floor, Gainesville, FL 32601

Pages

- | | | |
|----|---------------------------------------------------------------|----|
| 1. | Call to Order | |
| 2. | Approval of the Agenda and Minutes from the March meeting | 1 |
| 3. | Meeting Advantage Program Application Review (7 applications) | |
| 4. | Cooperative Billboard Application Review (1 application) | 31 |
| 5. | Member Comment | |
| 6. | Public Comment | |
| 7. | Adjournment | |

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ALACHUA COUNTY TOURIST DEVELOPMENT COUNCIL

Alachua County Commissioner Marihelen Wheeler, Chair
City of Gainesville Commissioner Cynthia Chestnut
City of Alachua Commissioner Dayna Williams
Adam Anderson | Stephanie Bailes | Staci Bertrand
Cornelia Holbrook | Linda Rocha

Wednesday, March 12, 2025 at 1:30 p.m.

Alachua County Administration Building
12 SE 1st Street, Second Floor, Grace Knight Conference Room

MEETING AGENDA

Call to Order 1:34pm: Members present: Commissioner Marihelen Wheeler, Cornelia Holbrook, Adam Anderson, Commissioner Cynthia Chestnut, Stephanie Bailes, and Linda Rocha. Members absent: Staci Bertrand and Commissioner Dayna Williams.

Others Present: Tourism and Economic Development staff Jessica Hurov, Elizabeth Reyes, Bailey McClellan, and Jordan Shepherd.

1. Approval of the Agenda Packet and Minutes from the January 23, 2025 meeting – *Motion by Adam Anderson, second by Linda Rocha. Motion carried*
2. Meeting Advantage Program Application Review (7 applications): Tourism Program Coordinator Bailey McClellan presented 7 Meeting Advantage Program applications for review. Bailey detailed the economic impact of the MAP program applications with a requested funding amount of \$16,950.00. These conferences are projected to generate approximately \$146,206.00 in direct lodging revenue and bring an estimated direct economic sales impact of \$327,954.00 and a total induced economic impact of \$507,699.00.

Approved Meeting Advantage Program applications are as follows:

- **HOPE Animal Assisted Crisis Response, Southeast Regional Annual Workshop**
Verified Request Amount: \$1,125.00
April 10 – 13, 2025
Conference Location: Santa Fe College Institute of Public Safety
Lodging Location: Best Western Gateway Grand
75 room nights
- **Florida School Board Association, Finance 2.0 Forum**

Verified Request Amount: \$1,050.00

April 24 – 25, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center
70 room nights

- **UF/IFAS Conference on Applied Statistics in Agriculture and Natural Resources**
Verified Request Amount: \$2,175.00
May 11 – 16, 2025
Lodging & Conference Location: Hotel Indigo at Celebration Pointe
145 room nights
- **American Shoulder & Elbow Surgeons Foundation, Central Florida Shoulder & Elbow Week 2025**
Verified Request Amount: \$900.00
May 16 – 17, 2025
Lodging Location: Hyatt Place Downtown Gainesville
Conference Location: Champions Club at Ben Hill Griffin Stadium
60 room nights
- **Florida Association of Genetic Counselors, 2025 Annual Education Conference**
Verified Request Amount: \$900.00
May 29 – 30, 2025
Lodging & Conference Location: Hilton University of Florida Conference Center
60 room nights
- **UF/Florida Federation of Garden Clubs, Summer Short Course 2025**
Verified Request Amount: \$900.00
June 1 – 3, 2025
Conference Location: Gainesville Garden Club and UF Straughn Center
Lodging Location: Drury Inn and Suites
60 room nights
- **UF/PURC World Bank International Training on Utility Regulations & Policy**
Verified Request Amount: \$9,900.00
June 9 – 18, 2025
Lodging & Conference Location: Hilton University of Florida Conference Center
660 room nights

All 7 Meeting Advantage Program applications approved. Motion by Cornelia Holbrook, second by Commissioner Cynthia Chestnut. Motion carried.

Staff Presentation by Elizabeth Reyes, Tourism Development Director

- **World Masters Updates:** Updates were presented regarding the World Masters Athletic Indoor Championship 2025 (WMAic25)
 - **Cornelia Holbrook** shared support and discussed the impact of the WMAic25
 - **Adam Anderson** shared support and discussed the impact of the WMAic25
 - **Ron Gromoll** (General Manager of Sweetwater Inn) spoke about Airbnb and VRBO occupancy.
- **Diners, Drive-ins, and Dives:** Information was presented about the Visitors Bureau's logistics support and hospitality presented for the film crew of the Food Network's "Diners, Drive-ins, and Dives" (DDD) television program. Locally sourced food items were shared with the DDD film crew to promote Alachua County agricultural products.
 - **Bailey McClellan** shared insights about episodes airing that were filmed in Alachua County.

- **Visit Florida's Huddle and Encounter:** Liz presented on the Visit Florida Huddle and Encounter event at the World Equestrian Center in Ocala, Florida. Visit Gainesville, Alachua County sponsored a coffee bar directly next to the VCBs tradeshow booth at the event, creating an opportunity for Visit Gainesville, Alachua County brand to be seen by more attendees and meeting planners.
 - **Bailey McClellan** Received four requests for proposals (rfp's) resulting from this event.
- **VCB Tallahassee Meeting Planner Event:** Bailey McClellan presented on the VCB Tallahassee Meeting Planner Event.
 - **Commissioner Marihelen Wheeler** commented on the challenges faced by some of the smaller VCBs in Florida.
- **Guest Service Professional Certification Program:** More than 70 early career professionals have enrolled in the program to date.
- **Upcoming Important Dates:**
 - Florida Tourism Day
 - National Travel and Tourism Week
 - Agritourism Conference
- **2025 Visit Gainesville, Alachua County Hospitality Awards:** The registration period for the 2025 awards is now open.
- **Website Visitation, Social, and Digital Campaigns:** Key performance metrics for website traffic and engagement from recent marketing campaigns were discussed. Overall campaigns are on track for yearly goals.
- **Tabling and Outreach Efforts:** An update was provided on visitor guide distribution, the growth in What's Good Guide subscriptions, and event ticket distribution.
- Jessica Hurov and Liz Reyes provided information on Visit Gainesville, Alachua County's newest initiative – The **Routes to Roots** carbon offset program. She shared that logo, the donation structure and where information about where the initiative could be found on the Visit Gainesville, Alachua County website. A link to the Routes to Roots page is found within the website footer.
- **Digital Campaigns for Summer Visitation:** The summer visitation campaign for Alachua County will begin May 1. New this year, Visit Gainesville, Alachua County will partner with Gray Media to conduct a digital display ad campaign along with a social lead generation campaign to drive summer visitation.

3. Member Comments

- **Stephanie Bailes** shared ideas for marketing restaurants in Alachua County.
- **Cornelia Holbrook** shared insights on the potential for launching a tour company in Alachua County.
- **Adam Anderson** talked about competing in the World Masters Athletics Indoor Championship.
- **Linda Rocha** highlighted Dance Alive's upcoming performance of Romeo and Juliet.

4. Public Comment

- **Kaitlin Gardiner** (Florida Museum of Natural History) announced that the museum will be closing on **March 23, 2025** for an estimated 16 months, with plans to reopen in the **Fall of 2026**. The closure will facilitate an expansion of the facility, including the addition of new gallery space, an upgraded gift shop, and a two-story administration building. During the closure, the museum will continue to engage with the community by tabling at various events.
- **Tara James** (The Embassy Event Hall, Waldo, Florida) discussed the possibility of adding her event venue to the Visit Gainesville website, with plans to promote her events in the future.
 - **TDC members** suggested opening the Embassy Event Hall to community activities like yoga classes and outreach programs.
- **Julie Smith** (High Springs) encouraged members to submit their events to the Visit Gainesville website. She also spoke about a brewery ordinance and advocated for allowing breweries to be open on Sundays in

High Springs.

5. Adjourn 3:14 p.m.

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AGENDA PACKET ATTACHMENTS - To be approved upon approval of the agenda.

1. Draft Minutes from the January 2025 TDC Meeting
2. Visit Gainesville, Alachua County Advertising Report
3. Visit Gainesville, Alachua County Group Sales Report
4. Visit Gainesville, Alachua County Web/Digital Report
5. Visit Gainesville, Alachua County Outreach/Group Service Report
6. Tourist Development Council Attendance Report
7. Tourist Development Expenditure Report
8. Gainesville Sports Commission Report

VISIT GAINESVILLE ALACHUA COUNTY

TOURISM DEVELOPMENT COUNCIL REPORT – MAY 2025



CAMPAIGN HIGHLIGHTS

TRADE MEDIA: FEB – APR 2025



Quick Trips!

Diverse, Distinct, and Delicious – Alachua County Restaurants Receive National Attention on Food Network's *Diners, Drive-Ins and Dives*

Alachua County restaurants will be featured on *Diners, Drive-Ins and Dives*, bringing national attention to the area's standout dining scene. Six local favorites, including Fehrenbacher's Meats & Eats and Uppercrust Bakery, began appearing Mar. 14 on Food Network and will air through April. As the official Film Commission of Alachua County, Visit Gainesville, Alachua County assisted with destination logistics. The exposure is expected to boost local businesses, attract visitors, and highlight Alachua County's growing reputation for culinary and film productions. VisitGainesville.com

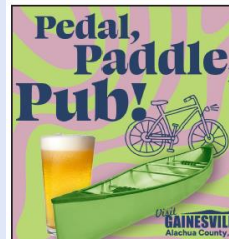


Uppercrust Bakery, one of six Alachua County restaurants featured on *Diners, Drive-Ins and Dives*. Also featured: Bingo Deli & Pub, Fehrenbacher's Meats & Eats, Germain's Chicken Sandwiches, Humble Wood Fire Bagel Shop, and The Paper Bag Deli. Photo: Courtesy of Uppercrust Bakery

Tourism Marketing Today is a publication by **Destinations Florida**, an association representing the official tourism marketing organizations (DMOs) in Florida. This magazine provides insights, trends, and best practices for tourism professionals to effectively promote their destinations. It often features:

- Success stories from DMOs.
- Campaign strategies
- Data insights related to tourism.
- Creative ideas for marketing, public relations, and digital advertising and more

Adventure's in Season – Visit Gainesville, Alachua County's Summer Tourism Campaigns Launched May 1



The Visit Gainesville, Alachua County Summer 2025 Marketing Campaign is a data-driven, multi-channel initiative designed to increase summer visitation by a minimum of **10% over summer 2024**, with a focus on turning online engagement into real-world tourism impact.

The campaign will run from **May 1 to July 31, 2025**, leveraging:

- Digital display advertising
- Short-form video and social media ads
- Paid search campaigns
- Organic content optimization
- PR engagement
- Email newsletters
- Web and social platforms
- Regional Radio
- Billboards

Key campaign messages will promote family-friendly and outdoor adventure themes tied to **high-converting website content**, such as events, trip planning, free things to do, food, and outdoor recreation.

Target Audiences:

- Families with school-aged children
- Outdoor enthusiasts, adventure seekers

Secondary Segments:

- Culinary travelers (couples, foodies)
- Event-driven visitors (live music, festivals)

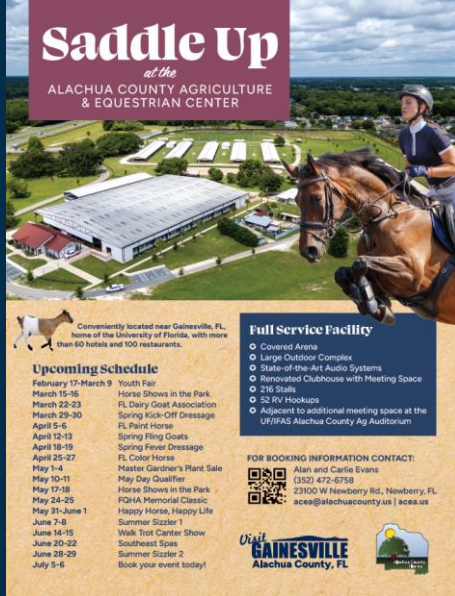
What's Good® Sign-Ups

An additional component of the campaign will focus on social leads generation.

Top Target Markets (DMAs):

- Orlando
- Tampa
- Jacksonville
- Tallahassee
- Miami
- Surrounding counties (Marion, Columbia, Levy, Lake, Putnam)

ELITE EQUESTRIAN



Saddle Up
at the
ALACHUA COUNTY AGRICULTURE
& EQUESTRIAN CENTER

Conveniently located near Gainesville, FL, home of the University of Florida, with more than 60 hotels and 100 restaurants.

Upcoming Schedule

February 17-March 9	Youth Fair
March 15-16	Horse Shows in the Park
March 22-23	FL Dairy Goat Association
March 29-30	Spring Kick-Off Dressage
April 5-6	FL Paint Horse
April 12-13	Spring Fling Goats
April 18-19	Spring Fever Dressage
April 25-27	FL Color Horse
May 1-4	Master Gardener's Plant Sale
May 10-11	May Day Qualifier
May 17-18	Horse Shows in the Park
May 24-25	FQHA Memorial Classic
May 31-June 1	Happy Horse, Happy Life
June 7-8	Summer Sizzler 1
June 14-15	Walk Trot Canter Show
June 20-22	Southeast Spas
June 28-29	Summer Sizzler 2
July 5-6	Book your event today!

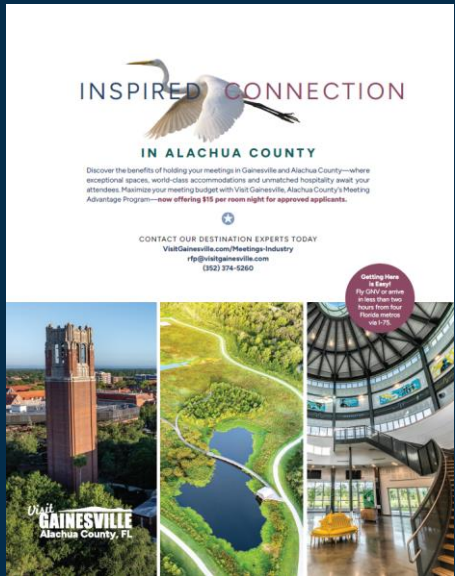
Full Service Facility

- Covered Arena
- Large Outdoor Complex
- State-of-the-Art Audio Systems
- Renovated Clubhouse with Meeting Space
- 216 Stalls
- 32 RV Hookups
- Adjacent to additional meeting space at the UF/IFAS Alachua County Ag Auditorium

FOR BOOKING INFORMATION CONTACT:
Alan and Carlie Evans
(352) 472-4750
23100 W Newberry Rd., Newberry, FL
aces@alachuacounty.us | aces.us

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Alachua County, FL

Group Meetings FSAE



INSPIRED CONNECTION
IN ALACHUA COUNTY

Discover the benefits of holding your meetings in Gainesville and Alachua County—where exceptional spaces, world-class accommodations and unmatched hospitality await your attendees. Reimburse your meeting budget with Visit Gainesville, Alachua County's Meeting Advantage Program—now offering \$15 per room night for approved applicants.

CONTACT OUR DESTINATION EXPERTS TODAY:
VisitGainesville.com/Meetings-Industry
rtp@visitgainesville.com
(352) 374-5260

Getting Here is Easy
Fly (GTF) or arrive
in less than two
hours from four
Florida airports
via I-75.

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As part of a year-round Visit Gainesville, Alachua County markets to FSAE meeting planners with print and digital ad campaigns and attends association trade shows to promote groups sales in Alachua County.

Summer Campaigns Continued - Fun 4 US Kids, April 14 – July 14



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New Adventures Every Visit
in Gainesville and Alachua County

Museums • Animal Encounters • Nature Parks
Springs • Planetarium & MORE!

The Fun 4 US Kids franchise websites and social media pages are an ideal platform to market summer visitation to families with young children. These hyper-local, parent-focused guides are trusted resources for discovering family-friendly events, camps, attractions, and activities. With targeted regional reach and a highly engaged audience of parents actively planning their family's summer schedules, advertising on Fun 4 US Kids reaches decision-makers looking for memorable, kid-approved experiences within a short drive.

Target Markets:

- Fun 4 Gator Kids - Alachua County (plus adjacent counties)
- Fun 4 Tally Kids - Leon County
- Fun 4 Auggie Kids - St. Johns & Flagler County
- Fun 4 Clay Kids - Clay & Bradford County
- Fun 4 First Coast kids - Duval & Nassau County
- Fun 4 Ocala Kids - Marion County
- Fun 4 Lake Kids - Lake & Sumter County
- Fun 4 Seminole Kids - Seminole County
- Fun 4 Daytona Kids - Volusia County
- Fun 4 Orlando Kids - Orange County
- Fun 4 Nature Coast Kids - Levy, Citrus, & Hernando County
- Fun 4 Sun Coast Kids - West Pasco & North Pinellas County
- Fun 4 Tampa Kids - South Pasco & West Hillsborough County
- Fun 4 Brandon Kids - East Hillsborough County
- Fun 4 Sarasota Kids - Manatee & Sarasota County

Website – Day Trips Page Header

Ad replaces stock photo at the top of the Day Trips page in the Fun Around Town section. Ad clicks through to the Visit Gainesville website.

Monthly Facebook Post

Fun 4 US Kids will publish an original post each month on each Facebook page for all the target markets. The post will include top events and happenings that month in Gainesville as well as suggestions of attractions to visit.

Posts will be set up to tag Visit Gainesville, Alachua County as a sponsor, so that they post boost they can be boosted directly by the VCB.

Monthly Ad in E-mail Newsletter


The same ad running on the Day Trips page will run in the email newsletters on each site with the following schedule:

- April 14 – May 14 = 2 times a month in newsletters
- May 14 – June 14 = 2 times a month in the newsletters
- June 14 – July 14 = 1 time in newsletters

UF PREVIEW 2025

In addition to visitor guides and tourism partner information, 20,000 pieces of destination collateral will be distributed during UF Preview to the university's newest students (10,000) and their parents (10,000).

The collateral will be placed in the UF's Preview take home bags with the goal to enhance their experience in Alachua County, introduce them to the destination, and establish early connections with future visitors and residents.



Parents Welcome Here!

Why should the students have all the fun?

Make the most of your visit with suggestions on where to stay, things to do, dining and shopping hotspots, and local tips and tricks on VisitGainesville.com.

PRO TIP!

Sign up for What's Good® to stay up-to-date on events in the area.

what's good.
GAINESVILLE + ALACHUA COUNTY
GUIDE OF WEEKLY EVENTS

QR code with text: SIGN UP TODAY!

Visit
GAINESVILLE
Alachua County, FL
VisitGainesville.com

Total Advertising Impressions Across All Media – Q2 2025

TOTAL IMPRESSIONS: Q2 FY25

Social Media In-House (<i>paid</i>):	1,432,011
Social Media In-House (<i>organic</i>):	159,843
Social Media Ad Agency	528,511
Google Ads	1,184,579
Billboards (CCO+GNV Airport)	21,970,351
Radio WUFT	845,000
Radio FPM	1,808,800
Print FSAE	2400
Digital Elite Equestrian - Emails 50,000 per issue	100,000
Print Elite Equestrian 75,000 yr.	12,500
Digital Visit Florida Guide (<i>street date is Q2</i>)	100,000
Print Visit Florida Guide (<i>street date is Q2</i>)	300,000
Villages Newcomer Directory (70K/Year)	17,500
What's Good® Guides Sent	288,938
Visitor Guides Distributed (Outreach)	7,960
Visitor Guides Distributed (Welcome Centers)	2,450
TOTAL IMPRESSIONS:	28,760,843

Total Advertising Impressions for FY25 -to-Date: 55,846,420

UF Preview 2025 Continued



Get Out There!

(Unexpected adventures beyond campus? Yes, please!)

Becoming a Florida Gator is the adventure of a lifetime—and your new home away from home is full of lots to explore. Your extracurriculars start at VisitGainesville.com—the official guide to events, eats, trails, festivals and experiences in Gainesville and Alachua County.

Visit
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Alachua County, FL
WHERE NATURE AND CULTURE MEET

Follow @VisitGainesville on Instagram and Facebook, and sign up for the What's Good® event guide—your weekly shortcut to everything happening nearby.

Hometown Highlights

How many can you check off in your first year?

- ☐ Sign up for the What's Good® guide of events—your go-to for all the cool stuff happening in Gainesville and Alachua County.
- ☐ Spot gators (from a safe distance) at La Chua Trail or Sweetwater Wetlands Park.
- ☐ Slackline, rollerblade or run at Depot Park.
- ☐ Treasure hunt at Waldo Farmer's and Flea Market.
- ☐ Embark on a tour de pizza! Try Blue Highway, Da Vinci, Humble Wood Fire, Satchels, Square House and more. Can you eat them all?
- ☐ Post up at a music festival at Heartwood Soundstage or Bo Diddley Plaza.
- ☐ Grab an iced latte and cozy corner at an area café. Explore options at VisitGainesville.com.
- ☐ Bring a picnic, a pool noodle and your pals to float at Poe Springs—say that three times fast!
- ☐ Catch a play or indie film at the Hippodrome Theatre.
- ☐ Check out one of the regular vintage markets or big annual art festivals.
- ☐ Shop your favorite national brands and discover local boutiques at bit.ly/352Shopping.
- ☐ Go beyond Gainesville—Alachua County's eight surrounding towns are full of date-worthy eats and photo-friendly spots.
- ☐ Dive into hundreds of other ideas at VisitGainesville.com.
- ☐ And hey—don't forget to call your parents!

QR code with text: SIGN UP TODAY!

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WHERE NATURE AND CULTURE MEET

VisitGainesville.com

VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MAY 2025



RECENT UPDATES

Meeting Advantage Program Economic Impacts FY25 (YTD)

Since the start of the fiscal year on October 1, 2024, the Meeting Advantage Program has supported 27 conferences, meetings, and events across Alachua County.

To date, the program has awarded \$125,285.20 in funding, with \$46,592.38 in actual reimbursements processed. The supported conferences are estimated to have generated \$1.2 million in lodging revenue, contributing to a projected \$6.2 million in total economic impact for Alachua County.

To learn more about the reimbursement program and to see if an event is eligible for funding, please email Bailey McClellan at bmcclellan@alachuacounty.us

GROUP SALES – MAY 2025

Through local community efforts and targeted sales missions at industry association events, such as FL Society of Association Executives (FSAE) and Meeting Professionals International (MPI), Visit Gainesville, Alachua County promotes the county as a preferred conference destination. The visitors bureau offers professional services including assistance with RFP sourcing, itinerary planning, financial incentives via the Meeting Advantage program and more to support the success of events in Alachua County.

RECENT / UPCOMING SALES MISSIONS & TRADESHOWS

Florida Society of Association Executives' Annual Conference, West Palm Beach, FL July 9 – 11, 2025

Visit Gainesville, Alachua County will attend to promote the destination's conference and meeting capabilities to Florida-based association executives and decision makers. The Group Sales staff will represent Alachua County, highlighting the Meeting Advantage Program, which offers reimbursement incentives for organizations that choose to host events in the area. As a sponsor of three breakout sessions, staff will speak directly to attendees before each presentation, offering valuable one-on-one engagement opportunities. Executives will receive the updated Group Sales brochure, along with materials outlining Alachua County's meeting spaces and reimbursement program.

FLORIDA ASSOCIATION OF COUNTIES (FAC) INNOVATION & POLICY CONFERENCE – SITE VISIT

After submitting a proposal to host the 2025 Florida Association of Counties (FAC) Innovation & Policy Conference, Alachua County was selected as the host destination and is responsible for coordinating a full-day educational tour for conference attendees, highlighting innovative initiatives and community assets across the county.

To review the proposed tour agenda, Visit Gainesville, Alachua County welcomed representatives from the Florida Association of Counties for a site visit on Wednesday, April 23rd.

The itinerary, developed by VCB staff and county leadership, was presented through in-person visits to key tour stops, including:

- Alachua County's West End
- Alachua County Agriculture & Equestrian Center
- Alachua County Sports & Events Center
- Ben Hill Griffin Stadium at the University of Florida

VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MAY 2025



UPCOMING

National Travel and Tourism Week 2025
May 5–11, 2025

Visit Gainesville, Alachua County will celebrate with the 3rd Annual Hospitality Recognition Awards, presenting plaques to hospitality professionals nominated by peers for exceptional service. Staff will deliver awards at the May 14 TDC meeting thanking frontline workers for their contributions.

Alachua County Agritourism Conference
Summer 2025, Date TBD

Visit Gainesville, Alachua County will host the Alachua County Agritourism Conference, bringing together agritourism operators and those interested in developing agritourism ventures. The workshop will cover industry best practices through expert speaker sessions, interactive discussions, and networking opportunities.

Topics to include:

Agriculture and Agritourism Trends
Legal Considerations & Tax Benefits
Permitting & Fire Safety
Funding and Support Opportunities

Photo: FoodNetwork.com recipe of Germain's Chicken Sandwiches, Crispy Spicy Chicken Sandwiches

GROUP SALES – MAY 2025

RECENT FILM PROJECTS

Diners, Drive-Ins, and Dives (DDD) Featured Alachua County Restaurateurs

Six Alachua County restaurants were recently featured on the Food Network's *Diners, Drive-Ins, and Dives (DDD)*, bringing national attention to the area's standout culinary talent and creativity.

The first episode aired on Friday, March 14, 2025, and was titled "*African, Sicilian & Sausage*," highlighting Fehrenbacher's Meats & Eats at 4th Avenue Food Park.

Subsequent episodes included:

- **Humble Wood Fire Bagel Shop** – April 4, episode titled "*Flavortown Finds*"
- **The Paper Bag Deli** – April 11, episode titled "*Sandwich Shenanigans*"
- **Uppercrust Bakery** – April 26, episode titled "*Sandwiches, Seafood and Sweets*"
- **Germain's Chicken Sandwiches** – May 2, episode titled "*Specialty Spots*"
- **Bingo Deli + Pub** – May 9, episode titled "*Southeast Standouts*"

This series of features showcased the range and quality of Alachua County's food scene. Visit Gainesville, Alachua County supported the momentum through digital engagement and continues to celebrate these local culinary entrepreneurs who represent the heart of the community.



RECIPE COURTESY OF GERMAIN'S CHICKEN SANDWICHES

Crispy Spicy Chicken Sandwiches

The Meeting Advantage Program has 7 new applications, with a requested funding amount of \$27,600. Combined these events are projected to generate approximately \$268,648 in lodging revenue and bring an estimated direct spending economic impact of \$590,020 to Alachua County with an induced total economic impact of \$913,473.

NEW APPLICATION REQUEST: \$27,600.00

Estimated Lodging Revenue: \$268,648.00

Estimated Direct Sales Economic Impact: \$590,020.00

Estimated Total Economic Impact: \$913,473.00

FY2025 Meeting Advantage Program Budget Allocation \$200,000

Fiscal YTD Awards **\$125,285.20**

Fiscal YTD TOTAL REIMBURSED GRANT AMOUNT: **\$47,252.38**

Alpha Kappa Alpha Iota Lambda 50th Reunion

Verified Request Amount: \$4,155.00

May 16 – 18, 2025

Conference & Lodging Location: Hilton University of Florida Conference Center

277 room nights

Florida Environmental Health Association, Annual Education Meeting

Verified Request Amount: \$10,000.00

June 1 – 7, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center

700 room nights

Blssd Future Inc., 8th Annual Teach Me to Dance

Verified Request Amount: \$1,800.00

June 13 – 15, 2025

Lodging Location: Hilton University of Florida Conference Center

Conference Location: MLK Jr. Multipurpose Center, UF Reitz Union Grand Ballroom, Bo Diddley Plaza

120 room nights

World Wide Christian Ministries, Inc., 2025 General Assembly

Verified Request Amount: \$4,275.00

June 10 – 15, 2025

Lodging & Conference Location: Best Western Gateway Grand

285 room nights

UF/PURC Advanced International Practices Program: Energy Pricing & Benchmark Coursing

Verified Request Amount: \$3,150.00

July 28 – August 7, 2025

Lodging Location: AC Hotel Gainesville Downtown

Conference Location: UF Warrington College of Business, Hough Hall

210 room nights

Florida Urban Forestry Council, Member Summit

Verified Request Amount: \$1,200.00

July 31 – August 1, 2025

Conference & Lodging Location: Hilton University of Florida Conference Center

80 room nights

Florida Fire Chiefs Associate Cadet Section, Summer Gator Fire Games 2025

Verified Request Amount: \$3,060.00

August 1 – 2, 2025

Lodging Location: Hotel Indigo, Hilton Garden Inn

Conference Location: Alachua County Sports & Events Center

204 room nights

VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MAY 2025

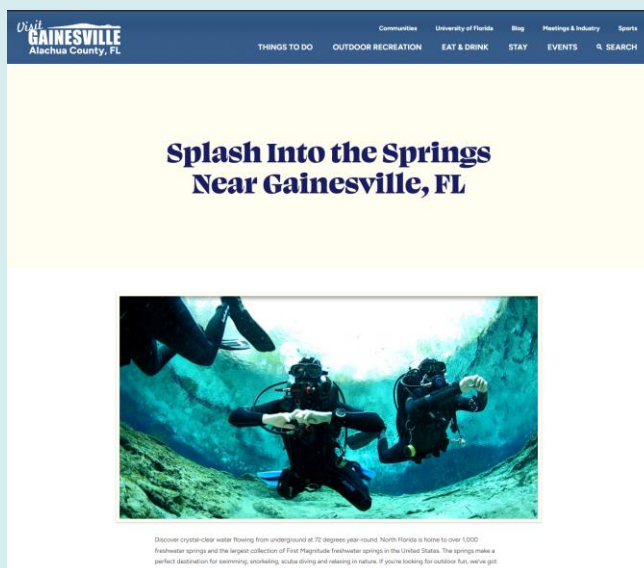


Visit
GAINESVILLE
Alachua County, FL

Website Traffic

Q2: January 1 – March 31, 2025

Q3 to Date: April 1 – June 30, 2025



Website Visitation FY25	Q1 10/1-12/31	Q2 1/1-3/31	Q3 to Date 4/1-4/28	Q4	FYTD 10/1-4/28	Goal	% Achieved
Page Views	286,273	326,924	99,049		712,246	1,265,000	56 %
Users	123,770	144,218	49,254		317,242	557,000	57 %

Sources of Traffic Per Google Analytics, by Session

Organic Search	98,418	87,686	28,876
Direct	27,943	30,084	9,313
Paid Search	21,623	23,448	9,748
Organic Social	20,851	20,343	1,812
Referral	5,850	6,900	2,120

VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MAY 2025

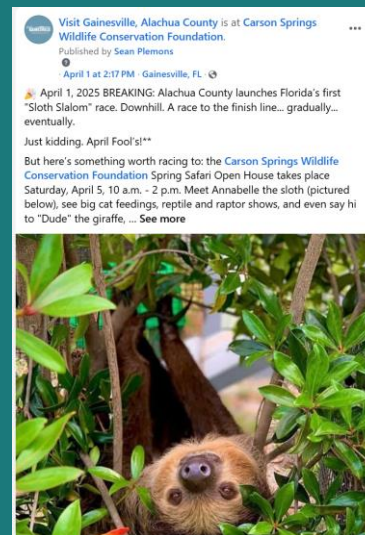
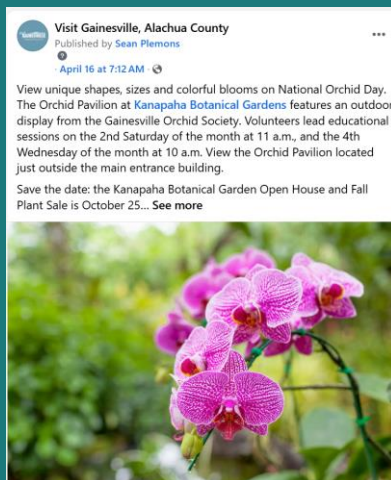


Visit
GAINESVILLE
Alachua County, FL

In-House Social Media

Q2: January 1 – March 31, 2025

Q3 to Date: April 1 – June 30, 2025



Social Media Performance	Q1 10/1-12/31	Q2 1/1-3/31	Q3 4/1-4/28	Q4	YTD 10/1-2/14	Goal	% Achieved
Views	630,338	1,516,917	537,337		2,684,592	6,000,000	48%
Reach	498,611	668,379	147,561		1,314,551	2,500,000	52%
Engagements	197,039	201,142	35,312		433,493	1,000,000	43%
Clicks	35,611	28,547	4,098		68,256	100,000	68%

Followers	Q1	Q2	Q3	Q4	YTD	Goal	% Achieved
Facebook	44,535	+2,189	1,279		48,003	66,200	72%
Instagram	18,627	+547	+360		19,534	25,000	78%

*Social Media metrics exclude paid partner vendor metrics for Uppercase, Inc.

Advertising partner metrics reported in the advertising report.

VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MAY 2025

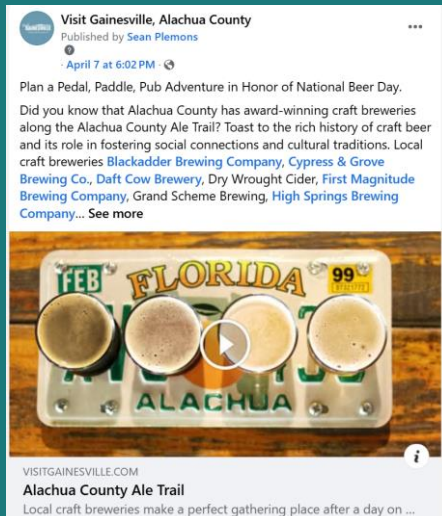


Visit GAINESVILLE Alachua County, FL

Social Media

Q2: January 1 – March 31, 2025

Q3 to Date: April 1 – June 30, 2025



VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MAY 2025



Visit
GAINESVILLE
Alachua County, FL

Google Ads

Q2: January 1 – March 31, 2025

Q3 to Date: April 1 – June 30, 2025

What's Good® Guide of Events | Events
This Weekend | Big Culture and Arts
Festival

[Ad] visitgainesville.com/whats-good

Color your weekend with spring festivals and more
with What's Good®. Explore the multi-day Big Culture
and Arts festival featuring over 60 musical acts.

Things To Do

Sports

University Of Florida

Communities

Florida State Parks | Gainesville Outdoor
Adventures | Explore 100+ Miles of Trails

[Ad] www.visitgainesville.com/outdoors

Comprehensive list of outdoor activities in Gainesville
and Alachua County. Hiking and paddling trails in
Alachua County, FL.

Places To Stay

Sign Up for What's Good

Upcoming Festivals

Dining Options

Events in Gainesville, FL | Upcoming Festivals
& Events | Plan Your Visit to Gainesville

[Ad] www.visitgainesville.com/festivals

Find upcoming festivals and events in Gainesville
with Visit Gainesville. Comprehensive list of events
and festivals in Gainesville and Alachua County, FL.

View Events

Meetings & Events

Downtown Gainesville

Places To Stay

Big Culture & Arts Festival | Gainesville
Music Festival | Live Music and Circus Acts

[Ad] www.bigcaf.com

Two days of hip hop, circus acts, street culture,
fashion show and more April 11-12, 2025. See over
60 national and international acts: The Alchemist,
Mike, Navy Blue and more.

Browse Events

Outdoor Recreation

Things To Do

Places To Stay

Google Ads	Q1 10/1-12/31	Q2 1/1-3/31	Q3 4/1-4/28	Q4	YTD 10/1-4/28	Goal	% Achieved
Impressions	513,877	1,184,579	325,264		2,023,720	4,000,000	51%
Clicks	25,374	19,417	15,483		60,274	125,000	48%
Cost Per Click	\$.31	\$.28	\$.19		\$.26	\$.20	
Click Through Rate	4.94%	3.50%	4.76%		4.4%	5%	

Ad Campaign Themes Winter

Active Outdoors

Holiday Events

Winter Sports

Black History Month

Ad Campaign Themes Spring

Active Outdoors

Spring Festivals

Gatornationals

Springs

Ad Campaign Themes Summer

Springs

Family-Friendly Activities

Active Outdoors

Festivals and Events

Drive-worthy Dining

Upcoming Football

VISIT GAINESVILLE ALACHUA COUNTY



TOURIST DEVELOPMENT COUNCIL REPORT – MAY 2025

Up Next:

Content Areas of Focus:

Active Outdoors
Festivals and Events
Drive-worthy Dining
Top 10 Family Activities
Free things to do
Cool off in the Great Indoors
Triple-D Features Restaurants
and Drive-worthy Dining

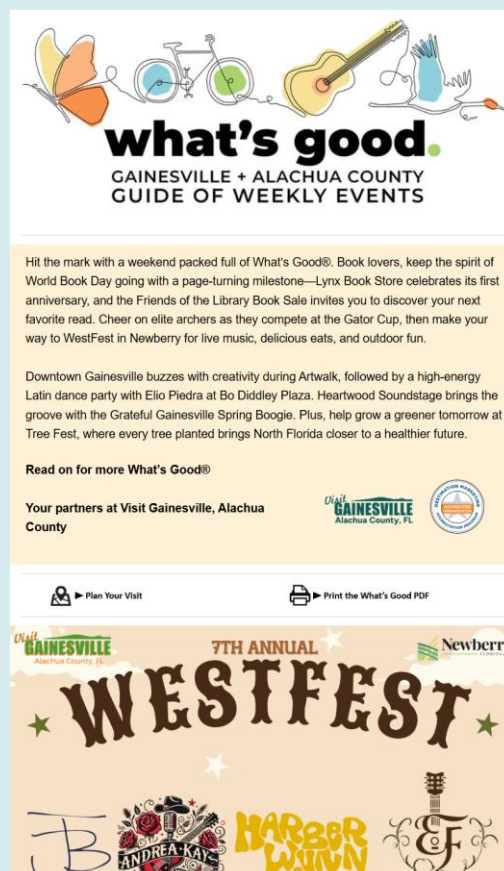
Digital Advertising Campaigns:

Spring Festivals
Splash into the Springs
Sign-ups to What's Good
Pedal Paddle Pub/Breweries

Quarterly What's Good Publishing

Q3: May 6, 2025

Q4: August 19, 2025



What's Good® Guide of Events	Q1 10/1-12/31	Q2 1/1-3/31	Q3 4/1-4/28	Q4	YTD 10/1-4/28	Goal	% Achieved
Emails sent	332,804	288,938	92,466		714,208	1,500,000	48%
Avg. Open Rate	49%	52%	48		50%	55%	
Clicks	14,367	12,991	3,292		30,650	60,000	51%

VISIT GAINESVILLE ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL REPORT – MAY 2025



Visit
GAINESVILLE

Alachua County, FL

WORLD MASTERS INDOOR

ATHLETIC CHAMPIONSHIPS 2025:

Visit Gainesville proudly supported the 2025 World Masters Indoor Athletics Championships with branded giveaways:

- 208 - Challenge Coins
- 880 - Alligator Plushies
- 4,970 - Drawstring Bags
- 4,690 - Water Bottles
- 5,770 - Lanyards

These items left a strong impression, reinforcing the destination brand while enhancing the hospitality and excellence athletes and visitors will associate with their Alachua County WMA experience.

In preparation for World Masters and National Travel and Tourism Week, the VCB has distributed **4,055- visitor guides** to area lodging partners and will continue Visitor Guide distribution through May.



Photos and a social media reel were captured while tabling at the Santa Fe College 53rd Annual Spring Arts Festival on April 12. Pictured above is a live mural created at the event by artists Birdcap and Elena Øhlander. Birdcap is known for mural and comic art inspired by folklore and philosophy, while Øhlander's mixed-media work explores identity and community through public art.

VISITOR OUTREACH UPDATES

Fiscal Year to Date: OCTOBER 2024 – April 16, 2025

Visitor Guide Distribution

For FY'25, from October 1, 2024, through April 16, 2025

the VCB distributed **10,840 Visitor Guides**. Distribution included:

- 1,225 visitor guides at 15 outreach events
- 2,747 visitor guides distributed for group service requests
- 1,020 visitor guides displayed at the GNV airport
- 630 visitor guides Alachua County Sports and Events Center
- 1,318 visitor guides direct mail
- 3900 visitor guides distributed at local hotels

New What's Good Guide Subscribers

Since October 1, 2024, there following outreach have **generated a total of 3,070**

What's Good guide of events subscribers.

- 301 from outreach events
- 2,769 from website
- 25,051 total all time What's Good subscribers

University of Florida Preview Summer 2025

Student Preview is back! From May 9 to August 19, 2025, Visit Gainesville will partner with UF to welcome incoming freshmen, transfer students, and their families. The VCB will share visitor guides and promote the What's Good® event newsletter to help new Gators explore the area.

Event Ticket Distributions

When available, free tickets are shared with What's Good® subscribers on a first come first served basis to garner attention for upcoming events. To date, the VCB has shared **291** tickets. The most recent giveaways were for:

- NHRA Gatornationals
- Carson Springs Spring Open House
- Dance Alive - Romeo & Juliet
- Santa Fe College Zoo - Party for the Planet
- Danscompany - Spring Concert with State of Wonder

Group Service Requests

Recent groups service requests include:

- USATF
- Native Plant Society Conference
- Eco Chase Challenge
- HOPE Animal Assisted Crisis Response
- University of Florida
 - Shands Human Resources
 - Chemistry Department
 - Golf Tournament
 - College of Medicine
 - Pulmonary Fundraiser 5K

Alachua County Tourist Development Council Member Attendance

Member	May 8, 2024	July 10, 2024	Sep 11, 2024	Nov 13, 2024	Jan 23, 2025	Mar 12, 2025	TOTALS	Term Expires
Stephanie C Bailes	Present	Absent	Present	Present	Absent	Present	67%	September 30, 2025
Staci N Bertrand	Present	Present	Present	Present	Present	Absent	83%	September 30, 2025
Commissioner Marihelen Wheeler	Present	Present	Present	Present	Present	Present	100%	N/A
Cornelia Holbrook	Absent	Present	Absent	Present	Present	Present	67%	September 30, 2026
Linda Rocha	Absent	Present	Present	Absent	Absent	Present	50%	September 30, 2026
Commissioner Dayna Williams	Absent	Present	Present	Present	Present	Absent	67%	N/A
Adam Anderson	Present	Present	Present	Present	Present	Present	100%	September 30, 2027
Commissioner Cynthia Chestnut			Present	Present	Absent	Present	75%	N/A

Tourism Expenditure Report: FY25 -To-Date

UN-BUDGETED EXPENDITURES

Row Labels	Fiscal Quarter 1, 2025	Fiscal Quarter 2, 2025	Grand Total
004 Tourist Development - Sports Commission			
Grants and Aids	0.00	56,219.58	56,219.58
82.18 - Aid to Private Organizations, Gville Sports Commission - Admin	0.00	28,499.34	28,499.34
82.22 - Aid to Private Organizations, Gville Sports Commission BidPool	0.00	25,240.24	25,240.24
82.52 - Aid to Private Organizations, Sports & Event Center Bid Pool	0.00		0.00
82.56 - Aid to Private Organizations, World Masters	0.00	2,480.00	2,480.00
004 Tourist Development - Sports Commission Total	0.00	56,219.58	56,219.58
005 Tourist Development - Grants			
Grants and Aids	108,682.04	30,238.50	138,920.54
81.02 - Aid to Government Agencies, Municipalities	0.00	15,000.00	15,000.00
82.24 - Aid to Private Organizations, Conference Grant Program	6,920.60	2,970.00	9,890.60
82.62 - Aid to Private Organizations, Local Sports Dest Enh Grant	0.00		0.00
82.63 - Aid to Private Organizations, Billboard Advertising	20,688.85	12,268.50	32,957.35
82.64 - Aid to Private Organizations, Local Artists & Groups	0.00		0.00
83.05 - Other Grants and Aids, Event Sponsorships	81,072.59	0.00	81,072.59
005 Tourist Development - Grants Total	108,682.04	30,238.50	138,920.54
006 Tourist Development - Destination Enhancement			
Grants and Aids	64,106.22	321,139.36	385,245.58
82.61 - Aid to Private Organizations, NCDE Grant	64,106.22	321,139.36	385,245.58
006 Tourist Development - Destination Enhancement Total	64,106.22	321,139.36	385,245.58
150 Tourist Develop -4th&6th Cent Tax			
Personal Services	165,034.14	108,098.10	273,132.24
12.00 - Regular Salaries, Regular Salaries & Wages	113,207.80	77,137.69	190,345.49
12.10 - Regular Salaries, Salary Adj for Budgeting Only	0.00		0.00
14.00 - Overtime, Overtime	99.26	60.78	160.04
15.10 - Specialty Pay, Cell Phone Allowance	75.00	25.00	100.00
21.00 - Fica, Fica Taxes	8,277.49	5,697.08	13,974.57
22.00 - Retirement, Retirement Contributions	15,443.78	10,488.48	25,932.26
23.10 - Life And Health Insurance, Health Insurance	27,419.50	14,422.28	41,841.78
23.15 - Life And Health Insurance, Dental Insurance	386.83	200.84	587.67
23.20 - Life And Health Insurance, Life Insurance	124.48	65.95	190.43
23.25 - Life And Health Insurance, 10,000 Life Insurance	0.00		0.00
24.10 - Workers Compensation, 17 Govmax Budget Import	0.00		0.00
Grants and Aids	0.00		0.00
82.99 - Aid to Private Organizations, Aids To Private Org-other	0.00		0.00
Operating Expenditures	477,961.97	192,347.42	670,309.39
31.00 - Professional Services, Professional Services	350,489.00		350,489.00
34.00 - Other Services, Other Contractual Services	18,238.94	75,571.97	93,810.91
40.00 - Travel And Per Diem, Travel And Per Diem	186.40	575.65	762.05
40.13 - Travel And Per Diem, Out Of State	0.00		0.00
41.00 - Communication Services, Communication Services	0.00		0.00
41.30 - Communication Services, Local,Long Dist And Other	0.32	0.66	0.98
41.50 - Communication Services, Mobile Telephone	429.26	1,275.03	1,704.29
42.00 - Freight And Postage Services, Freight And Postage Services	289.90	924.22	1,214.12
44.00 - Rentals And Leases, Rentals & Leases	510.00	340.00	850.00
44.21 - Rentals And Leases, Leased Vehicle	0.00		0.00
44.23 - Rentals And Leases, Copier Equipment Rental	722.37	240.79	963.16
45.60 - Insurance, CORA / Self Insur Annual Charge	0.00		0.00
46.00 - Repairs and Maintenance Services, Repairs And Maintenance Svcs	270.65	2,684.48	2,955.13
46.10 - Repairs and Maintenance Services, Motor Vehicle	0.00		0.00
46.11 - Repairs and Maintenance Services, Acpw-shop	0.00		0.00
46.12 - Repairs and Maintenance Services, Commercial	0.00		0.00
47.00 - Printing And Binding, Printing And Binding	62.43	11,675.60	11,738.03
48.00 - Promotional Activities, Promotional Activities	64,807.69	91,498.25	156,305.94
49.00 - Other Current Charges and Obligations, Other Curr Chgs & Obligations	0.00	184.14	184.14
49.04 - Other Current Charges and Obligations, Legal Advertising	0.00		0.00
49.05 - Other Current Charges and Obligations, Indirect Costs	0.00		0.00
51.00 - Office Supplies, Office Supplies	0.00		0.00
52.00 - Operating Supplies, Operating Supplies	4,854.60	4,271.63	9,126.23
52.23 - Operating Supplies, Fuel	18.41		18.41
52.31 - Operating Supplies, Software Non-Capital	11,503.00		11,503.00
52.70 - Operating Supplies, Uniforms	0.00		0.00
54.00 - Books Publications Subscriptions And Memberships, Books Subscript And Members	0.00		0.00
54.40 - Books Publications Subscriptions And Memberships, Memberships	18,829.00	3,180.00	22,009.00
55.00 - Training & Education, Training & Education	6,750.00	(75.00)	6,675.00
Other Uses	73,822.33	73,822.34	147,644.67
91.41 - Operating Transfers Out, To Equestrian Ctr Fund 130	73,822.33	73,822.34	147,644.67
Capital Outlay	452,134.08	101,782.80	553,916.88
61.00 - Land, Land	452,134.08	27,442.80	479,576.88
63.98 - Infrastructure, Improve Other Than Bldgs	0.00	74,340.00	74,340.00
150 Tourist Develop -4th&6th Cent Tax Total	1,168,952.52	476,050.66	1,645,003.18
Grand Total	1,341,740.78	883,648.10	2,225,388.88

Report to the Alachua County Tourist Development Council
Gainesville Sports Organizing Committee dba Gainesville Sports Commission
(For period October 1 - 31, 2024)
November 2024

Ray Seymour Invitational

(October 25 - 27, 2024)

The Ray Seymour Invitational was a three-day tournament held on Friday, October 25th, Saturday, October 26th and Sunday October 27th, 2024 at Champions Park in Newberry. This was a high-level invite hosted 144 top fastpitch softball teams from across the nation. There were 66 out-of-state teams competing at the park from 15 different states (Please see full team list on Page 2 – 4). The fastpitch invite had 5,688 total attendees with 3,081 room nights booked creating \$582,309 in direct local hotel impact.

CWPA FL/Division Regionals

(October 26 – 27, 2024)

The College Water Polo Association's (CWPA) FL/Division Regionals were hosted on the University of Florida's campus at the Stephen C. O'Connell Center's natatorium. The Regionals bought in University of Central Florida, Florida International University, Florida State University. These colleges competed against University of Florida's A & B teams to qualify for CWPA's National Championship hosted in November. The teams had 272 participants with \$8,640 in direct local hotel impact.

RAY SEYMOUR INVITATIONAL SHOWCASE

OCT 25-27, 2024

OUT OF STATE TEAMS	CITY	STATE	TOTAL TEAMS	#REF!
			66	
18u Heartbreakers Gold National	Frederick	MD		
Adel Heat Adel GA 31620	Adel	GA		
AL Sparks Elite 18U - Stewart	Madison	AL		
Athletics Mercado 16U Wicks	Clarksville	TN		
Atlanta Vipers 09 Gonca	Lexington	SC		
Bandits Elite Premier	Weddington	NC		
Birmingham Thunderbolts	Irondale	AL		
Birmingham Thunderbolts Premier 2026 Chaney	Hoover	AL		
Birmingham Thunderbolts Premier 2027 Alford/Rocky	Birmingham	AL		
Birmingham Thunderbolts Premier 2028 Brashears	Bessemer	AL		
Birmingham Thunderbolts Premier Thompson	Birmingham	AL		
Carolina Cardinals Chandler	King	NC		
Carolina Elite Fusetti 16u National	Greenville	SC		
Carolina Elite Fusetti 18u NAT'L Team	Greenville	SC		
Carolina Elite SC Drotar	Florence	SC		
Carolina Elite SC National RWZ/Drotar	Florence	SC		
Chicago Cheetahs 18u - BB	Frankfort	IL		
EC Bullets 09 - Lyons	Northport	AL		
EC Bullets Cornett/Garza	Marshall	VA		
EC Bullets Ellis/ Cornett	Bristow	VA		
Fury Platinum National Davenport	Cleveland	TN		
Fury Platinum National - McCallum	Leesburg	VA		
Fury Platinum National Posten	Haymarket	VA		
Fury Platinum X Helton/Carr	Chattanooga	TN		
Fury Platinum X Higdon	Chattanooga	TN		
Fury Platinum X Higdon/Huckabay	Chattanooga	TN		
Fury Platinum X Pickett	Chattanooga	TN		
Fury PlatinumX Hutchins	Chattanooga	TN		
Fury Premier 2027 Robinson	Brentwood	TN		
Impact Caymol National - Bozeman	Hahira	GA		
Indiana Magic Gold 14U Langlois	Farmington Hills	MI		
Indiana Magic Gold 16 Bennett/Goddard	Carmel	IN		
Indiana Magic Gold 16U Moore	Osceola	IN		
Indiana Magic Gold 18U - Green	Osceola	IN		
Jersey Intensity 16U KOD/KP	Farmlandale	NJ		
Jersey Intensity 18U KOD/BOD	Farmlandale	NJ		
Jersey Intensity 18U KOD/Haefeli	Farmlandale	NJ		
Jersey Intensity BOD/KOD	Farmlandale	NJ		
LLG Elite Corn	Mocksville	NC		
LLG Premier	Mocksville	NC		
LLGDPS Corn	Mocksville	NC		
Mojo Lovelace 2010	Harrisburg	NC		
Mojo Sampson 18U	Lumberton	NC		
NC Challengers 16u Elite/Altiers	Advance	NC		
NC Challengers Premier Renzi	Apex	NC		
Shamrocks Jenkins	Manassas	VA		
Shamrocks National - Keister	Christiansburg	VA		

Starz 2027 National	Concord	VA
Starz Gold Bunn 14u	Williamsburg	VA
Team NC Bowman	Lexington	NC
Team NC Huffman 26/27	Kings Mountain	NC
Team NC Summer	Shelby	NC
Team NC Walker	Marvin	NC
Team North Carolina (Hinde)	Charlotte	NC
Team North Carolina (Kobziak)	Charlotte	NC
Team North Carolina (Tucker/Benson)	Lexington	NC
Team North Carolina Gaddis	Greenville	SC
TN MOJO 09 Paducah	Paducah	KY
TN MOJO 2027- Pardue	Ashland City	TN
Top Gun 16 National	Blue Springs	MO
Top Gun National AR 18U	Heber Springs	AR
Top Gun National Groves	Gulfport	MS
Unity 14U 2028 Attard/Hagen	Fredericksburg	VA
Unity Hagen 2027	Mechanicsville	VA
Unity Jones 2028	Surrency	GA
Virginia Thunderbolts Cassedy - 2026	Manassas	VA

OUT OF COUNTY / OVERNIGHT TEAMS	CITY	STATE	74
Atlanta Vipers 07 Maldonado	Winter Springs	FL	
BOMBERS GOLD 16U FL - BANISTER	Coral Springs	FL	
BOMBERS GOLD 16U FL - COLLARO	Coral Springs	FL	
Bullets Patton 2025-2026	Lutz	FL	
Central Florida Gold - Peterson	Minneola	FL	
Clearwater Bullets Kermit	Clearwater	FL	
Clearwater Bullets Schultheis 14u	Clearwater	FL	
Clearwater Bullets Vigue	Clearwater	FL	
Clearwater Bullets-Klinefelter	Clearwater	FL	
Clearwater Lady Bombers Mason T	Tampa	FL	
Clearwater Lady Bombers Ries/Walford	Bradenton	FL	
EC Bullets Jackson / Travis 14U	Jupiter	FL	
EC Bullets-Jackson-Allie 18u	North Palm Beach	FL	
EC Bullets-Jackson-Matt 18u National	North Palm Beach	FL	
EC Bullets-Jackson-Randy 16u National	North Palm Beach	FL	
Firecrackers FI Don	Dunedin	FL	
Firecrackers Mueller 26/27	Plant City	FL	
FL Firecrackers Yearly	Port Orange	FL	
FI Storm Premier Walker	Glen St Mary	FL	
Florida Bandits 18U-Select Alba	Lake Park	FL	
Florida Bombers Gold 16U-Gunkel	Montverde	FL	
Florida Gold 18U Torres	Weston	FL	
Florida Gold 29/30 (Weston)	Davie	FL	
Florida Gold Lopez/Santana	Plantation	FL	
Florida Power Black-Kaser	Delray Beach	FL	
Florida Storm Otero	Apopka	FL	
Florida Thunderbolts Gatewood/Breadmore 25/26	Fort Myers	FL	
FS FIRE GOLD	Jacksonville	FL	
Fury Platinum Bianco	Royal Palm Beach	FL	
Georgia Academy Power	Melbourne	FL	

Intensity National KOD/Bodell	Winter Haven	FL
Jacksonville Storm National Han	Jacksonville	FL
Lady Dukes - Fredy	Orlando	FL
Mamba Fastpitch	Spring Hill	FL
Miami Stingrays 16u Gator	Palmetto Bay	FL
Miami Stingrays 27/28	Palmetto Bay	FL
North Florida Pride-Gabey	Live Oak	FL
pinellas warriors	New Port Richey	FL
Rock Gold Conrad Premier 16u	Coral Springs	FL
rock gold manetta	North Ft Myers	FL
Rock Gold Walker	Boca Raton	FL
Rock Rock Premier - de Leon/ Manetta	Pembroke Pines	FL
Santa Fe Inferno 09	Lakeland	FL
Santa Fe Inferno Becker	Brandon	FL
Santa Fe Inferno Nowling	Multiple Cities	FL
Santa Fe Inferno Thornton 27/28	Mulberry	FL
SARASOTA HEAT	Sarasota	FL
SFL Intensity KOD/DP	Miramar	FL
SFL Intensity KOD/LALA	Miramar	FL
SFL Intensity KOD/Pascual 16u	Miramar	FL
South Florida Contenders	Miami	FL
Stars National Hannigan 14U	Windermere	FL
SWFL Elite	Alva	FL
Tampa Mustangs Affrunti/Hancock	Naples	FL
Tampa Mustangs Bedenbaugh 14U	Riverview	FL
Tampa Mustangs Bell	Riverview	FL
Tampa Mustangs Fowler	Longwood	FL
Tampa Mustangs Langston	Valrico	FL
TAMPA MUSTANGS RENE	Tampa	FL
Tampa Mustangs Rene-Pynes 16u	Orlando	FL
Tampa Mustangs RT	Lake Worth	FL
Tampa Mustangs Self	Callahan	FL
Tampa Mustangs Szabo	Bradenton	FL
Tampa Mustangs-Klein 09	Orlando	FL
TCAA Wildcats	Jensen Beach	FL
Texas Blaze (FL) 16u-Morris/Johnson	Dunedin	FL
Texas Blaze (FL) 18u-Johnson	Dunedin	FL
Texas Glory Venice 18U Gold	North Port	FL
Top Gun National	Saint Augustine	FL
Unity 16U Amsler/Johnson	Sanford	FL
Unity Luke 26/27	Eustis	FL
Unity Meadows/Johnson 18U	Lakeland	FL
VA Unity Pryor - 18U	Ponte Vedra	FL
Windermere Wildfire 18U - Paulson	Windermere	FL

ALACHUA COUNTY TEAMS	CITY	STATE	4
Santa Fe Inferno Humphrey 14u	Gainesville	FL	
Santa Fe Inferno Saucier	Alachua	FL	
Santa Fe Inferno White	Gainesville	FL	
Santa Fe Inferno Young	Newberry	FL	

Report to the Alachua County Tourist Development Council
Gainesville Sports Organizing Committee dba Gainesville Sports Commission
(For period November 1 - 30, 2024)
December 2024

2024 NIRSA Region II Soccer Tournament
(November 1 - 3, 2024)

The National Intramural-Recreational Sports Association (NIRSA) hosted their Region II Soccer Tournament at Jonesville Soccer Complex on Friday, November 1st through Sunday, November 3rd, 2024. During the three-day tournament, 28 men and women teams from the region competed to advance to nationals. The teams were from eight different states, Georgia, North Carolina, South Carolina, Tennessee, Florida, Virginia, Alabama and Kentucky. Please see full team list below. The total attendees were 898 with 410 room nights booked creating \$63,550 in direct local hotel impact.

Team Name	Location	Men's/Women's
Auburn University	Auburn, GA	W
University of Florida	Gainesville, FL	W
Florida State University	Tallahassee, FL	W
Georgia Tech University	Atlanta, GA	W
NC State University	Raleigh, NC	W
University of Tampa	Tampa, FL	W
University of Georgia	Athens, GA	W
UNC Chapel Hill	Chapel Hill, NC	W
University of South Carolina	Columbia, SC	W
UT Knoxville	Knoxville, TN	W
University of Virginia	Charlottesville, VA	W
Vanderbilt University	Nashville, TN	W
University of Alabama	Tuscaloosa, AL	M
Auburn University	Auburn, GA	M
Davidson University	Davidson, NC	M
Elon University	Elon, NC	M
University of Florida	Gainesville, FL	M
Florida State University	Tallahassee, FL	M
Georgia Tech University	Atlanta, GA	M
University of Kentucky	Lexington, KY	M
NC State University	Raleigh, NC	M
University of Central Florida	Orlando, FL	M
UNC Chapel Hill	Chapel Hill, NC	M
University of South Florida	Miami, FL	M
UT Knoxville	Knoxville, TN	M
Virginia Tech University	Blacksburg, VA	M
Wake Forest University	Winston Salem, NC	M
William & Mary University	Williamsburg, VA	M

PGF Show Me the Money Fall Tournament

(November 2 – 3, 2024)

Due to popularity of the Priemer Girls Fastpitch (PGF) Show Me the Money Spring tournament, PGF decided to host the same tournament in the fall at Champions Park in Newberry on Saturday, November 2nd and Sunday, November 3rd, 2024. This fall's tournament had 98 teams competing with 38 from out-of-state. Please see full team list on Page 3 – 4. The two-day tournament hosted 3,641 attendees with 1,811 room nights booked creating \$316,925 in direct local hotel impact.

CWPA 2024 Men's National Collegiate Club Championship

(November 7-10, 2024)

The College Water Polo Association's (CWPA) National Collegiate Club Championship were hosted on the University of Florida's campus at the Stephen C. O'Connell Center's natatorium on Thursday, November 7th through Sunday, November 10th, 2024. This was the first time the CWPA National Collegiate Club Championship was hosted in Alachua County. The 16 teams had to qualify in their regionals and were from 12 different states FL, CA, MI, MA, CO, VA, OR, PA, GA, TX, NY, IA. During the national championship, the 633 participants booked 647 rooms creating \$114,519 in direct local hotel impact.

2024 National Collegiate Club Championship Bracketing

1st Position: University of California-San Diego
(Southwest Division)

2nd Position: University of Florida
(Host/Florida Division)

3rd Position: California Maritime Academy
(Sierra Pacific Division)

4th Position: University of Michigan
(Big Ten Division)

5th Position: California Polytechnic State University
(Pacific Coast Division)

6th Position: Washington University in St. Louis
(Great Lakes Division)

7th Position: Boston University
(New England Division)

8th Position: University of Colorado
(Rocky Mountain Division)

16th Position: Florida State University
(Florida Division Runner-Up)

15th Position: Iowa State University
(Missouri Valley Division)

14th Position: United States Military Academy
(New York Division)

13th Position: Texas A&M University
(Texas Division)

12th Position: Georgia Institute of Technology
(Southeast Division)

11th Position: Pennsylvania State University
(Mid-Atlantic Division)

10th Position: University of Oregon
(Northwest Division)

9th Position: University of Virginia
(Atlantic Division)

PGF "FALL SHOW ME THE MONEY"

NOV 2-3, 2024

TOTAL TEAMS

98

OUT OF STATE

TEAMS	CITY	STATE
Atlanta Vipers Murphy 2011	Atlanta	GA
Georgia Impact Premier '11 - Cleghorn	Loganville	GA
Impact Caymol National- Bozeman	Valdosta	GA
Miami Valley Xpress 14u Hutchinson	Dayton	OH
Newtown Rock National 2028-Kiskurno	Newton	PA
NJ PRIDE 14 NATIONAL STERN	Bloomfield	NJ
Rhode Island Thunder 14U National - Lotti	Westerly	RI
UNITY Jones	Surrency	GA
D1VISION SOFTBALL 16U National	Baton Rouge	LA
D1VISION SOFTBALL 16U Premier	Baton Rouge	LA
EC Bullets 09- Cersey	Nashville	GA
EC Bullets 16u - Wells	Valdosta	GA
Louisiana Voodoo 16U	Kenner	LA
Mojo Tucker / Helms	Charlotte	NC
Mojo-Lewis	Atlanta	GA
Newtown Rock 16U National	Newton	PA
NJ PRIDE 16 NATIONAL STERN	Bloomfield	NJ
Rhode Island Thunder 16U National - Lotti	Cranston	RI
SO CAL ATHLETICS MARINAKIS/JAMES 26 NATION	Dothan	AL
SoCal Athletics Marinakis/Causey Premier 2027	Dothan	AL
Southern Steal Jordan	Brewton	AL
Stars Nat SG	Bluffton	SC
UNITY 16u-Johnson	Norfolk	VA
D1VISION SOFTBALL 18U National	Baton Rouge	LA
Louisiana Voodoo 18U	Kenner	LA
Miami Valley Xpress 18u Hutchinson	Centerville	OH
Mojo Hyatt/Grice 18u	Dillion	SC
Newtown Rock Gold-Garvey	Newton	PA
NJ PRIDE 18 STERN	Bloomfield	NJ
Rhode Island Thunder 18U National - Lotti	Attleboro	MA
Rogue FC Voak/Malgradi	Charleston	SC
Southern Steal 18u Powell	Enterprise	AL
Southern Steal 18u Reagan	Enterprise	AL
Stars Gleason 18u	Bluffton	SC
Stars National Coleman 18U	Pennsville	NJ
Top Gun 18 National	Richmond	VA
Unity 18u-Johnson	Norfolk	VA
Unity Casstevens 18u	Bay Minette	AL

OUT OF COUNTY / OVERNIGHT

TEAMS	CITY	STATE
Atlanta Vipers 07- Maldonado	Winter Springs	FL
Bombers Gold 16U FL - Banister	Coral Springs	FL
Bombers Gold 16U FL - Collaro	Coral Springs	FL
Central Florida Gold - Peterson	Clermont	FL
Chobee AMP	Ockochobee	FL
Clearwater Bullets Patton 18u	Clearwater	FL
Clearwater Bullets Schultheis	Clearwater	FL
Clearwater Lady Bombers Ries/Walford 18U	Bradenton	FL
EC Bullets Jackson/Matt 18U Nat	North Palm Beach	FL

EC Bullets Jackson/Randy 16U Nat	North Palm Beach	FL
Firecrackers FL Don 14U	Dunedin	FL
Firecrackers Mueller 26/27	Melbourne	FL
FL Firecrackers Yearly	Port Orange	FL
FL Power Black-Kaser	Delray Beach	FL
Fleming Island Storm Patterson 14U	Fleming Island	FL
Florida Bombers Gold Griffis/Gunkel	Montverde	FL
Florida Gold Lopez/Santana	Miami	FL
Florida Gold Torres 18U (Weston)	Weston	FL
Florida Storm National- Masso	Debarry	FL
Florida Thunderbolts Gatewood/Breadmore 25/	Bradenton	FL
Fury Platinum Bianco	Royal Palm Beach	FL
Lady Dukes-CCD	Pensacola	FL
Mamba Fastpitch	Spring Hill	FL
Miami Stingrays 16U	Miami	FL
Miami Stingrays 16U - GATOR	Miami	FL
Rock Gold Manetta Gabriele 16U	Pinecrest	FL
Rock Gold Premier - de Leon/Manetta	Ft. Lauderdale	FL
Santa Fe Inferno 09 Donalson	Lakeland	FL
Santa Fe Inferno Becker	Tampa	FL
Santa Fe Inferno Humphrey	Multiple Cities	FL
Santa Fe Inferno Nowling	Multiple Cities	FL
Santa Fe Inferno 27/28 Thornton	Lakeland	FL
SFL INTENSITY KOD/DP	Miami	FL
SFL INTENSITY KOD/LALA	Davie	FL
SFL INTENSITY KOD/PASCUAL	Miami	FL
So Cal Athletics Marinakis / Kennedy 26 Premier	Pensacola	FL
SoCal Athletics Marinakis/Ammon National 2021	Pensacola	FL
Tampa Mustangs Affrunti/Hancock	Naples	FL
Tampa Mustangs Balavender/Klein-09	Orlando	FL
Tampa Mustangs Bell	Tampa	FL
TAMPA MUSTANGS FOWLER 26/27	Orlando	FL
Tampa Mustangs RT	Tampa	FL
Team Mustangs Langston	Valrico	FL
Team Tampa 2008	Tampa	FL
Tampa 2028	Tampa	FL
Texas Blaze (FL) 18u-Johnson	Orlando	FL
Texas Blaze FL 16U - Johnson/Morris	Dunedin	FL
Unity Lanier	Lakeland	FL
Unity Meadows/Johnson 18U	Tampa	FL
Unity Pryor	St. Augustine	FL
VA Unity Smith (FL)	Riverview	FL
Windermere Wildfire - Kaylor	Windermere	FL
Windermere Wildfire O'Brien	Mascotte	FL
Lake County Tigers	Eustis	FL
Team North Florida	Ocala	FL
Unity Luke / BK2	Eustis	FL

ALACHUA COUNTY

Teams	City	State
SANTA FE INFERNO STRICKLAND	Gainesville	FL
Santa Fe Inferno Hooper 12U	Gainesville	FL
Santa Fe Inferno Young 16U	Newberry	FL
SantaFe Inferno WHITE	Gainesville	FL

Report to the Alachua County Tourist Development Council
Gainesville Sports Organizing Committee dba Gainesville Sports Commission
(For period December 1 - 31, 2024)
January 2025

Florida State Senior Games Table Tennis

(December 6-7, 2024)

The Florida Sports Foundation's State Senior Games Table Tennis was hosted in Alachua County at Mebane Middle School on Friday, December 6th and Saturday, December 7th, 2024. To compete in the State Senior Games, all Florida athletes must qualify in a local Senior Games by being top five in their age group. The Table Tennis competition had men and women 50 years old and over. During the championship, the 232 participants competed for gold, silver and bronze medals in singles, doubles and mixed doubles. The State Game Table Tennis athletes booked 186 room nights creating \$34,038 in direct local hotel impact.

PGF Softball Fall States

(December 14-15, 2024)

The Priemer Girls Fastpitch (PGF) Florida States Tournament was hosted at Champions Park in Newberry on Saturday, December 14th and Sunday, December 15th, 2024. The state tournament had 47 girls fastpitch teams competing with 38 teams visiting from out-of-county (Treasure Coast, Orlando, Sarasota, Bronson, Pembroke Pines, Ft Lauderdale, Tampa, Clearwater, Miami, Montverde, Port Orange, West Palm Beach, Mascotte, Lutz, Odessa, Port Orange). Please see full team list on Page 2. During the weekend there were 1,373 attendees with 385 room nights booked creating \$70,393 in direct local hotel impact.

Florida Get Down

(December 27-28, 2024)

The Florida Get Down Basketball Showcase's two-day tournament was hosted at Santa Fe College on Friday, December 27th and Saturday, December 28th, 2024. This year's tournament had 18 basketball teams competing and two of the high school teams were from Atlanta, Georgia. This high-level high school showcase had 2,150 attendees with the visiting teams booking 398 room nights creating \$79,998 in direct local hotel impact.



FL PGF State Tournament Dec 14th & 15th

TOTAL TEAMS 47

OUT OF STATE / COUNTRY

Teams 2

Teams	City	State
Colquitt Chaos	Colquitt	Georgia
Storm Academy Fastpitch	Wanlagh	New York

ALACHUA COUNTY

6

Teams	City	State
Santa Fe Inferno Strickland	Gainesville	Florida
Santa Fe Inferno Young	Newberry	Florida
Santa Fe Inferno Mallard	Gainesville	Florida
Santa Fe Inferno Blankenship	Bronson	Florida
Santa Fe Inferno White	Gainesville	Florida
Santa Fe Inferno Saucier	Alachua	Florida

OUT OF COUNTY / DAY VISITS

1

Teams	City	State
Team North Florida	Ocala	Florida

OUT OF COUNTY / OVERNIGHT

38

Teams	City	State
Adel Heat	Pensacola	Florida
Clearwater Bullets Schulthesis	Clearwater	Florida
Clearwater Bullets Vigie	Clearwater	Florida
Firecrackers FL Don	Dunedin	Florida
Firecrackers Mueller 26/27	Plant City	Florida
Jax Fusion	Jacksonville	Florida
Leesburg Boom	Leesburg	Florida
Miami Stingrays	Miami	Florida
Rock Gold Conrad Premier	Coral Springs	Florida
Rock Gold CWM	Pembroke Pines	Florida
SFL Intensity	Ft. Lauderdale	Florida
SWFL Elite 08	Ft. Myers	Florida
Unity 16u Devin - Weston	Weston	Florida
Winderemere Wildfire O'Brien	Winderemere	Florida
CF Swat	Mascotte	Florida
Clearwater Lady Bombers Santiago	Clearwater	Florida
Clearwater Lady Bombers Mason	Clearwater	Florida
Clearwater Lady Bombers Ries	Clearwater	Florida
EC Bullets Jackson/Allie	West Palm Beach	Florida
Exclusives Academy	Orlando	Florida
FL Firecrackers Yearly	Port Orange	Florida
FL Storm - Otero	Orlando	Florida
Florida Bombers Gold - Gunkel	Montverde	Florida
Florida Gold Lopez	Miami	Florida
Florida Impact Henderson	Lutz	Florida
Florida Storm - Bachelor	Port Orange	Florida
Hotshots Treasure Coast	Treasure Coast	Florida
Lady Bombers Bowling	Clearwater	Florida
NLS Black	Tampa	Florida
Rock Gold Pierce	Orlando	Florida
SFL Diamond Dusters 24/25	Pembroke Pines	Florida
SFL Intensity KOD/DP	Ft. Lauderdale	Florida
Southern Clique	Sarasota	Florida
Tampa Mustangs Affrunti/Hancock	Tampa	Florida
Team Tampa Vargas 18u	Tampa	Florida
VA Unity Smith	Riverview	Florida
Virginia Unity Anderson	Auburndale	Florida
Winderemere Wildfire Kaylor	Winderemere	Florida

Report to the Alachua County Tourist Development Council
Gainesville Sports Organizing Committee dba Gainesville Sports Commission
(For period January 1 - 31, 2025)
February 2025

2025 Swamp Invitational Gymnastics Meet

(January 11 - 12, 2025)

The Swamp Invitational Gymnastics Meet was held on Saturday, January 11th and Sunday, January 12th, 2025 at the City of Alachua's Legacy Multipurpose Center. The USA Gymnastics meet was a men's competition and exclusively for Level 3 to Elite athletes. The competitors were from the following Florida cities, Apollo Beach, Longwood, Gainesville, Stuart, Sarasota, Tallahassee, Winter Garden, Apopka, Boynton Beach, Orlando, Gulf Breeze, Debary, Jacksonville, and Springhill. The 898 visiting attendees booked 230 room nights creating \$36,340 in direct hotel impact.

Jimmy Carnes Indoor Track & Field Meet

(January 17- 19, 2025)

The Jimmy Carnes Indoor Track & Field Meet was held on Friday, January 17th through Sunday, January 19th, 2025 at the Alachua County Sports and Events Center on Jimmy Carnes Track. The Friday meet was the Collegiate/Open/Masters and had almost 1,000 athletes competing with 968 registered. The Saturday and Sunday meet was all youth from ages 5 to 18. The youth meet also had almost 1,700 athletes competing, with 1,694 registered.

There were visiting teams from eight states: Alabama, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Texas and Washington. The Florida teams were from 63 different cities; Alachua, Altomonte Springs, Atlantic Beach, Bartow, Boca Raton, Boynton Beach, Bradenton, Cape Coral, Citra, Clearwater, Clermont, Cocoa, Davie, Daytona Beach, Deltona, Fort Myers, Gainesville, Haines City, Jacksonville, Keystone Heights, Kissimmee, Lake Butler, Lake Park, Lake Wales, Lakeland, Land o Lakes, Largo, Melbourne, Miami, Micanopy, Middleburg, Middleton, Minneola, Miramar, Monticello, Mount Dora, Naples, Niceville, North Port, Ocala, Ocoee, Orlando, Palm Coast, Pembroke Pines, Pensacola, Pompano, Rockledge, Royal Palm Beach, Ruskin, Saint Cloud, Saint Petersburg, Sanford, Seffner, Tallahassee, Tamarac, Tampa, Tavares, Vero Beach, Wellington, Wesley Chapel, West Lake, Winter Haven, Yulee. The total attendees during the three-day meet were 7,100 with the visiting attendees booking 1,848 room nights creating \$314,160 in direct local hotel impact.



Billboard 2598: 219,866 // Billboard 26

Billboard Advertising Program Application

APPLICANT NAME _____

BUSINESS ENTITY **The answer to this is at the bottom of this page.

CONTACT PHONE/EMAIL/BUSINESS ADDRESS

HOSPITALITY SERVICE/INDUSTRY (Check all that apply)

- ☐ Hotel, motel, B&B, or campground
- ☐ Restaurant or dining establishment
- ☐ Brewery or bar
- ☒ Recreation or attraction – museums, zoos, music venues, etc.
- ☐ Municipality or CRA

AMOUNT REQUESTED _____

PROPOSED BILLBOARD LOCATION _____

PROPOSED PROJECT DATES _____

WEEKLY IMPRESSIONS _____

DEFINE TARGET AUDIENCE AND GOALS

Define Target Audience and Goals:

ATTACH PRICING/PROPOSAL FROM BILLBOARD VENDOR


Both locals and tourists will undoubtedly find interest in coming to our park.
 ATTACH BILLBOARD DESIGN ARTWORK including all required Visit Gainesville, Alachua County logos and credit attribution.
 We not only have the longest zipline in Florida, we also have an ADA compliant zipline to

Email complete information and application to Info@VisitGainesville.com
 appeal to folks that normally can't go on these types of excursions. Our goal to draw interest in Alachua County will be accomplished as our park has components that even southern Florida does not. Otherwise, the closest zipline park is in Marion County.


1. Location and Directional Focus of the Billboard

Billboards must be within Georgia or Florida, extending as far north as the southern border of Atlanta, as far west as Pensacola and as far South as the northern border of Miami-Dade County. Billboards cannot be within the boundaries of Alachua County, with the exception of billboards on I-75 at Alachua County exits.

a. Provide a map showing the location and directional focus of the billboard;

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	5	2683	233862	Permanent Bulletin / Regular	North West	12' 0" x 40' 0"	118,427	YES
Location: I-75 E/S .56 MI. N/O I-10 Current Advertiser: ZAXBY'S Rate: \$625.00								

PANEL #2683

 I-75 E/S .56 MI. N/O I-10


Location #5



WEEKLY IMPRESSIONS: 118,427*
MEDIA TYPE/STYLE: Permanent Bulletin - Regular
GEOPATH ID: 233862
LAT/LONG: [30.27519 / -82.75858](#)
MARKET: LAKE CITY
PANEL SIZE: 12' 0" x 40' 0" [View Spec Sheet](#)
FACING/READ: North West / Left
ILLUMINATED: YES
RATE: \$625.00
SHIPPING ADDRESS: 2065 Northwest 57th Street
Ocala, FL 34475

*Impression values based on: Total Population

ADVERTISING STRENGTHS: I-75 corridor heading to Lake City exits. Restaurants, hotels, antiques

	4	2598	233735	Permanent Bulletin / Regular	South	10' 0" x 40' 0"	219,866	NO
Location: I-75 E/S .7 MI S/O CR 329 Current Advertiser: MI APA LATIN CAFE Rate: \$840.00								

PANEL #2598

I-75 E/S .7 MI S/O CR 329

Location #4



WEEKLY IMPRESSIONS: 219,866*
MEDIA TYPE/STYLE: Permanent Bulletin - Regular
GEOPATH ID: 233735
LAT/LONG: [29.48695 / -82.28853](#)
MARKET: GAINESVILLE
PANEL SIZE: 10' 0" x 40' 0" [View Spec Sheet](#)
FACING/READ: South / Right
ILLUMINATED: NO
RATE: \$840.00
SHIPPING ADDRESS: 2065 Northwest 57th Street
 Ocala, FL 34475

ADVERTISING STRENGTHS: I-75 out of Ocala into Gainesville. Oaks Mall, Retail Stores, Chain Restaurants, Fast Food and Gas Stations. Main Artery into University of Florida. Right hand read.

*Impression values based on: Total Population

b. Provide the dates and duration of the billboard campaign.



CONTRACT # 4859403
Invoice Schedule


Date: 12/18/2024
 New/Renewal: NEW
 Account Executive: KEITH HAYES
 Phone: 352-351-2345

Year	Invoice Date	Service Period	Total Investment
2025	01/13/2025	01/13	\$1,100.00
	01/20/2025	01/20-02/16	\$1,465.00
	02/17/2025	02/17-03/16	\$1,465.00
	03/17/2025	03/17-04/13	\$1,465.00
	04/14/2025	04/14-05/11	\$1,465.00
	05/12/2025	05/12-06/08	\$1,465.00
	06/09/2025	06/09-07/06	\$1,465.00
	07/07/2025	07/07-08/03	\$1,465.00
	08/04/2025	08/04-08/31	\$1,465.00
	09/01/2025	09/01-09/28	\$1,465.00
	09/29/2025	09/29-10/26	\$1,465.00
	10/27/2025	10/27-11/23	\$1,465.00
	11/24/2025	11/24-12/21	\$1,465.00
	12/22/2025	12/22-01/18	\$1,465.00
			\$20,145.00

2. Billboard Design

a. Provide proposed billboard artwork, including all required Visit Gainesville, Alachua County logos and credit attribution.

LAMAR




ID# 01252683

For illustrative purposes only. Actual structure configuration and appearance may vary.

Job Details:	Special Notes:
Panel: 2683 Size: 12x40 Extension: Date: January 22, 2025 AE: Keith Hayes	<p>Notes</p> <p><input type="radio"/> Rev 1 <input type="radio"/> Rev 2 <input type="radio"/> Rev 3 <input checked="" type="radio"/> Rev 4 (*75)</p> <p>Please check that all information spelling, grammar, color, directional web address and/or phone number are correct. Changes made after approval may incur additional charges.</p> <p>Artwork approved by: _____ Date: _____</p>

© THIS DESIGN WAS CREATED BY LAMAR ADVERTISING AND CANNOT BE USED FOR ANY OTHER ADVERTISING PURPOSES WITHOUT WRITTEN PERMISSION.

LAMAR



ID# 01252598

For illustrative purposes only. Actual structure configuration and appearance may vary.

Job Details:	Special Notes:
Panel: 2598 Size: 10x40 Extension: Date: January 22, 2025 AE: Keith Hayes	<p>Notes</p> <p><input type="radio"/> Rev 1 <input type="radio"/> Rev 2 <input type="radio"/> Rev 3 <input checked="" type="radio"/> Rev 4 (*75)</p> <p>Please check that all information spelling, grammar, color, directional web address and/or phone number are correct. Changes made after approval may incur additional charges.</p> <p>Artwork approved by: _____ Date: _____</p>

© THIS DESIGN WAS CREATED BY LAMAR ADVERTISING AND CANNOT BE USED FOR ANY OTHER ADVERTISING PURPOSES WITHOUT WRITTEN PERMISSION.

b. Provide text and photos associated with the billboard.

The text/photos included in our billboard is the Visit Alachua logo and message, our logo, the exit that leads to the park, and a photo of the park. We also included our website URL.



3. Define Target Audience and Goals of the Billboard

a. Provide weekly out-of-home impressions;

Billboard #2598 impressions: 219,866

Billboard #2683: 118,427

4. Pricing/proposal from billboard vendor (Please attach.)

**This proposal is attached separately.

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
----------	-------	---------	------------	-------------	--------	-------	---------------------	--------



5

2683

233862

Permanent Bulletin / Regular

North West

12' 0" x 40' 0"

118,427

YES

Location: I-75 E/S .56 MI. N/O I-10

Current Advertiser: ZAXBY'S

Rate: \$625.00

37



ID# 01252598

For illustrative purposes only. Actual structure configuration and appearance may vary.

Job Details:

Panel: 2598
Size: 10x40
Extension:
Date: January 22, 2025
AE: Keith Hayes

Special Notes:

Notes

- ☐ Rev 1
- ☐ Rev 2
- ☐ Rev 3
- ☒ Rev 4 (\$75)

Please check that all information spelling, grammar, color, directional web address and/or phone number are correct. Changes made after approval may incur additional charges.

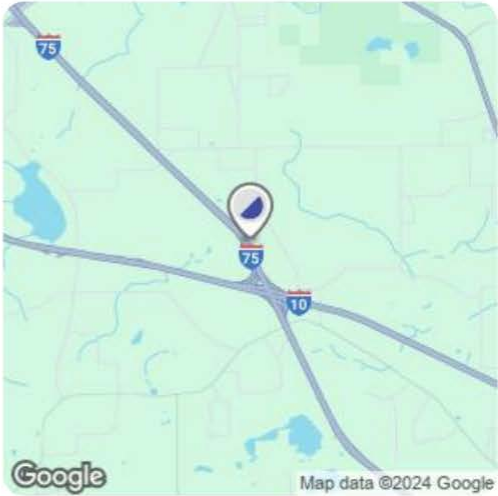
Artwork approved by:

Date: _____

PANEL #2683

I-75 E/S .56 MI. N/O I-10

Location #5



WEEKLY IMPRESSIONS:	118,427*
MEDIA TYPE/STYLE:	Permanent Bulletin - Regular
GEOPATH ID:	233862
LAT/LONG:	30.27519 / -82.75858
MARKET:	LAKE CITY
PANEL SIZE:	12' 0" x 40' 0" View Spec Sheet
FACING/READ:	North West / Left
ILLUMINATED:	YES
RATE:	\$625.00
SHIPPING ADDRESS:	2065 Northwest 57th Street Ocala, FL 34475

ADVERTISING STRENGTHS: I-75 corridor heading to Lake City exits. Restaurants, hotels, antiques

*Impression values based on: Total Population



4

2598

233735

Permanent Bulletin / Regular

South

10' 0" x 40' 0"

219,866

NO

Location: I-75 E/S .7 MI S/O CR 329

Current Advertiser: MI APA LATIN CAFE

Rate: \$840.00

40

PANEL #2598

I-75 E/S .7 MI S/O CR 329

Location #4



ADVERTISING STRENGTHS: I-75 out of Ocala into Gainesville. Oaks Mall, Retail Stores, Chain Restaurants, Fast Food and Gas Stations. Main Artery into University of Florida. Right hand read.

WEEKLY IMPRESSIONS:	219,866*
MEDIA TYPE/STYLE:	Permanent Bulletin - Regular
GEOPATH ID:	233735
LAT/LONG:	29.48695 / -82.28853
MARKET:	GAINESVILLE
PANEL SIZE:	10' 0" x 40' 0" View Spec Sheet
FACING/READ:	South / Right
ILLUMINATED:	NO
RATE:	\$840.00
SHIPPING ADDRESS:	2065 Northwest 57th Street Ocala, FL 34475

*Impression values based on: Total Population



ID# 01252683

For illustrative purposes only. Actual structure configuration and appearance may vary.

Job Details:

Panel: 2683
Size: 12x40
Extension:
Date: January 22, 2025
AE: Keith Hayes

Special Notes:

Notes

- ☐ Rev 1
- ☐ Rev 2
- ☐ Rev 3
- ☒ Rev 4 (\$75)

Please check that all information spelling, grammar, color, directional web address and/or phone number are correct. Changes made after approval may incur additional charges.

Artwork approved by:

Date: _____