



BRADENTON AREA CVB EMERGENCY COMMUNICATIONS PLAN 2020



Bradenton
Anna Maria Island
Longboat Key

FLORIDA'S WEST COAST

SM





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Plan Overview

In the event of an emergency, Manatee County will call a special meeting at the Emergency Operations Center (EOC) to assess the situation with county departments in attendance. At this time the BACVB staff will be assigned EOC roles and duties during the extent of the event. It will be the BACVB staff members' jobs to inform marketing vendors about their EOC roles, CVB and Convention Center hours and role transitions and any pertinent information related to upcoming communications between the BACVB staff and its marketing vendors.

Though the BACVB staff will assume EOC roles and duties, it is imperative that the team also continue to keep their destination marketing responsibilities top of mind to ensure the most positive outcome during and following the emergency.

As a reminder, the BACVB's main tourism marketing roles in a crisis are:

1. To communicate relevant information received from the County to tourism-related industry partners, visitors and potential visitors
2. To develop and deliver appropriate messaging with contracted agencies (public relations, marketing, web) to inform and/or counteract public perception issues
3. To restore and/or encourage tourism to the County post emergency event

Because BACVB staff's new EOC roles might delay or interfere with outward communications to marketing vendors, each agency member will plan to adhere strictly to the following plan (securing BACVB direction where indicated) unless otherwise directed.

The following plan – which outlines pre and post-event action items – is divided into:

- General Actions
- In-Region Communications / Actions
- External Communications / Actions

Target audiences for all communications are:

IN-REGION COMMUNICATIONS / ACTIONS – TARGET AUDIENCES

- Industry Partners
- Current Visitors

EXTERNAL COMMUNICATIONS / ACTIONS – TARGET AUDIENCES

- All future and potential visitors
 - Leisure
 - Meetings and Sports

Emergency Communications Plan

The following document contains two sections:

- An Internal Emergency Guide and day-by-day task list for the BACVB and all Marketing vendors on pages 3-26.
- An External Communications Plan for the reference of the BACVB and all tourism industry members on pages 27-56.

Internal Emergency Guide: Cone of Uncertainty

Whenever possible, as it approaches, an emergency will be assessed. During the period of time between when the potential emergency is identified and the event itself, the BACVB and all marketing vendors will convene to discuss strategy for upcoming marketing initiatives, including events, ads, social posts, media FAMs and pitching, website, etc. based on forecast. Once the determination is made to either halt or continue, the overall plan will be reviewed as a team to determine potential timeline and to ensure roles and responsibilities are clear.

At this time, all creative and PR devices previously created for use during an emergency will be presented and strategy for each will be discussed based on possible scenarios.

At the first report of a potential threat to the destination:

The BACVB Executive Director, Communications Director or ESF18 Business Recovery assigned staff will:

GENERAL

1. Schedule meeting/calls with all vendors (Aqua, Netweave, Fahlgren, Intercept FL, Jeremy Piper)

IN-REGION COMMUNICATIONS / ACTIONS

1. Issue pre-approved initial industry email* explaining that the CVB is monitoring the situation, directing partners to County's Emergency Planning Site MyManatee.org.
* from Elliott's email address

EXTERNAL COMMUNICATIONS / ACTIONS

1. Notify all marketing partners to either continue, pause or cancel any efforts based on forecast.

BACVB Public Relations Department will:

GENERAL

1. Provide ongoing updates from the EOC to all vendors

EXTERNAL COMMUNICATIONS / ACTIONS

1. If directed, upload new creative elements and prepare pre-approved weather/alert banner(s) for website.

Internal Emergency Guide: Cone of Uncertainty

NetWeave (Social Media Marketing Partner) will:

GENERAL

1. Upon notification from BACVB Public Relations Department, pause or cancel any scheduled posts and ads or events and advertisements.

IN-REGION COMMUNICATIONS / ACTIONS

1. Monitor for posts and reply accordingly, enforcing the destination is not under an immediate threat, doing so in private messages when possible with preapproved responses.

EXTERNAL COMMUNICATIONS / ACTIONS

1. Upon notification from BACVB Public Relations Department, update cover photo image to (previously-approved) neutral image and monitor for any questions or concerns posted on social sites.
2. Designate BACVB staff member to handle/be involved.

Aqua PR Team will:

GENERAL

1. Upon notification of the BACVB Executive Director or Communications Director, pause or cancel all public relations efforts not related to the event.
2. Provide suggested talking points / reactive statements for media.

Aqua Creative / Media Team will:

GENERAL

1. Upon notification of the BACVB Executive Director, pause or cancel any placed digital media not related to the event.*

EXTERNAL COMMUNICATIONS / ACTIONS

1. Ensure Falhgren and NetWeave are in possession of most up-to-date creative elements for use following the event on website and on social accounts.

**Canceling paid media will be subject to media vendor policies and cancelation terms and conditions.*

Internal Emergency Guide: Pre-Event

If Manatee County IS NOT evacuated, but evacuees are being sent to the County:

The BACVB Executive Director, Communications Director or ESF18 Business Recovery assigned staff will:

GENERAL

1. Notify Intercept of Florida (or another Fulfillment / Contact Center) to begin hotel call around to determine number of available vacancies and whether hotels accept pets in an emergency.
 - a. Include County Chambers on list to ensure information each has gathered is also incorporated into reports.
2. Provide Intercept of Florida operators with status information to use in answering incoming calls to CVB.
3. A toll-free Crisis Information & Accommodations Hotline has been created for visitors and properties to call to share updates and get information from the County, see page 41.

IN-REGION COMMUNICATIONS / ACTIONS

1. Issue email bulletin to all local industry partners, with information about CVB hours and role transitions and staff's EOC roles, directing them to the EOC communications channels for more information about the event.

EXTERNAL COMMUNICATIONS / ACTIONS

1. Notify Aqua to pause or cancel any placed digital media and public relations efforts.
2. Initiate distribution of Group / Meeting email to specific Group contacts in databases, as appropriate, contacting Destination Sales Manager
3. Notify Netweave to pause any scheduled social posts, ads and events

Internal Emergency Guide: Pre-Event

If Manatee County IS NOT evacuated, but evacuees are being sent to the County:

Intercept of Florida (or another Fulfillment / Contact Center) will:

GENERAL

1. Upon notification from the BACVB Executive Director or Communications Director, begin hotel call around to determine:
 - a. One-Week Prior (if possible)
 - i. Current Availability
 - ii. Room Rate Range
 - iii. Generator (Y / N)
 - iv. Handicap Accessibility
 - v. Pet Friendly
 - b. 48 Hours Prior, to all accommodation partners, twice daily:
 - i. Current Availability
 - ii. Room Rate Range
 - iii. Closure / Evacuation Status
 - iv. Transportation Concerns
 - c. Call County Chambers daily and ensure information each has gathered is also incorporated into reports.
2. Compile data from initial calls and share on-going updates with CVB staff and marketing vendors.

Internal Emergency Guide: Pre-Event

If Manatee County IS NOT evacuated, but evacuees are being sent to the County:

BACVB Public Relations Department will:

GENERAL

1. Provide on-going updates from the EOC to all marketing vendors.

IN-REGION COMMUNICATIONS / ACTIONS

1. Notify NetWeave to share or re-tweet from Manatee County social media sites to the destination Facebook site.
 - a. Targeting followers in region ONLY.
2. Notify Fahlgren and NetWeave of local canceled events for social and website calendars.
3. Notify Fahlgren to activate emergency section of the website (**for local partner's reference and use ONLY**) and make appropriate updates.
 - a. Information will include:
 - i. EOC / Manatee County updates
 - ii. Hotel vacancies / shelters
 - iii. Hotel or Information hotline

EXTERNAL COMMUNICATIONS / ACTIONS

1. Contact previously contracted photographer / videographer to discuss timing for post-event service taking photos of destination to aid in accurate reporting.

Internal Emergency Guide: Pre-Event

If Manatee County IS NOT evacuated, but evacuees are being sent to the County:

Fahlgren (Destination Website Partner) will:

GENERAL

1. Upon receipt of affected event list, cancel / clear events from website calendar.

IN-REGION COMMUNICATIONS / ACTIONS

1. Upon notification from the BACVB Public Relations Department, activate emergency section of the website (for local partner's reference and use ONLY) and make appropriate updates.
 - a. Information will include:
 - i. EOC / Manatee County updates
 - ii. Hotel vacancies / shelters
 - iii. Hotel or Information hotline

Internal Emergency Guide: Pre-Event

If Manatee County IS NOT evacuated, but evacuees are being sent to the County:

NetWeave (Social Media Marketing Partner) will:

GENERAL

1. Upon notification from BACVB Public Relations Department, pause or cancel any scheduled posts, events and ads.*
2. Unlink Twitter from Facebook Account to ensure posts only run on Facebook.

IN-REGION COMMUNICATIONS / ACTIONS

1. Monitor for posts and reply accordingly, enforcing the destination is not under an immediate threat.

EXTERNAL COMMUNICATIONS / ACTIONS

1. Upon notification from BACVB Public Relations Department, update cover photo image to (previously-approved) neutral image and monitor for any questions or concerns posted on social sites

Aqua PR Team will:

GENERAL

1. Upon notification of the BACVB Executive Director or Communications Director, pause or cancel all public relations efforts not related to the event.*
2. Monitor news for updates related to evacuation orders / emergency and identify any false or deceiving information being presented related to the Bradenton Area, compiling top-line findings.

EXTERNAL COMMUNICATIONS / ACTIONS

1. Contact PR vendors (NAPS, PR Newswire and SMT Provider MediaLink to activate and discuss post-event options).

**Canceling paid media will be subject to media vendor policies and cancelation terms and conditions.*

Internal Emergency Guide: Pre-Event

If Manatee County IS NOT evacuated, but evacuees are being sent to the County:

Aqua Creative / Media Team will:

GENERAL

1. Upon notification of the BACVB Executive Director, pause or cancel any placed digital media not related to the event.*

EXTERNAL COMMUNICATIONS / ACTIONS

1. Ensure Fahlgren and NetWeave are in possession of most up-to-date creative elements for use following the event on website and on social accounts.

**Canceling paid media will be subject to media vendor policies and cancelation terms and conditions.*

Internal Emergency Guide: Pre-Event

If Manatee County Receives Evacuation Orders:

***BACVB Executive Director, Communications Director or
ESF18 Business Recovery assigned staff will:***

GENERAL

1. Notify Intercept of Florida (or another Fulfillment / Contact Center) to begin hotel call around to determine number of available vacancies at all Manatee County hotels outside the evacuation zone, and whether hotels accept pets in an emergency.
 - a. Include County Chambers on list to ensure information each has gathered is also incorporated into reports.
2. Provide Intercept of Florida operators with status information to use in answering incoming calls to the BACVB.
 - a. A toll-free Crisis Information & Accommodations Hotline has been created for visitors and properties to call to share updates and get information from the County, see page 41.

IN-REGION COMMUNICATIONS / ACTIONS

1. Issue email bulletin to all local industry partners, with information about CVB hours and role transitions and staff's EOC roles, directing them to Manatee County's website and social pages for more information.

EXTERNAL COMMUNICATIONS / ACTIONS

1. Notify Aqua to pause or cancel any placed digital media and public relations efforts.
2. Initiate distribution of Group / Meeting email to specific Group contacts in databases, as appropriate, contacting Destination Sales Manager
3. Notify Netweave to pause any scheduled social posts, ads and events

Internal Emergency Guide: Pre-Event

If Manatee County Receives Evacuation Orders:

Intercept of Florida (or another Fulfillment / Contact Center) will:

GENERAL

1. Upon notification from the BACVB Executive Director or Communications Director, begin hotel call around to determine:
 - a. One-Week Prior, if possible:
 - i. Current Availability
 - ii. Room Rate Range
 - iii. Generator (Y / N)
 - iv. Handicap Accessibility
 - v. Pet Friendly
 - b. 48 Hours Prior, to in-land accommodation partners, twice daily:
 - i. Current Availability
 - ii. Room Rate Range
 - iii. Closure/Evacuation Status
 - iv. Transportation Concerns
 - c. Call County Chambers daily and ensure information each has gathered is also incorporated into reports.
2. Compile data from initial calls and share on-going updates with CVB staff and marketing vendors.

Internal Emergency Guide: Pre-Event

If Manatee County Receives Evacuation Orders:

BACVB Public Relations Department will:

GENERAL

1. Provide on-going updates from the EOC to all marketing vendors.

IN-REGION COMMUNICATIONS / ACTIONS

1. Notify NetWeave to share or re-tweet from Manatee County social media sites to the destination Facebook site.
 - a. Targeting followers in region ONLY.
2. Notify Fahlgren and NetWeave of local canceled events for social and website calendars.
3. Notify Fahlgren to activate emergency section of the website (for local partner's reference and use ONLY) and make appropriate updates.
 - b. Information will include:
 - i. EOC / Manatee County updates
 - ii. Hotel vacancies / shelters
 - iii. Hotel or Information hotline

EXTERNAL COMMUNICATIONS / ACTIONS

1. Contact Aqua PR Team to discuss completion of press release to pertinent national media covering the event (including cable news, networks, Weather Channel, etc.).
2. Notify Netweave to update cover photo image to (previously-approved) neutral image and monitor for any questions or concerns posted on social sites.
3. Contact previously contracted photographer / videographer to discuss timing for post-event service taking photos of destination to aid in accurate reporting.
4. Instruct Fahlgren to update website homepage image to neutral, pre-approved shot, if necessary.

Internal Emergency Guide: Pre-Event

If Manatee County Receives Evacuation Orders:

Fahlgren (Destination Website Partner) will:

GENERAL

1. Upon receipt of affected event list, cancel/clear events from website calendar.

IN-REGION COMMUNICATIONS / ACTIONS

1. Upon notification from the BACVB Public Relations Department, activate emergency section of the website (for local partner's reference and use ONLY) and make appropriate updates.
 - b. Information will include:
 - i. EOC / Manatee County updates
 - ii. Hotel vacancies / shelters
 - iii. Hotel or Information hotline

EXTERNAL COMMUNICATIONS / ACTIONS

1. Upon notification from BACVB PR Team, update website homepage to neutral, pre-approved shot.

NetWeave (Social Media Marketing Partner) will:

GENERAL

1. Upon notification from BACVB Public Relations Department, pause or cancel any scheduled posts and ads.
2. Unlink Twitter from Facebook Account to ensure posts only run on Facebook so that they can be geo-targeted.

IN-REGION COMMUNICATIONS / ACTIONS

1. Monitor for posts and reply accordingly, directing all in-destination followers to the Manatee County social pages for more information.

EXTERNAL COMMUNICATIONS / ACTIONS

1. Upon notification from BACVB Public Relations Department, update cover photo image to (previously-approved) neutral image and monitor for any questions or concerns posted on social sites.

Internal Emergency Guide: Pre-Event

If Manatee County Receives Evacuation Orders:

Aqua PR Team will:

GENERAL

1. Upon notification of the BACVB Executive Director or Communications Director, pause or cancel any public relations efforts not related to the event.
2. Monitor all news for updates related to evacuation orders / emergency and identify any false or deceiving information being presented related to the Bradenton Area, compiling top-line findings.

EXTERNAL COMMUNICATIONS / ACTIONS

1. Contact PR vendors (NAPS and SMT Provider, PR Newsire to activate and discuss post-event options).

Aqua Creative / Media Team will:

GENERAL

1. Upon notification of the BACVB Executive Director, pause or cancel any placed digital media not related to the event.*

EXTERNAL COMMUNICATIONS / ACTIONS

1. Ensure Fahlgren and Netweave are in possession of most up-to-date creative elements for use following the event on website and on social accounts.

**Canceling paid media will be subject to media vendor policies and cancelation terms and conditions.*

Internal Emergency Guide: During Event

During the course of any emergency, all the Bradenton Area's external destination marketing efforts will be paused until all details are in, the severity of the emergency can be ascertained, and an overall strategy can be determined. However, to ensure marketing vendors are prepared to launch into action immediately following the passing of any threat, it is imperative that information about the emergency continue to be funneled through the BACVB team. As such, the following duties must be met. Should communications be halted due to power outages or other technical difficulties, information should be gathered and shared immediately upon reconnecting.

BACVB Executive Director or Communications Director will:

GENERAL

1. Notify team of office status and any special assignments.

BACVB Public Relations Department will:

GENERAL

1. Collect up-to-date information from the following, sharing with all marketing vendors on an ongoing basis:
 - a. EOC
 - b. Industry Partners
 - c. Intercept of Florida Data
2. Discuss post-event media relations strategy with Aqua PR based on severity of event.

Internal Emergency Guide: During Event

NetWeave (Social Media Marketing Partner) will:

GENERAL

1. Monitor for any questions or concerns posted on social sites and direct followers to the appropriate place for information.

Aqua PR Team will:

GENERAL

1. Monitor all news for updates related to emergency and identify any false or deceiving information being presented related to the Bradenton Area, compiling top-line findings.
2. Update templated press release as updates are received.

Internal Emergency Guide: ASAP Post Event

BACVB Executive Director or Communications Director will:

GENERAL

1. Compile information from all ESF18 Business Recovery assigned staff who have surveyed area resorts, hotels and attractions to determine what is open, closed, undamaged, damaged, etc.
2. Contact BACVB staff to put appropriate response plans into action.
3. Notify Intercept of Florida (or another Fulfillment / Contact Center) to begin hotel call around to begin damage assessment.

IN-REGION COMMUNICATIONS / ACTIONS

1. Disseminate email bulletin to industry partners with any pertinent updates from the EOC / Manatee County.
2. Disseminate email bulletin to industry partners requesting they share any positive post-event images.

EXTERNAL COMMUNICATIONS / ACTIONS

1. Determine whether professional video shoot is needed for B-Roll to be used in upcoming marketing efforts or provided to the media (e.g. to show the destination is unaffected, clarify current condition, etc.)
2. Determine whether a Satellite Media Tour is warranted.
 - a. If yes, initial contact is made by Aqua.
3. Discuss and select appropriate hashtag for industry use on social media and share with BACVB PR Team.

Internal Emergency Guide: ASAP Post Event

Intercept of Florida (or another Fulfillment / Contact Center) will:

GENERAL

1. Upon notification from the BACVB Executive Director or Communications Director, begin hotel call around to determine:
 - a. Access to power
 - b. Known damage
 - c. Open to public
 - d. Availability
2. Compile data from initial calls and share with BACVB Communications Director

Internal Emergency Guide: ASAP Post Event

BACVB Public Relations Department will:

GENERAL

1. Compile all data from Intercept of Florida and share with marketing vendors.
2. When declared safe to do so, canvas the county to conduct a first-hand assessment and take photos of the destination to clarify current condition and share findings with all marketing vendors.

EXTERNAL COMMUNICATIONS / ACTIONS

1. Aid in finalizing post event news release with accurate and up-to-date status including estimate of when destination will have power, when airports (TIA and SRQ) are open, general assessment of damage and estimate as to when local industry will return to normal.
 - a. Distribution via PR Newswire through Aqua PR.
2. Contact previously contracted photographer / videographer to discuss exact needs and timing for post-event service taking photos of destination to aid in accurate reporting.
3. Instruct Fahlgren to update emergency section on website with up-to-the-minute information or remove and replace with Hit / Miss Pages.
4. Determine if a NAPS self-written, accurate news story should be distributed for placement in national publications.
5. Discuss need for Satellite Media Tour with Aqua.
6. Assign content uploads to NetWeave including photos, videos, industry hashtag, etc. to social sites such as Instagram, YouTube, Flickr, etc.
7. Decide if Social ads are to be activated and alert NetWeave.
8. Instruct NetWeave to update cover photo, if appropriate.

Internal Emergency Guide: ASAP Post Event

Fahlgren (Destination Website Partner) will:

IN-REGION COMMUNICATIONS / ACTIONS

1. If notified by the BACVB Public Relations Department, to make appropriate updates to the BradentonGulfIslands.com emergency section, new Information will include:
 - a. Pre-approved images / messaging
 - b. Hotel vacancies / shelters
 - c. Hotel or Information hotline
 - d. List current conditions of area businesses

EXTERNAL COMMUNICATIONS / ACTIONS

1. If notified by the BACVB Public Relations Department, remove the emergency page and replace with appropriate previously created Hit / Miss pages.

Internal Emergency Guide: ASAP Post Event

NetWeave (Social Media Marketing Partner) will:

GENERAL

1. Refer to BACVB Social Strategy Doc.
2. Monitor for any questions or concerns posted on social sites and direct followers to the appropriate place for information.
3. Monitor for industry hashtag use and images shared by partners, which can be repurposed / shared.

IN-REGION COMMUNICATIONS / ACTIONS

1. Utilizing Facebook only, edit and post only previously-approved posts that emphasize either destination will be up and running soon or that destination was missed, including:
 - a. Instructions for industry partners needing assistance
 - i. Targeting local followers ONLY
 - b. Instructions for displaced visitors
 - i. Targeting local followers ONLY

EXTERNAL COMMUNICATIONS / ACTIONS

1. If destination is “Missed”, on Facebook and Twitter post previously-approved posts expressing support for other destinations, but also reporting Bradenton Area was missed.
 - a. Since these posts can and should run on both Twitter and Facebook to audiences outside of the region, Netweave will be sure to approach the BACVB PR Team and Aqua for approval before posting. However, accounts will not be relinked until BACVB gives the go-ahead.
2. Upon receipt from the BACVB Public Relations Department, upload photos, video, etc. to social sites such as Instagram, YouTube, Flickr, etc.
3. Upon notification from the BACVB Public Relations Department, activate social platform ads.
4. Upon receiving direction from the BACVB PR Team, update cover photo, if appropriate.

Internal Emergency Guide: ASAP Post Event

Aqua PR Team will:

GENERAL

1. Compile all updates received from the BACVB PR Department
2. Continue to monitor all news for updates related to emergency and identify any false or deceiving information being presented related to the Bradenton Area, compiling top-line findings.

EXTERNAL COMMUNICATIONS / ACTIONS

1. Upon notification from the BACVB Executive Director, arrange professional video shoot for B-roll to be used in upcoming marketing efforts or provided to the media (e.g., to show the destination is unaffected, clarify current condition, etc.)
2. Upon notification from the BACVB Public Relations Department, make arrangements for a Satellite Media Tour.
3. Upon notification and receipt of information from the BACVB Public Relations Department, update the previously drafted post-event PR Newswire release with accurate and up-to-date status and distribute.
4. Upon notification from the BACVB Public Relations Department, finalize and authorize the distribution of a NAPS self-written, accurate news story.
5. Provide NetWeave with on-going direction for all post-event social strategy.

Aqua Creative / Media Team will:

EXTERNAL COMMUNICATIONS / ACTIONS

1. Review post-event marketing plan
2. Initiate planning session regarding media plan with Executive Director

Internal Emergency Guide

First Few Days Following: Post Event

Executive Director will:

GENERAL

1. Take part in media planning / budget planning session with marketing vendors.

BACVB Public Relations Department will:

GENERAL

1. Continue to gather updated information from Intercept of Florida and industry partners and share with all marketing vendors.
2. Issue ongoing situation updates and projections for safe travel and positive vacation experience to all marketing vendors.
3. Compile and share photo / video library for marketing vendors' use.

EXTERNAL COMMUNICATIONS / ACTIONS

1. Share all available information (press releases, ads, photos) with Travel agents in the United Kingdom, Germany and others.
2. Initiate distribution of Groups Email to specific contacts, as appropriate, enlisting help of Group Sales Manager.
3. Notify Fahlgren to update and distribute Leisure Enewsletter with "Hit" or "Miss" messaging.
4. Provide ongoing approval of all Facebook and Twitter posts, audiences / targets based on messaging.

Internal Emergency Guide

First Few Days Following: Post Event

Fahlgren will:

EXTERNAL COMMUNICATIONS / ACTIONS

1. Upon notification from the BACVB PR team, update and launch leisure Enewsletter with appropriate messaging.

NetWeave (Social Media Marketing Partner) will:

GENERAL

1. Continue to refer to BACVB Social Strategy Doc.
2. Continue to monitor for any questions or concerns posted on social sites and direct followers to the appropriate place for information.
3. Post available photos and video confirming positive state of destination.
4. Obtain approval of all Twitter / Facebook posts and audience / targets prior to posting.

Aqua PR Team will:

GENERAL

1. Continue to monitor news for updates related to emergency sharing post-event press release, as appropriate.
2. Arrange requested media interviews based on post-event outreach.

EXTERNAL COMMUNICATIONS / ACTIONS

1. Continue to coordinate photo / B-roll shoots and SMT, if scheduled.
2. Monitor for pickup of Newswire press release and NAPS article.

Internal Emergency Guide

Within a Week: Post Event

BACVB Executive Director / Communications Director will:

1. Assume normal role / function

BACVB Public Relations Department will:

1. Assume normal role / function

Fahlgren (Destination Website Partner) will:

1. Remove the emergency page and replace with appropriate previously created Hit / Miss pages, if not already completed.
2. Restore website homepage to original image
3. Assume normal role / function

NetWeave (Social Media Marketing Partner) will:

1. Assume normal role / function

Aqua PR Team will:

1. Monitor for pickup of Newswire press release and NAPS article
2. Assume normal role / function

Aqua Creative / Media Team will:

1. Launch Paid Media Campaign (See Page 25)

External Communications Plan - Overview

Introduction

This document is a strategic communications plan to help minimize the negative impact on tourism that may result from damage to the Bradenton Area or the perception of damage to the Bradenton Area caused by an emergency situation.

Marketing Goal

To make prospective leisure and group visitors aware that The Bradenton Area is a pristine and relaxing vacation destination awaiting their visit.

Situation Analysis

An actual or perceived emergency situation can produce a significant amount of negative media coverage about hurricanes, potential hurricanes, or other emergency situations such as wildfires or red tide. Often the media fails to distinguish between destinations that have had near misses versus actual damage. As a result of this negative media hype, both domestic and international travelers could possibly assume that all of Florida has been impacted by a storm or emergency.

Targets

- Markets listed are top Feeder Markets identified during the year the plan was finalized. In the event of an emergency, selected markets should mirror those being targeted during that fiscal year.

1. Tampa/St. Petersburg
2. New York
3. Chicago
4. Pittsburgh
5. Orlando
6. Boston
7. Philadelphia
8. Atlanta
9. Indianapolis
10. Detroit
11. Cleveland
12. Cincinnati

External Communications Plan - Overview

- International markets include:
 1. United Kingdom
 2. Central Europe
 3. Canada

- Demographics: Adults 25-64 years of age. The market includes couples and families.

- Campaign Timing:
 - Public Relations and social media efforts will begin immediately.
 - The media schedule will begin when the team deems it is appropriate and would continue for a minimum of one week, after which the current plan will be evaluated to determine additional media and PR efforts.

Budget

At the first sign of an emergency, the BACVB will provide an exact breakdown of available funds for all marketing vendors.

External Communications Plan

Media Strategies

The following strategies should be implemented (on a case by case basis) for each of the aforementioned scenarios.

Leisure:

- Emails: A timely message regarding the emergency would be emailed to the entire BACVB leisure database. The email would also promote the Bradenton Area brand and allow prospects to hyperlink directly to the BradentonGulfIslands.com website. These emails would also be available for Manatee County hoteliers and attractions to forward to their databases.
- Online / Outside Manatee County: Ads would run on third party websites in the 12 geographic targeted areas. Any online advertising currently running could be updated to reflect the emergency messaging. Additional ads could be placed in major markets east of the Mississippi on Weather.com and CNN.com.
- Broadcast: Depending upon the timing of the campaign, existing television buys might be converted to reflect the “emergency” TV commercial. Radio buys will also be considered.
- Social Networks: NetWeave will publish TV spots through the social media outlets utilizing Facebook, Twitter, and YouTube. Videos to be available to all marketing vendors on CleanPix and YouTube, but whenever possible, the video files will be uploaded to Facebook directly:

Facebook:

- Video Ratio: 9:16 to 16:9
 - Recommended Resolution:
Upload the highest resolution video available that meets file size and ratio limits.
 - Video File Size: 4GB Max
 - Video Length Maximum: 240 Minutes
 - Video Captions: Optional but recommended
 - MP4 or MOV format recommended.
- International: Travel agents in the United Kingdom, Germany, and others. Utilize international reps to distribute information to media and travel trade.

Group:

Communication to Group targets will have two primary objectives: 1. To assure and retain pending or existing group business, and 2. To assure future group business.

In the event of any of the aforementioned scenarios, BACVB staff responsible for Group sales (meetings, events, sports, etc.) will make appropriate contact with pending or existing contacts, informing them of conditions, and where appropriate, clarifying perceptions and assuring that the destination can still host their event. If deemed necessary, BACVB staff will personally visit those who had expressed interest in the destination, to assure those contacts that the destination can be trusted to host their event.

External Communications Plan

Media Strategies

Creative/Production Execution

The following explains the process, procedures, and responsibilities for creative / production elements that will be executed as a response to an emergency situation or in response to misperception concerning emergencies elsewhere.

In case of an event:

The following procedures will be initiated by David Di Maggio or Britt Chapman, contacting Kim Oliphant, with Megan Brewster and Thom Hart serving as their backup. (See contact information at back of document). Backup files for all elements mentioned below will be housed in the offices and personal residences of Kim Oliphant, Dave DiMaggio and Britt Chapman. A duplicate will also be made available to the BACVB and its remaining marketing vendors.

The following procedures will be enacted, listed by medium:

Television:

Generic emergency spots addressing the event have been produced. Dave DiMaggio will see that a previously identified studio or a more inland backup studio traffics the spot appropriately. In the case of an event, the existing Manatee TV schedule may be converted to run the generic Emergency spot or extended to include spots in addition to existing ones.

Netweave and Falghren are also in possession of the spots for posting on social sites and the website.

Emails:

Enewsletters appropriate to either emergency scenario (hit or miss) and for Leisure markets should be produced. The BACVB PR Team will traffic correct version to Fahlgren to initiate mass distribution.

A series of previously drafted / designed emails to local industry partners from the BACVB Executive Director can be updated and distributed prior to and following the event, with information from the EOC and instructions to help industry partners.

Web Ads:

Web ads should be pre-produced for either emergency scenario. Kim Oliphant will traffic to appropriate media outlets.

External Communications Plan

Media Strategies

Bradenton Area Emergency Web Page:

Upon notification from BACVB team, an emergency page (for use only by industry partners) will be posted on BradentonGulfIslands.com under the URL: <http://www.BradentonGulfIslands.com/Emergency>

Following the emergency, this page will be replaced by one of two pages.

In the case of the “Missed Us” message, Fahlgren will only need to update the page, change the body copy and attach the “Missed Us” video message sent from the studio and attach post-event photos from BACVB PR.

In the case of the “Hit Us” message, Fahlgren will need to update the page, change the body copy and attach the “Hit Us” video message sent from the studio.

Public Relations:

The BACVB and Aqua public relations teams will go into action before an emergency event, working to obtain and disseminate information about hotel vacancies and conditions in our area for potential evacuees before and after the event. The BACVB PR team will give the go-ahead to activate the online Emergency Section and begin working with Intercept of Florida, Aqua, Netweave, Fahlgren, and area hotels to ensure important information is reported in the media, on the BACVB website and on social media. Once the crisis has passed, immediate action is taken to obtain a clean and accurate accounting of the condition on the Bradenton Area.

The BACVB might also utilize the services of a national news wire service such as PR Newswire to quickly disseminate news about conditions in the area. The BACVB also issues personal news alerts to many regular media contacts locally, statewide, nationally and internationally. The BACVB also provides regular updates to media through VISIT FLORIDA's PR offices in the USA, Germany, and England.

Press Releases:

Aqua PR should have on hand two templated press releases, to be updated as appropriate and distributed both prior to and following the emergency:

- One “All Clear” National release
- One “Hit” National release

Media Lists:

Aqua should have on hand both a regional media list and national media list for use during emergency.

External Communications Plan

Media Strategies

Paid Services:

Several paid news distribution services are an important part of the emergency marketing communications plan. They are:

- **Satellite Media Tour - Comtel Productions** - Comtel provides extraordinary service for any and all television, film, and digital media needs and is a national Satellite Media Tour provider. Leveraging its strong PBS network of studios and production facilities around the country, Comtel delivers national audiences and millions of impressions. Satellite media tours are an important tool to utilize either in the event of a major storm impact where details on recovery need to be clarified, or a close brush with disaster that requires more details to be broadcast beyond the din of national media “doom and gloom” messaging. Comtel producers work hand in hand with the BACVB to prepare video B-roll and background information and put together a panel of interview subjects. Once a date and time are established for the actual satellite uplink Comtel books all interviews with local and national broadcast programs across major national news outlets. The interviews and accompanying video tell the story of what the actual conditions are in the Bradenton Area.

600 Word Article with Image
<http://www.comtelinc.com/>

Contact: Scott Michaeloff
scott.michaeloff@comtelinc.com
cell: (516) 816-5152 | office: (305) 424-4170

Satellite Media Tour Cost: \$30,000

- **NAPS** - Paid editorial placement service. NAPS (North American Precis Syndicate) provides guaranteed placement of stories in hundreds of print publications in the U.S. from major through small market, including neighborhood weeklies. The purpose of this service is to expand the reach of information beyond what is possible through news release dissemination. This allows the BACVB to distribute news about actual conditions in the area to help dispel misinformation and hype created by broad national media coverage that eliminates specific details about our area.

600 Word Article with Image
<http://www.napsnet.com/>
5-7 day turnaround

Contact: Randi Locke
rlocke@napsnet.com
(561) 629-4367

NAPS Cost: \$6,000

External Communications Plan

Media Strategies

Paid Services (continued):

- **PR Newswire** - PR Newswire, a Cision company, is the premier global provider of multimedia platforms and distribution that engage key audiences. Through PR Newswire's distribution service, the BACVB can distribute a press release to its network of more than 4,500 U.S. websites (including popular sites such as Yahoo! Finance, MarketWatch and Business Journals), more than 170 countries, nearly 3,000 newsrooms, more than 37,000 active monthly users / journalists.

800-word Press Release, with photo or video + Times Square placement
<https://www.prnewswire.com/>

\$195 annual membership fee (with card on file for auto-pay, membership cancellation allowed at any time) OR \$249 one-time pay as you go membership fee (without card on file for auto-pay).

Contact: (800) 776-8090

PR Newswire Cost: \$3,000

- **Photographer / Videographer / Drone** - It is recommended that the BACVB contract on an annual basis with a local photographer with access to a drone to ensure the CVB capture its own images / video following an emergency so that all marketing vendors can have access to up-to-date images to visually report on the status of the destination.

Cost:

- Local: \$3,000 / Day
- Out-of-town: \$6,000 / Day

Partner Communication Plan

In the case of an adverse weather situation or other emergency event, our industry partners will be asked to play a vital role. It is important for partners to be familiar with the plan and know their role well in advance.

We ask that each of our partners designate a staff member to interface with the BACVB office and be our emergency contact. We will need phone numbers, cell numbers, email addresses, and any other contact information that we can use in an emergency. To update contact information with the BACVB, please call (941) 729-9177.

Once an emergency is declared by Manatee County, the following will happen:

1. The BACVB will activate the Emergency Section of the website BradentonGulfIslands.com for partner use only offering the latest information on availability of accommodations, shelter locations, and evacuation plans.
2. Intercept of Florida will call all accommodations to get information on available rooms, filled rooms, and rates.
3. BACVB staff will occupy their designated space at the Emergency Operations Center (EOC) to keep the industry and the EOC staff up-to-date on the current tourism industry situation.
4. The BACVB will initiate their Emergency Communications Plan as outlined in this document.
5. The BACVB will initiate their Emergency Operations Plan that outlines the sequence of events to maintain our operations during an emergency situation.

To assist with preparing for an emergency, the BACVB has made the following informational video available:

<https://www.youtube.com/watch?v=2COa5PtgdB8>

The BACVB and all of its marketing vendors will also schedule bi-annual emergency drills during which 3-5 top partners will be included.

Partner Communication Plan

Emergency Marketing Devices

Creative Execution:

Two creative directions have been prepared for quick implementation after the emergency event has occurred. In the first scenario the messaging reflects an unaffected Bradenton Area and the second provides notice of complete recovery.

“Miss”: Unaffected Bradenton Area:

- E-newsletter Message:
 - Leisure
- Broadcast and Online:
 - TV / Pre-Roll Video Script
 - Radio / Digital Radio Script
- Web Banners:
 - 160x600
 - 300x250
 - 728x90
- Mobile Banners:
 - 300x50
 - 320x50
- Website
 - Leisure Page
- BACVB Emergency Social Media Strategy Document
- Industry Emails from Executive Director
- National Press Releases
- NAPS Editorial

All of the above items have been created and are available to all marketing vendors here

http://welcometoaqua.com/bacvb_archive/crisis_plan.php

Partner Communication Plan

Emergency Marketing Devices

Creative Execution: (continued)

“Hit”: Recovery Completed:

- E-newsletter Message:
 - Leisure
- Broadcast and Online:
 - TV / Pre-Roll Video Script
 - Radio / Digital Radio Script
- Web Banners:
 - 160x600
 - 300x250
 - 728x90
- Mobile Banners:
 - 300x50
 - 320x50
- Website
 - Leisure Page
- BACVB Emergency Social Media Strategy Document
- Industry Emails from Executive Director
- National Press Releases
- NAPS Editorial

All of the above items have been created and are available to all marketing vendors here
http://welcometoaqua.com/bacvb_archive/crisis_plan.php

Key Contacts

Bradenton Area CVB Emergency Team

Primary Contact – BACVB Communications Director, Kelly Clark

If local communications are not disrupted, Kelly Clark is the primary contact for all public relations efforts and media management and distribution to local, national, and international media.

Cell: (941) 720-0761 Email: Kelly.Clark@bacvb.com

Secondary Contact – BACVB Communications Coordinator, Emily Knight

If local communications are not disrupted, but Kelly Clark cannot be reached, Emily Knight is the secondary contact for public relations efforts and media management and distribution to local, national, and international media.

Cell: (941) 468-4156 Email: Emily.Knight@bacvb.com

Offsite Contact – Aqua Public Relations Managing Director, Britt Chapman

If local communications are not disrupted, but Kelly Clark and Emily Knight cannot be reached, Britt Chapman is the next contact for public relations efforts and media management and distribution to local, national, and international media.

Cell: (727) 483-0707 Email: Brittany@WelcometoAqua.com

Offsite Secondary Contact – Aqua Public Relations Director, Megan Brewster

If local communications are not disrupted, but Kelly Clark and Emily Knight, and Britt Chapman cannot be reached, Megan Brewster is the next contact for public relations efforts and media management and distribution to local, national and international media.

Cell: (617) 285-0771 Email: Megan@WelcometoAqua.com

United Kingdom Contact – Gosh PR Account Manager, Hannah Mulvey

Hannah Mulvey is the primary contact for all public relations efforts and media management and distribution to the United Kingdom Media.

Cell: 011-44-20-7871-2915 Email: hannah@goshpr.co.uk

Key Contacts

Bradenton Area CVB Staff Directory

Elliott Falcione, Executive Director

Elliott.Falcione@bacvb.com

Office: (941) 729-9177 Ext. 3940; Cell: 941-705-1287

Monica Luff, Executive Assistant & Film Liaison

Monica.Luff@bacvb.com

Office: (941) 742-4044; Home / Cell: (941) 730-3973

Eva Galler, Chief Financial Officer

Eva.Galler@mymanatee.org

Office: (941) 729-9177 Ext. 3948; Cell: (305) 282-0482

Melinda McGann, Fiscal Specialist

Melinda.McGann@mymanatee.org

Office: (941) 729-9177 Ext. 3943; Home: (941) 758-8801

Michelle Stewart, Marketing Manager

Michelle.Stewart@bacvb.com

Office: (941) 742-4057; Home: (941) 746-2946; Cell: (941) 773-8856

Kelly Clark, Communications Director

Kelly.Clark@bacvb.com

Office: (941) 742-4046; Home: (941) 896-6372; Cell: (941) 720-0761

Emily Knight, Digital Communications Coordinator

Emily.Knight@bacvb.com

Office: (941) 729-9177 Ext. 3953; Cell: (941) 468-4156

Anna Pohl, General Manager

Anna.Pohl@bacvb.com

Office: (941) 729-9177 Ext. 3986; Cell: (813) 416-2442

Anastasia Taylor, Travel Trade & PR Coordinator

Anastasia.Taylor@bacvb.com

Office: (941) 729-9177 Ext. 3975; Cell: (941) 685-9078

Key Contacts

Aimee Blenker, Cultural Marketing Specialist and Sales Executive

ESF18 Business Recovery

Aimee.Blenker@bacvb.com

Office: (941) 742-4060; Cell: (941) 915-8209

Sean Walter, BACVB Manager / Sports Commissioner / Film Commissioner

Sean.Walter@bacvb.com

Office: (941) 742-4051; Home: (941) 918-1942; Cell: (941) 468-0374

Vanessa Zigich, Destination Sales Manager

Vanessa.Zigich@bacvb.com

Office: (941) 742-4062 Cell: (941) 932-5531

Aqua Marketing & Communications, Inc. Emergency Team Contact Info

David Di Maggio

DaveD@WelcometoAqua.com

Cell: (727) 687-4670

Kim Oliphant

Kim@WelcometoAqua.com

Cell: (727) 215-2800

Courtney Babic

Courtney@WelcometoAqua.com

Cell: (630) 967-8055

Britt Chapman

Brittany@WelcometoAqua.com

Cell: (727) 483-0707

Megan Brewster

Megan@WelcometoAqua.com

Cell: (617) 285-0771

Thom Hart

Thom@WelcometoAqua.com

Cell: (727) 480-4802

Katie Varano

Katie@WelcometoAqua.com

Cell: (717) 586-1233

Tricia Pressley

Tricia@WelcometoAqua.com

Cell: (813) 230-9345

Key Contacts

NetWeave Social Networking Emergency Team

Primary Contact – Senior Community Manager, Taylor Blews

If local communications are not disrupted, Taylor Blews is the primary contact for social media consultation, management and distribution.

Cell: (941) 720-9120 Email: taylor@netweaveonline.com

Secondary Contact – President & CEO, Kevin McNulty

If local communications are not disrupted, but Taylor Blews cannot be reached, the secondary contact for social media consultation, management and distribution is Kevin McNulty.

Cell: (941) 737-8575 Email: kevin@netweaveonline.com

Personal Email (if NetWeave Email is down): kevmcnulty@gmail.com

Offsite Primary Contact – Community Manager, Erin McNulty

If local communications are disrupted, NetWeave's contingency is to operate from outside of the local area from their Miami office if available. Therefore, if needed, your contact becomes Erin McNulty.

Cell: (941) 962-5897 Email: Erin@netweaveonline.com

Offsite Secondary Contact - Community Manager, Rich Snell

If local communications are disrupted, and statewide communications are also disrupted, or if Alison Poole should not be available for any reason, NetWeave will operate from their Vermont office using Rich Snell as the emergency contact.

Cell: (513) 280-2581 Email: rich@netweaveonline.com

*Rich is located in Ohio

Key Contacts

Gosh PR (International Marketing & Public Relations in the UK)

Dru Bryan

Dru@goshpr.co.uk

Main: 011-44-207-367-6745 Cell: 011-44-793-0336-722

Fahlgren (Website Management Services)

Amy Dawson

amy.dawson@fahlgren.com

Main: (614) 383-1500

Direct: (614) 383-1525

Cell: (614) 565-6005

ITI Marketing (Digital & Social Web Services)

Franci Edgerly

franci@iti-marketing.com

Tel: 912-267-1558

Cell: 912-996-0044

Hotel Hotline: 1-800-449-3790

Crawford Group (Inland Production Studio for Broadcast), Lake Mary

Chad: (407) 416-8360

Amanda: (407) 310-3447

Thread (Tampa-based Production Studio for Broadcast), Tampa

Phone: (727) 743-3306

Intercept of Florida (Fulfillment Services - Crisis Hotline)

(239) 225-1010

Crisis Information & Accommodations Hotline: 1-800-449-3790

COMPANY	NAME	TITLE	ADDR1	CITY	STATE	ZIP	ID	STATUS	PHONE	E-MAIL
Vacation Rentals	Shorewalk Vacation Villas	Rob Ondo	4601 46th St. Ct. W.	Bradenton	FL	34210		Accommodations	941.794.9800	rob@shorewalk.com
	Sunset International Management	Pauline Ford	5894 53rd Avenue East	Bradenton	FL	34203		Accommodations	941.755.4489	sunset@sunstreality4u.com
	Aleassandra Vacation Villas	Nick & Vicki Zec	6706 Wood Meadow Loop	Bradenton	FL	34202		Accommodations	941.725.4302	alecassandra@prodigy.net
	Absolute Anna Maria Rentals	Terry & Sandy Whyte	601 Gulf Drive	Anna Maria	FL	34216		Accommodations	905.579.4996	tswhyte@ogers.com
Vacation Rentals	Anna Maria Beach Cottages	Taylor Dickson	312 Oak Avenue	Anna Maria	FL	34216		Accommodations	941.778.1503	info@annamariabeachcottages.com
	Anna Maria Guest House Rentals	Michael Coleman	315 Pine Avenue	Anna Maria	FL	34216		Accommodations	941.778.2167	coleman@phieavenueinfo.com
	Anna Maria Vacation Rentals			Anna Maria	FL	34216		Accommodations	941.713.8676	info@annamariavacationrentals.com
	Anna Maria Villas			Anna Maria	FL	34216		Accommodations	800.431.0278	darcie@teamduncan.com
Vacation Rentals	Coastal Cottages AMI	Tura Trendy	9908 Gulf Drive	Anna Maria	FL	34216		Accommodations	941.567.6253	tura@coastalcottagesami.com
	Duncan Real Estate	Meghan DeLong	310 Pine Avenue	Anna Maria	FL	34216		Accommodations	941.779.0304	darcie@teamduncan.com
	Duncan Real Estate	Lindsey Leech	310 Pine Avenue	Anna Maria	FL	34216		Accommodations	941.779.0304	lindsey@teamduncan.com
	Fran Maxon Real Estate	Stephanie Bell	9701 Gulf Drive	Anna Maria	FL	34216		Accommodations	941.778.2307	stephanie@franmaxonrealestate.com
Vacation Rentals	Palm Tree Villas	Spence Romine	207 66th St.	Anna Maria	FL	34216		Accommodations	941.778.0910	info@palmtreevillas.com
	Pineapple Fish Luxury Villas	Liza Morrow	519 Pine Avenue	Anna Maria	FL	34216		Accommodations	941.778.7200	liza@satorealestate.com
	Rod & Reel Resort	Janet Hoffmann	877 North Shore Drive	Anna Maria	FL	34216		Accommodations	941.778.2780	rmotel5@tampabayrr.com
	Sato Real Estate	Barbara Sato	P.O. Box 928	Anna Maria	FL	34216		Accommodations	941.778.7200	barbara@satoestate.com
Vacation Rentals	Sirenia Beach House	Nancy McAleer	Tarpon Street	Anna Maria	FL	34216		Accommodations	514.606.6673	sireniabeachhouse1@gmail.com
	RE/MAX Gulfstream Realty	Sharon Villars	3007 Manatee Avenue W.	Bradenton	FL	34202		Accommodations	941.758.7777	sharon@sharonvillars.com
	Wagner Realty	Ron Cornette	3639 Cortez Road W.	Bradenton	FL	34210		Accommodations	941.727.2800	roncornette@gmail.com
	David Eckel	David Eckel	3639 Cortez Road W.	Bradenton	FL	34210		Accommodations	941.727.2800	davideckel@wagnerrealty.com
Vacation Rentals	2 Heron's Landing	Maureen Kraker	114 - 8th Street South	Bradenton Beach	FL	34217		Accommodations	713.498.3549	maureenkraker@gmail.com
	4RentATheBeach.com	Mariame	260 17th St. N.	Bradenton Beach	FL	34217		Accommodations	941.323.6033	marianne@trentatthebeach.com
	AG Casa Marina	Tina Wolfe	2318 Gulf Drive North	Bradenton Beach	FL	34217		Accommodations	800.269.9352	info@agcasamarina.com
	Almost Beach Apartments	Lynne Budzinski	2303 Gulf Drive	Bradenton Beach	FL	34217		Accommodations	941.778.2374	almostbch@tampabayrr.com
Vacation Rentals	Anna Maria Vacations	Stephanie Huffman	P.O. Box 349	Bradenton Beach	FL	34217		Accommodations	941.778.4178	stephanie@annamaria.com
	Bird's Nest Vacation Apts.	Alessandra Bettoni	404 Gulf Dr. S.	Bradenton Beach	FL	34218		Accommodations	941.778.2431	info@annamariabirdsnest.com
	Edgewater Rentals of Anna Maria	Lynn Zemmer	103 Bridge Street	Bradenton Beach	FL	34217		Accommodations	941.778.8104	lynn@edgewaterami.com
	Florida Dreams, LLC	Petra Praetor	2501 Gulf Drive N. #101	Bradenton Beach	FL	34217		Accommodations	941.447.1506	info@florida-dreams.com
Vacation Rentals	Koi One Vacation Rentals	Melissa Rhodes	102 4th St. S.	Bradenton Beach	FL	34217		Accommodations	941.518.5026	atkolone@aol.com
	Lacosta Condominium	Dan Talley	1800 Gulf Drive	Bradenton Beach	FL	34217		Accommodations	941.778.8000	dantalley@gmail.com
	Prestige Rentals	Janet Vosburgh	1101 12th Street South	Bradenton Beach	FL	34217		Accommodations	941.778.3320	bradbeach@juno.com
	Runaway Bay Condominiums	Cindy Simmons	1801 Gulf Drive North	Bradenton Beach	FL	34217		Accommodations	941.778.0000	wr005@verizon.net
Vacation Rentals	Sandy Toes on the Gulf	Mark Green	2518 Gulf Dr. N.	Bradenton Beach	FL	34217		Accommodations	800.431.0278	darcie@teamduncan.com
	A Paradise Vacation Rentals	Liz Andricks	1501 Gulf Drive North	Bradenton Beach	FL	34217		Accommodations	941.778.6667	mg@vacationet.com
	Anna Maria Island Accommodations	Susan Brinson	5201 Gulf Drive	Holmes Beach	FL	34217		Accommodations	941.778.4800	liz@paradisarealty.com
	Anna Maria Pirates Den	Vicky & Kevin McPhail	3501 Gulf Drive	Holmes Beach	FL	34217		Accommodations	941.778.0733	info@annamariapiratesden.com
Vacation Rentals	Bamboo Apts.	Alice Sutton	3802 Gulf Dr	Holmes Beach	FL	34217		Accommodations	813.230.4577	asutton3@tampabayrr.com
	Casa Sierra	Sharon Villars	205 36th St.	Holmes Beach	FL	34217		Accommodations	941.778.0032	sharon@sharonvillars.com
	Dawg Daze Villa	(Island Vac. Properties)	2908 Ave. E.	Holmes Beach	FL	34217		Accommodations	941.778.1000	rentals@islandvacationproperties.com
	Front Porch	David	208A 82nd St.	Holmes Beach	FL	34217		Accommodations	941.581.0088	frontporchami@gmail.com
Vacation Rentals	Gulf Bay Realty	Zita Kollar	5309 Gulf Drive	Holmes Beach	FL	34217		Accommodations	941.778.7244	zita@gulfbayrealty.com
	Gulf Drive Apts.	Hendrik van Ham	6507 Gulf Drive N.	Holmes Beach	FL	34217		Accommodations	941.778.1098	annamariaisland@gmail.com
	Hidden Cove	(Anna Maria Vacations)	5610 Gulf Drive	Holmes Beach	FL	34217		Accommodations	800.865.0800	reservations@annamaria.com
	Island Garden Home	Kent Davis	419 Clark Drive	Holmes Beach	FL	34217		Accommodations	941.778.3086	kdavis@datasia.us
Vacation Rentals	Island Garden Villas	Christy Krauss	5607 Gulf Drive #102	Holmes Beach	FL	34217		Accommodations	941.778.4636	christy@islandgardenvillas.com
	Island Real Estate Vacation Rentals	Larry Chant	6101 Marina Drive	Holmes Beach	FL	34217		Accommodations	941.778.6066	larry@islandreal.com
	Island Vacation Properties, LLC	Ann Caron	3001 Gulf Drive	Holmes Beach	FL	34217		Accommodations	941.778.1000	rentals@islandvacationproperties.com
	Mike Norman Realty	Sally Greig	3101 Gulf Drive	Holmes Beach	FL	34217		Accommodations	941.778.6896	sally@mikenormanrealty.com
Vacation Rentals	Playa Encantada Condos	(Island Vac. Properties)	6005 Gulf Drive	Holmes Beach	FL	34217		Accommodations	941.778.6322	rentals@islandvacationproperties.com
	Seabreeze on AMI	(Island Vac. Properties)	403 39th St. Units B & C	Holmes Beach	FL	34217		Accommodations	415.257.3469	rentals@islandvacationproperties.com
	Seacrest II Condo	Debbie Goodwin	3703 5th Ave.	Holmes Beach	FL	34217		Accommodations	800.778.9599	debbie@starfishvilasami.com
	Starfish Villas	Julie Royal	2915 Avenue E	Holmes Beach	FL	34217		Accommodations	603.448.8630	debbie@starfishvilasami.com
Vacation Rentals	Surcoast Rentals	Carolea Nadke	5402 Marina Drive	Holmes Beach	FL	34217		Accommodations	941.779.0202	suncoi@tampabayrr.com
	Tiffany Place Condo	Joe McClash	7002 Gulf Dr.	Holmes Beach	FL	34217		Accommodations	620.728.1267	caroleanadke@aol.com
	Windcaller Apartments	Michael Saunders	112 52nd Street	Holmes Beach	FL	34217		Accommodations	941.746.8666	windcaller@windcallerapartment.com
	Anna Maria Beachfronts	Karen Enis	8325 Lakewood Ranch Blvd.	Lakewood Ranch	FL	34202		Accommodations	941.778.9595	karenenis@michaelsaunders.com
Vacation Rentals	Cedars West of Longboat	Joe Mauro	16 Wonderview Way	Anna Maria	FL	88033		Accommodations	908.236.2966	jmauro2@gmail.com
	Florida Vacation Connection	Lois Donnelly	5655 Gulf of Mexico Drive	Longboat Key	FL	34228		Accommodations	941.383.4666	cedarswest@comcast.net
	Florida Vacation Connection	Jan Jordan	3720 Gulf of Mexico Drive	Longboat Key	FL	34228		Accommodations	941.387.9709	jan@flvacationconnection.com
	Florida Vacation Connection	Michele Knuese	3720 Gulf of Mexico Drive	Longboat Key	FL	34228		Accommodations	941.387.9709	michele@flvacationconnection.com
Vacation Rentals	Harbour Villa Club	La Playa Gulf Front Condo	615 Dream Island Road	Longboat Key	FL	34228		Accommodations	941.383.9544	harbour@comcast.net
	Little Gulf Cottages	Julia Langevin	4425 Gulf of Mexico Drive	Longboat Key	FL	34228		Accommodations	941.383.6224	info@aplayacondo.com
	Premier Sotheby's Int'l. Realty	Leslie Russell	5330 Gulf of Mexico Drive	Longboat Key	FL	34228		Accommodations	800.851.1096	julia@vacationfla.com
	ResortQuest Southwest Florida	Jeff Merckle	517 Bay Isles Parkway	Longboat Key	FL	34228		Accommodations	941.383.2500	leslie_russell@sothebyreality.com
Vacation Rentals	ResortQuest Southwest Florida	Jeff Merckle	4030 Gulf of Mexico Drive	Longboat Key	FL	34228		Accommodations	941.329.2022	jmerckle@rqswfl.com

Rolling Waves Beach Cottages	Shelly	GM	6351 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.1323	info@rollingwaves.com
Sun n Sea Cottages	Cindy & Jim McGucken	GM	4651 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.5588	sunseacott@aol.com
Sun n Sea Cottages	Cindy & Jim McGucken	GM	4651 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.5588	sunseacott@aol.com
Beach Castle Resort & Condominium	Jana Troyer / ResortQuest	PM	4030 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.5543	jtroyer@rqswf.com
Cannons by the Sea Cottages	Claire Pierry	GM	6040 Gulf of Mexico Dr.	Longboat Key	FL	34228	Accommodations	941.720.2852	cannonsbythesea@gmail.com
Anna Maria Island Home Rental	Nancy McAheer				FL	34228	Accommodations	514.606.6673	themcaleers1@gmail.com

Inland Hotels

America's Best Value Inn	Parul Patel	GM	607 67th Street Circle East	Bradenton	FL	34208	Accommodations	941.745.1988	abvbradenton@comcast.net
Bayshore Realty	Helen Robinson	GM	1509 60th Ave. W.	Bradenton	FL	34207	Accommodations	941.755.3701	hrobbins1@aol.com
Best Western - Cortez Road	Chris Sears	GM	2215 Cortez Road W.	Bradenton	FL	34210	Accommodations	941.238.0800	cearsbestwestern@yahoo.com
Best Western Plus - SR 64	Alpesh Patel	Owner	648 67th St. Circle E.	Bradenton	FL	34208	Accommodations	941.757.5555	hotelinvestor@yahoo.com
Best Western Plus - SR 64	Brittany Holley	GM	648 67th St. Circle E.	Bradenton	FL	34208	Accommodations	941.757.5555	bvplust1@gmail.com
Christian Retreat	Susan Hornick	GM	1200 Glory Way Blvd.	Bradenton	FL	34212	Accommodations	941.746.2882	groups@christianretreat.org
Comfort Inn	Rhonda Zerilli	GM	580 66th St. Ct. E.	Bradenton	FL	34208	Accommodations	941.747.7500	gm.1572@choicehotels.com
Country Inn & Suites	Tom Yorke	GM	5610 Manor Hill Lane	Bradenton	FL	34203	Accommodations	941.363.4000	thomas.yorke@countryinnfl.com
Country Inn & Suites	Paul Patel	GM	5610 Manor Hill Lane	Bradenton	FL	34203	Accommodations	941.363.4000	paulp@countryinnfl.com
Courtyard Marriott Bradenton Riverfront	Tom Jung	GM	100 Riverfront Drive	Bradenton	FL	34205	Accommodations	941.747.3727	tom.jung@marriott.com
Courtyard Marriott Bradenton Riverfront	Robyn Price	DOS	100 Riverfront Drive	Bradenton	FL	34205	Accommodations	941.747.3727	robyn_price@ophotels.com
Days Inn Historic Bradenton	Rahul Patel	GM	3506 1st Street West	Bradenton	FL	34208	Accommodations	941.746.1141	daysinnbradenton@gmail.com
Days Inn I-75	Hymie Patel	GM	644 67th St. Cir. E.	Bradenton	FL	34208	Accommodations	941.746.2505	heatp@hotmail.com
Fairfield Inn & Suites	Rob Ferguson	DOS	6105 Exchange Way	Bradenton	FL	34202	Accommodations	941.552.4000	robert.ferguson@hilton.com
Fairfield Inn & Suites		GM	6105 Exchange Way	Bradenton	FL	34202	Accommodations	941.552.4000	
Hampton Inn (Univ. Parkway)	Ivana Lazaro	GM	8565 Cooper Creek Blvd.	Bradenton	FL	34201	Accommodations	941.355.8619	ilazaro@buffalolodging.com
Hampton Inn (Univ. Parkway)	Cynthia Moore	Sports Mgr	8565 Cooper Creek Blvd.	Bradenton	FL	34201	Accommodations	941.355.8619	cmoore@buffalolodging.com
Hampton Inn - Downtown Bradenton	Kellyann Dixon	DOS	309 10th St. W.	Bradenton	FL	34205	Accommodations	941.487.3672	kellyann.dixon@hilton.com
Hampton Inn - Downtown Bradenton	Spurgeon Nisbett	DOS	309 10th St. W.	Bradenton	FL	34205	Accommodations	941.487.3672	spurgeon.nisbett@hilton.com
Holiday Inn Express Lakewood Ranch	Dawn Milhous	Dir. of Rev.	5464 Lena Road	Bradenton	FL	34211	Accommodations	941.755.0055	dmlhous@charteronhotels.com
Holiday Inn Express Lakewood Ranch	Sherry Bartley	GM	5464 Lena Road	Bradenton	FL	34211	Accommodations	941.755.0055	sbartley@charteronhotels.com
Holiday Inn Express (Cortez Road)	Rebecca Stucko	GM	4450 47th Street West	Bradenton	FL	34210	Accommodations	941.795.4633	rstucko@hulsinghotels.com
Holiday Inn Express (Cortez Road)	Kerri Alderson	DOS	4450 47th Street West	Bradenton	FL	34210	Accommodations	941.795.4633	kalderson@hulsinghotels.com
Holiday Inn Express (Cortez Road)	Jay Leonard	Regional GM	4450 47th Street West	Bradenton	FL	34210	Accommodations	941.795.4633	leonard@wynchambr.com
Howard Johnson Express Inn	Grish Patel	GM	6511 14th Street West	Bradenton	FL	34207	Accommodations	941.756.8399	hojo.kana@gmail.com
Knights Inn (formerly Siesta Inn)	Yovall Augoshe	GM	2303 1st St. E.	Bradenton	FL	34208	Accommodations	941.747.6465	youLL7@yahoo.com
Londoner Bed & Breakfast	Jenny Taylor	GM	304 15th St. W.	Bradenton	FL	34205	Accommodations	941.741.4981	lmkeeper@thebondnerinn.com
Motel 6	Patrick Ward	GM	660 67th Street Circle East	Bradenton	FL	34208	Accommodations	941.747.6005	m6067806@motel6.com
Paradise Bay Motel		GM	4406 102nd St. W.	Bradenton	FL	34210	Accommodations	941.794.1238	
Parrot Inn	Sandy Greiner	GM	8621 Cortez Rd. W.	Bradenton	FL	34210	Accommodations	941.792.8995	debbie@alphahotelsworldwide.com
Quality Inn North	Debbie Norris	DOS	6727 14th St. W.	Bradenton	FL	34208	Accommodations	941.758.7199	debbie@alphahotelsworldwide.com
Quality Inn North	Dee Christie	GM	6727 14th St. W.	Bradenton	FL	34208	Accommodations	941.758.7199	Mark.Runnings@tzcarrton.com
Ritz-Carlton Golf Club	Mark Runnings	Owner	15150 70th Terrace East	Bradenton	FL	34202	Accommodations	941.309.2900	super8.6881@yahoo.com
Super 8 Motel of Bradenton	Grish Patel	GM	6516 14th Street West	Bradenton	FL	34207	Accommodations	941.756.6656	super8bradenton@gmail.com
Super 8 Motel of Bradenton	Nikunj Shah	GM	6516 14th Street West	Bradenton	FL	34207	Accommodations	941.756.6656	frances.soechtig@hilton.com
Hampton Inn - Ellenton	Frances Soechtig	DOS	5810 20th Ct. E.	Ellenton	FL	34222	Accommodations	941.721.4000	bmcDonald@buffalolodging.com
Hampton Inn - Ellenton	Brandy McDonald	GM	5810 20th Ct. E.	Ellenton	FL	34222	Accommodations	941.721.4000	leich@buffalolodging.com
Hampton Inn - Ellenton	Terry Eich	V.P.	5810 20th Ct. E.	Ellenton	FL	34222	Accommodations	941.721.4000	greg@palmgovernments.com
Palm Grove Resort	Greg Gregory	GM	6505 US Hwy 301 N.	Ellenton	FL	34222	Accommodations	941.722.2266	guesthouseinn@yahoo.com
Red Roof Inn (formerly Guesthouse Inn)	Nick Patel	GM	4915 17th Street East	Ellenton	FL	34222	Accommodations	941.729.0600	info@palmtreeoverside.com
Sleep Inn & Suites	Patti Gilkes	GM	5605 18th Street East	Ellenton	FL	34222	Accommodations	941.721.4933	pgilkes4@gmail.com
Super 8 of Ellenton (formerly Ramada Ltd.)	Kent Patel	GM	5218 17th St. E.	Ellenton	FL	34222	Accommodations	941.729.8505	super8@superbellenton.com
Super 8 of Ellenton (formerly Ramada Ltd.)	Hitesh Patel	GM	5218 17th St. E.	Ellenton	FL	34222	Accommodations	941.729.8505	heatp@hotmail.com
Hyatt Place Lakewood Ranch	Cecilia Maddi	DOS	6021 Exchange Way	Lakewood Ranch	FL	34243	Accommodations	941.748.3100	cecilia.maddi@hyatt.com
Spring Hill Suites	David Cocco	President	96 Alexander Drive	McMurray	FL	34202	Accommodations	724.986.6300	david.cocco@northstarlodgingcorp.com
Palmetto Riverside B & B	Wim & Mieke Uppens	GM	1102 Riverside Drive	Palmetto	FL	34221	Accommodations	941.981.5331	info@palmtreeoverside.com
Charter One Hotels & Resorts	Dawn Milhous	GM	6731 Professional Pkwy W., Ste. 100	Sarasota	FL	34240	Accommodations	941.907.9017	dmlhous@charteronehotels.com
Hilton Garden Inn	Traci Day	DOS	8270 N. Tamiami Trail	Sarasota	FL	34243	Accommodations	941.552.1110	traci.day@hilton.com
Hilton Garden Inn	Teresa Thomas	GM	8270 N. Tamiami Trail	Sarasota	FL	34243	Accommodations	941.552.1118	teresa.thomas@hilton.com
Hilton Garden Inn	Eric Escobedo	Sales Mgr.	8270 N. Tamiami Trail	Sarasota	FL	34243	Accommodations	941.552.1116	eric.escobedo@hilton.com
Hilton Garden Inn	Christine Moore	Sales Mgr.	8270 N. Tamiami Trail	Sarasota	FL	34243	Accommodations	941.371.1900	christine.moore@hilton.com
Holiday Inn Express Lakewood Ranch	Scott Busby	CFO	6731 Professional Pkwy W. #100	Sarasota	FL	34240	Accommodations	941.907.9017	sbusby@charteronehotels.com
Holiday Inn Lakewood Ranch	Rob Ferguson	DOS	6231 Lake Osprey Dr.	Sarasota	FL	34240	Accommodations	941.782.4404	robert.ferguson@hilton.com
Holiday Inn Lakewood Ranch	Dale Scyners	GM	6231 Lake Osprey Dr.	Sarasota	FL	34240	Accommodations	941.782.4404	dale.scyners@hilton.com
Holiday Inn Lakewood Ranch		GM	6231 Lake Osprey Dr.	Sarasota	FL	34240	Accommodations	941.782.4404	jesse.torres@hilton.com
Holiday Inn Lakewood Ranch	Yasemin Chain	Sales Mgr.	6231 Lake Osprey Dr.	Sarasota	FL	34240	Accommodations	941.782.4404	yasemin.chain@hilton.com
Holiday Inn Sarasota Bradenton Airport	David Alexander	Sales Manager	8005 15th St E	Sarasota	FL	34243	Accommodations	941.355.9000	d.alexander@hishq.com
Holiday Inn Sarasota Bradenton Airport	Jren Patel	GM	8005 15th St E	Sarasota	FL	34243	Accommodations	941.355.9000	bradentonie@hishq.com
Holiday Inn Sarasota Bradenton Airport	Dylan Bower	Ops Director	8005 15th St E	Sarasota	FL	34243	Accommodations	941.355.9000	dbower@hishq.com
Lantern Inn & Suites (formerly Suburban Lodge)	GM	GM	7251 N. Tamiami Trail	Sarasota	FL	34243	Accommodations	941.355.7747	bruzmelon@comcast.net
Ramada Waterfront Sarasota	Navid Kichi	GM	7150 N. Tamiami Trail	Sarasota	FL	34243	Accommodations	941.358.1000	nikichi@amadasarasota.com
Ramada Waterfront Sarasota	Jim Berger	DOS	7150 N. Tamiami Trail	Sarasota	FL	34243	Accommodations	941.893.6162	berger@ramadasarasota.com
Liberty Group (Manage Best Western Plus 64)	VP Sales		1 Tampa City Center	Tampa	FL	33602	Accommodations	813.280.2000	

Mainsail Hotels			4602 Eisenhower Blvd.	Tampa	FL	33634	Accommodations	813.849.4101	jathari@buffalolodging.com
Courtyard by Marriott	Judy Athari	DOS	8305 Tourist Center	University Park	FL	34201	Accommodations	941.360.2626	jstaneke@buffalolodging.com
Courtyard by Marriott	Jan Stanek	GM	8505 Tourist Center	University Park	FL	34201	Accommodations	941.360.2626	jathari@buffalolodging.com
Hampton Inn (Univ. Parkway)	Judy Athari	DOS	8565 Cooper Creek Blvd.	University Park	FL	34201	Accommodations	941.355.8619	

Island Hotels									
Anna Maria Island Inn (formerly SandPebble)	Court Zoller	GM	2218 Gulf Drive North	Bradenton Beach	FL	34217	Accommodations	941.778.3053	beachrentals@annamariaislandinn.com
Anna Maria Island Resorts	Katy Demick	DOS	115 3rd St. S.	Bradenton Beach	FL	34217	Accommodations	941.778.6611	katy01@tortugainn.com
Beach House Resort	Ann Caron	PM	1000 Gulf Drive N.	Bradenton Beach	FL	34218	Accommodations	941.778.1000	rentals@islandvacationproperties.com
Bridgewalk, A Landmark Resort	Angela Rodocker	DOS	100 Bridge Street	Bradenton Beach	FL	34217	Accommodations	941.779.2545	angela@silverresorts.com
Bungalow Beach Resort	Gavile Luper	Owner	2000 Gulf Drive North	Bradenton Beach	FL	34217	Accommodations	941.778.3600	gavile@bungalowsbeach.com
Bungalow Beach Resort	Anastasia Tietjen	GM	2000 Gulf Drive North	Bradenton Beach	FL	34217	Accommodations	941.778.3600	bungalow@bungalowsbeach.com
Club Bamboo Resorts		GM	2502 Gulf Drive N.	Bradenton Beach	FL	34217	Accommodations	941.778.6671	
Pelican Post Motel	Alastair Nicoll	GM	202 1st Street North	Bradenton Beach	FL	34217	Accommodations	941.778.2833	info@pelicanpost.com
Queen's Gate Resort	Michelle Barnett	GM	1101 Gulf Drive North	Bradenton Beach	FL	34217	Accommodations	941.778.7153	islands58@aol.com
Seaside Inn & Resort	Katy Demick	DOS	2200 Gulf Drive North	Bradenton Beach	FL	34217	Accommodations	941.778.5254	katy01@tortugainn.com
Silver Surf Gulf Beach Resort	Angela Rodocker	DOS	1301 Gulf Dr. N.	Bradenton Beach	FL	34217	Accommodations	941.779.2545	angela@silverresorts.com
Tortuga Inn Beach Resort	David Teitelbaum	GM	1325 Gulf Dr. N.	Bradenton Beach	FL	34218	Accommodations	941.778.6611	info@tortugainn.com
Tortuga Inn Beach Resort	Katy Demick	DOS	1325 Gulf Dr. N.	Bradenton Beach	FL	34218	Accommodations	941.778.6611	katy01@tortugainn.com
Tortuga Inn Beach Resort	Barbara Baker	GM	1325 Gulf Dr. N.	Bradenton Beach	FL	34218	Accommodations	941.778.6611	info@tradewinds-resort.com
Tradewinds Resort	Barbara Baker	GM	1603 Gulf Dr. N.	Bradenton Beach	FL	34218	Accommodations	941.779.0010	info@tradewinds-resort.com
Tradewinds Resort	David Teitelbaum	GM	1603 Gulf Dr. N.	Bradenton Beach	FL	34218	Accommodations	941.779.0010	info@tradewinds-resort.com
Tropic Isle, a Seaside Inn	Katy Demick	DOS	101 22nd Street	Bradenton Beach	FL	34217	Accommodations	941.778.1237	katy01@tortugainn.com
Angelinos Sea Lodge	Lynn Tran	GM	103 29th Street	Holmes Beach	FL	34217	Accommodations	941.778.9750	lynn@angel-sealodge.com
Anna Maria Beach Place	Ann Caron	PM	201 35th St.	Holmes Beach	FL	34217	Accommodations	941.778.1000	rentals@islandvacationproperties.com
Anna Maria Island Beach Resort	Alisa	GM	105 39th St.	Holmes Beach	FL	34217	Accommodations	941.778.7477	alisa@annamariadreaminn.com
Bali Hai Beach Resort	Al Bouziane	GM	6900 Gulf Drive	Holmes Beach	FL	34217	Accommodations	941.778.6604	info@balihaibeachresort.com
Blue Water Beach Club	Sebastian Mueller	GM	6306 Gulf Drive	Holmes Beach	FL	34217	Accommodations	941.778.6688	info@bluewaterbeachclub.com
Castnetter Beach Resort	(Island Vac. Properties)	PM	4101 Gulf Drive	Holmes Beach	FL	34217	Accommodations	800.778.9599	rentals@islandvacationproperties.com
Cedar Cove Resort	Eric Cairns	GM	2710 Gulf Drive N.	Holmes Beach	FL	34217	Accommodations	941.778.1010	info@cedarcoveresort.com
Coconuts Beach Resort	Joyce Ware	GM	100 73rd Street	Holmes Beach	FL	34217	Accommodations	941.778.2277	coconutting@aol.com
Driftwood Motel	Patricia Mahan	GM	5108 Gulf Drive N.	Holmes Beach	FL	34217	Accommodations	941.778.2111	info@driftwoodmotelami.com
Haleys Motel & Resort	Tom Buehler	GM	8102 Gulf Drive	Holmes Beach	FL	34217	Accommodations	941.778.5405	info@haleysmotel.com
Harrington House Bed & Breakfast	Mark Davis	GM	5628 Gulf Drive	Holmes Beach	FL	34217	Accommodations	941.778.5444	info@harringtonhouse.com
Islands West Resort	Wendy Messer	GM	3605 Gulf Drive	Holmes Beach	FL	34217	Accommodations	941.778.2246	islandwater@netscape.net
La Casa Costiera Resort	Larry Chant	PM	7300 Gulf Dr.,	Holmes Beach	FL	34217	Accommodations	877.778.6066	larry@islandreal.com
Mainsail Hotels	Norwood Smith	DOS	101 N. 66th St.	Holmes Beach	FL	34216	Accommodations	813.243.2633	nsmith@mainsailhotels.com
Mainsail Hotels	Sandy Zinck	Acting Manager	101 N. 66th St.	Holmes Beach	FL	34216	Accommodations	813.243.2633	szinck@mainsailhotels.com
Southwind Resort	Kelly Prieto (Hayworth PR)	PM	110 N. 66th St.	Holmes Beach	FL	34216	Accommodations	813.243.2633	kelly@hayworthpr.com
Southwind Resort	(Island Vac. Properties)	PM	110 72nd St.	Holmes Beach	FL	34217	Accommodations	800.778.9599	rentals@islandvacationproperties.com
Sailfish Beach Resorts			3718 Gulf Drive	Holmes Beach	FL	34217	Accommodations	941.778.7324	
Tropical Breeze Beach Club	Kenneth Gerry	GM	6802 Gulf Dr. N.	Holmes Beach	FL	34217	Accommodations	941.778.2577	wsresort@aol.com
Waterline Marina Resort & Beach Club	Megan Humphrey	DOS	5325 Marina Drive	Holmes Beach	FL	34217	Accommodations	352.214.3884	mhumphrey@waterlinerest.com
Waterline Marina Resort & Beach Club	Grant Hart	DOS	5325 Marina Drive	Holmes Beach	FL	34217	Accommodations	813.538.2549	ghart@waterlinerest.com
White Sands Beach Resort	Ken Gerry	GM	6504 Gulf Drive	Holmes Beach	FL	34217	Accommodations	941.778.2577	wsresort@aol.com
Arbors by the Sea Beach Resort	George	GM	5441 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.400.5160	info@arborsbythesea.com
Casa Del Mar Beach Resort	Mark Meador	GM	4621 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.5549	casadelmar@casadelmar.net
Casa Del Mar Beach Resort	Kate Eiseler	GM	4621 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.5549	kate@casadelmar.net
Cedars Tennis Resort	Debbie Beheler	PM	645 Cedars Court	Longboat Key	FL	34228	Accommodations	941.383.4621	bettyjohnson4@verizon.net
Outrigger Resort	Betty Johnson	GM	5155 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.3187	reservations@sandcay.net
Sand Cay Beach Resort	Elaine Frederick	GM	4725 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.5044	imkeeper@sandpiperim.com
Sandpiper Inn	Christine & Harold Cullison	GM	5451 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.2552	info@seadub1.com
Sea Club 1 Beach Resort	Christine Bushman	GM	4141 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.2431	info@seagrappleim.net
Sea Grape Inn	Wanda Hatfield	GM	5125 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.2105	info@seagrappleim.net
Silver Sands Gulf Beach Resort	Jeff Merckle	PM	5841 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.9505	jmerckle@rqswwf.com
Turtle Crawl Inn Beach Resort	(ResortQuest)	PM	4235 Gulf of Mexico Dr.	Longboat Key	FL	34228	Accommodations	800.237.9505	jmerckle@rqswwf.com
White Sands of Longboat Key		GM	5114 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.383.2428	
Wicker Inn Beach Resort	Becky Bishop	GM	4030 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.365.7334	bbishop@usasetscorp.com
Zoia Beach Resort (formerly Hilton Lbk) Karen Rangel	Karen Rangel	DOS	442 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.387.1621	karen_rangel@ophoteles.com
Zoia Beach Resort (formerly Hilton Lbk)	Roy Padgett	GM	442 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.388.2161	roy.padgett@ophoteles.com
Zoia Beach Resort (formerly Hilton Lbk)	Sandra Rios	Reg. Sales Mgr.	442 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.387.1000	sandra.rios@ophoteles.com
Zoia Beach Resort (formerly Hilton Lbk)	Kerry Morrissey	Reg. Sales Mgr.	442 Gulf of Mexico Drive	Longboat Key	FL	34228	Accommodations	941.387.1000	Kerry.Morrissey@ophoteles.com
Anna Maria Motel & Resort	Troy Seim	GM	P.O. Box 960	Anna Maria	FL	34216	Accommodations	941.778.1269	islandboytoy@yahoo.com
Sea Isle Motel	Marcia Brockway	GM	P.O. Box 1940	Anna Maria	FL	34216	Accommodations	941.778.2919	merrymarcia02@aol.com

RV Parks									
Arbor Terrace RV Resort	W. Deltz	GM	405 57th Avenue W.	Bradenton	FL	34207	Accommodations	941.755.6494	wdeltz@suncommunities.com
Encore Manatee RV Resort			800 Kay Road NE	Bradenton	FL	34212	Accommodations	941.745.2600	manatee@equitylifestyles.com
Horseshoe Cove RV Resort	William Allen	GM	100 60th Street East	Bradenton	FL	34203	Accommodations	941.758.5335	horsehoe@cove@carefreeresorts.com
Unger Lodge RV Park		GM	7205 Unger Lodge Road	Bradenton	FL	34202	Accommodations	941.755.2757	
Pleasant Lake RV Resort	Kathy Peters	GM	6635 SR. 70 East	Bradenton	FL	34203	Accommodations	941.756.5076	pleasantlake@tampabay.rr.com

Sarasota Bay Travel Trailer Park	Lucille Pouris	PM	10777 44th Avenue W.	Bradenton	FL	34210	Accommodations	941.794.1200	
Tropical Gardens Travel Trailer Park			1120 53rd Ave. E.	Bradenton	FL	34203	Accommodations	941.756.1135	
Buttonwood Inlet RV Resort	Donald Durrance	GM	P.O. Box 427	Cortez	FL	34215	Accommodations	941.798.3090	buttonwood@newbysmanagement.com
Holiday Cove RV Resort	Donna Camplon	GM	11900 Cortez Rd. W.	Cortez	FL	34215	Accommodations	941.792.1111	holidaycover@aol.com
Ellenton Gardens Travel Trailer Park	Joyce	GM	7310 US Hwy 301 N.	Ellenton	FL	34222	Accommodations	941.722.0341	ellentonnrtampabay.rr.com
Fiesta Grove RV Resort	Linda Scallion	GM	8615 Bayshore Road	Palmetto	PA	34221	Accommodations	941.722.7661	fiestagrovervresort@gmail.com
Frog Creek Campground	Greg Gregory	GM	8515 Bayshore Road	Palmetto	FL	34221	Accommodations	941.722.6154	info@frogcreekrv.com
Lazy Oaks RV Park	Celeste & Michael Schott	GM	219 33rd St. W.	Palmetto	FL	34221	Accommodations	941.773.6931	lazyoaksrvpark@gmail.com
Lone Oak RV Park	Chrissy J.	GM	115 10th Street West	Palmetto	FL	34221	Accommodations	941.722.2039	
Palm Bay RV Park	Leonard Pastorchik	GM	751 10th St. E.	Palmetto	FL	34221	Accommodations	941.722.7048	lenp0538@yahoo.com
Winterset RV Resort		GM	8515 US Hwy 41 North	Palmetto	FL	34221	Accommodations	941.722.4884	winterset@newbysmanagement.com

BACVB Emergency Social Media Strategy

Overview

The following document outlines the Bradenton Area Convention and Visitors Bureau's social media strategy following an emergency and contains only approved tasks, messaging and additional strategies to be implemented beginning immediately after a threat has been identified.

Prior to Emergency - Cone of Uncertainty:

At first sign of an emergency, the BACVB's Social Media Marketing agency will:

- Take part in marketing vendor meeting to determine strategy from BACVB's Director of Communications, either halt or continue posting and review overall plan.
 - Discuss if / when to suspend equity messaging and / or pause ads
- Change the destination's Facebook Cover Photo to a previously approved, neutral image. (Approved images are available at http://welcometoaqua.com/bacvb_archive/crisis_plan.php)
 - Change header photo on Twitter to pre-approved, neutral image. (Approved images are available at http://welcometoaqua.com/bacvb_archive/crisis_plan.php)
 - Update last Instagram image to appropriate, non-beach related image.
- Download all emergency creative (digital ads, TV spots, approved social media images) for use following the emergency from the BACVB Emergency Communications Plan Hard Drive (also available at http://welcometoaqua.com/bacvb_archive/crisis_plan.php)
- Address relevant posts / questions privately, connect with Sports Commission or BACVB Events Manager for updates on event cancellations. Options for leisure and events follow:
 - We appreciate your concern. It is too early to speculate on the impact (Storm Name) will have on the Bradenton Area. At present, no watches, warnings or advisories have been issued but our Emergency Management team is actively monitoring all reports. At this time, the destination is (within the five-day cone of uncertainty / insert latest update). As we do anytime there is a storm approaching the state, we encourage those with questions about conditions to watch the news and check the National Weather Service for the latest updates.
 - We appreciate your concern. As a county government facility, we have no authority to cancel an event unless we are directed by emergency services and / or the governor to evacuate the area. We will make every effort to inform the event organizer (or "the public" if a public event) when an emergency evacuation does occur, and an event is unable to take place. If you have further questions or concerns, please reach out to us directly. Thank you for your understanding.

BACVB Emergency Social Media Strategy

During the Emergency:

Once forecasts predict the destination will be affected (e.g., Hurricane Warning or State of Emergency), the BACVB's Social Media Marketing agency will:

- The team will not respond or engage with fans and will not post unless directed.
- Delete any pre-scheduled posts that fall on, before, during, or after event date.
- Pause ALL ads on Facebook, Instagram, Twitter, and any platforms that apply if not listed here.
- Disconnect any ads from publishing from Visit Bradenton Gulf Islands' Facebook Page to Instagram.
- Confirm all Facebook accounts are not connected and publishing on Twitter to ensure the appropriate geographical audiences can be strictly targeted on Facebook following the emergency.
 - If deemed necessary during an emergency, Facebook posts will target ONLY followers in the region and will direct fans to Manatee County Emergency Management social pages.
- Reactively direct inquiring Facebook followers (through replies only) to the appropriate pages for relevant information pertaining to the emergency (e.g., Manatee County social pages and sites).
 - Refer all questions to approved sites, news outlets, etc. as determined by the Bradenton CVB and Aqua.
 - Any inquiries received on Twitter accounts should be addressed in a Private Message whenever possible.
 - If a question is posed by a user on Twitter who does not follow the Visit Bradenton account, they will be directed to Facebook Page to avoid public tweets.
- Refer to the Crisis Communication Plan Pre-Event, During, and Post Event.

BACVB Emergency Social Media Strategy

Immediately Following the Emergency:

All communications listed in the following document will not resume / be initiated until the severity of the emergency can be ascertained, and the “go-ahead” has been received from the BACVB Communications team. After the threat has passed and the team has surveyed the area, the BACVB Communications team will instruct the Social Media Marketing Agency to follow one of two courses of action, based upon whether or not the destination was “hit” or “missed.” **All posts should still be approved by the BACVB Communications team and Aqua.**

Goal:

Following any emergency, regardless of whether or not the Bradenton Area was “hit” or “missed” the main goal of the destination’s social media pages is: To prove and/or reinforce that the emergency has passed, and the destination is already ready (or preparing) for future visitors.

This goal will be attained through:

- Sharing of positive reports on the status of the destination
- Answering all posts inquiring about the status of the destination, properties, landmarks, etc.
- Ongoing posting of approved photos and video showing the destination post-emergency

To achieve this goal, emphasis will be placed on communications strategies reaching those outside of the region. However, since assistance must also be provided to Bradenton Area industry partners and displaced visitors, the following plan is separated into two sections for both “hit” and “miss” scenarios, and corresponds to the overall Emergency Communications Plan:

- **In-Region Communications**
- **External Communications**

BACVB Emergency Social Media Strategy

Strategy if the Bradenton Area was “Hit”:

In-Region Communications

Messaging:

- The BACVB is doing all it can to assist its industry partners and displaced visitors
- Damage assessment is underway
- Together, the destination will get back on its feet and the BACVB will help in any way it can
- Industry partners should keep the BACVB informed about the status of their businesses / organizations

Targets:

- Followers also residing in the affected zone ONLY
- Industry partners

Platforms:

- Facebook ONLY

Hashtags:

- #BradentonBandsTogether
- #BradentonAreaNow
- #BradentonAreaBackSoon
- #BradentonAreaRebuilds

BACVB Emergency Social Media Strategy

Strategy if the Bradenton Area was “Hit”:

In-Region Communications (continued)

Sample Posts:

- “The clouds have parted and our road to recovery starts now. Thank you for helping to see the Bradenton Area through the worst of the storm. We will be back even stronger than before.”
- The Bradenton Area Convention and Visitors Bureau has resumed its normal function, with its goal now to be an assessment of the destination’s accommodations, attractions and restaurants. Please stay tuned for on-going updates and please share your own with [EMAIL](#). We will recover together.”
- “Though the storm has passed, the Bradenton Area Convention and Visitors Bureau remains committed to ensuring the safety and well-being of all its current and prospective visitors. Please continue to follow (<https://www.facebook.com/manatee.county.fl/>) for more updates and be careful out there. We will recover together and be back better than ever.”
- “As we all work together to restore the Bradenton Area, The BACVB is prepared to assist residents and our partners in any way that it can. If your business sustained damage, please visit Florida’s Virtual Business Emergency Operations Center ([Link](#)). We know the strength of our residents and businesses and together we will have the Bradenton Area back on its feet soon.”
- “It was truly amazing to watch our community come together to focus on the safety of those living in and visiting the Bradenton Area this past week. There is no doubt that our community will continue to come together as we now work to make the Bradenton Area better than it has ever been.”
- Share Visit Florida posts about recovery efforts and instructions.

Creative:

- Pre-Approved images available at http://welcometoaqua.com/bacvb_archive/crisis_plan.php

Based on the severity of the damage these can and should be edited to ensure we are being as sensitive as possible re: other impacted destinations, loss of life, etc. The language and format of the posts are intended as an example and should never be used as is without a thorough BACVB / Aqua review.

BACVB Emergency Social Media Strategy

Strategy if the Bradenton Area was “Hit”:

External Communications

Messaging:

- The storm / event did reach the shores of the Bradenton Area but recovery efforts are already underway
- The Bradenton Area appreciates the support it has seen from those who love to vacation here
- The destination will be ready in time for your next vacation
- Please keep the entire Sunshine State in your thoughts and consider a visit soon

Targets:

- All followers, especially top Feeder Markets identified in the overall BACVB Emergency Communications Plan

Platforms:

- Facebook
- Instagram

Hashtags:

- #BradentonAreaBandsTogether
- #BradentonAreaNow
- #BradentonAreaBackSoon

BACVB Emergency Social Media Strategy

Strategy if the Bradenton Area was “Hit”:

External Communications (continued)

Sample Posts:

- “The sun is shining again and we are working around the clock to restore the Bradenton Area to the vacation destination of your dreams. Thank you all for your thoughts during these past few days.”
- “It’s times like these that we are reminded just how loved our destination is. The Bradenton Area is grateful for all of the thoughts and support we have received and we plan to welcome each and every one of you again soon.”
- “Thank you all for your kind words and thoughts over the past few days. We are working to get the Bradenton Area cleaned up and ready for your next visit. Stay tuned for updates and please continue to keep Florida in your thoughts.”

Creative Elements:

- TV Spots
- B-Roll / Photography
- Positive Partner images
- Pre-approved images available at http://welcometoaqua.com/bacvb_archive/crisis_plan.php

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BACVB Emergency Social Media Strategy

Strategy if the Bradenton Area was “Missed”:

In-Region Communications

Messaging:

- The BACVB is doing all it can to assist displaced visitors
- Partners can help spread the word that no damage was sustained
- We are counting our blessings and other, less-fortunate destinations are in our thoughts

Targets:

- Followers also residing in the affected zone ONLY
- Industry partners

Platforms:

- Facebook ONLY

Hashtags:

- #BradentonLovesFL
- #BradentonAreaBeautiful

BACVB Emergency Social Media Strategy

Strategy if the Bradenton Area was “Missed”:

In-Region Communications (continued)

Sample Posts:

- “Now that the sun is shining again, we are working to respond to our followers’ questions and address concerns about their favorite destination following the storm. Please continue to share posts and images with our team at EMAIL or using the Hashtag. The Bradenton Area is ready to greet visitors with open arms, so let’s spread the word!”
- “We are thankful to have been missed by the storm and are accepting displaced visitors from other counties that were not as fortunate. If you or anyone you know is looking for a place to go, please visit (link) for information about vacancies in the Bradenton Area or call (Intercept of FL’s).”

Creative:

- Pre-Approved images available at http://welcometoaqua.com/bacvb_archive/crisis_plan.php
- B-Roll / Photography

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BACVB Emergency Social Media Strategy

Strategy if the Bradenton Area was “Missed”:

External Communications

Messaging:

- The Bradenton Area appreciates the support it has seen from those who love to vacation here
- The destination is open for business
- Please keep the entire Sunshine State in your thoughts and consider a visit soon

Targets:

- All followers, especially top Feeder Markets identified in the overall BACVB Emergency Communications Plan

Platforms:

- Facebook
- Instagram
- Twitter

Hashtags:

- #BradentonLovesFL
- #BradentonAreaBeautiful

BACVB Emergency Social Media Strategy

Strategy if the Bradenton Area was “Missed”:

External Communications (continued)

Sample Posts * (*italics = optional messaging if other destinations in state or south were “hit”*)

- “The Bradenton Area recently had an unexpected guest. But, thankfully, if you took a look around, you would never know it. We hope you’ll come see for yourself and that you’ll continue to show love and support for (any affected area).”
- “We are beyond happy to report that Storm never checked in to the Bradenton Area and we are ready to welcome you with open arms. We will continue to count our blessings and stand by other destinations that were not as fortunate.”
- “It’s times like these that we are reminded just how loved our destination is. The Bradenton Area is grateful for all of your thoughts and thankful to be able to report that we are ready to welcome you back for a visit. Let’s all lend our support to destinations that were not as fortunate.”
- “Now that the coast is clear, the Bradenton Area is ready to welcome you back to the beach destination you’ve been dreaming about. Storm left no footprints in the sand, so come make your own and please keep our neighbors to the (north/south/east/west) in your thoughts.”
- “Storm never checked in, so now is the time to come check us out and experience the Florida you dream of: pristine island beaches, delicious dining, delightful shops, galleries, and museums; plus exciting outdoor adventure. Plan your vacation today and continue to keep the entire state in your thoughts as many destinations work to return better than ever.”

Creative Elements:

- TV Spots
- B-roll / Photography
- Pre-approved images available at http://welcometoaqua.com/bacvb_archive/crisis_plan.php

Based on the severity of the damage these can and should be edited to ensure we are being as sensitive as possible re: other impacted destinations, loss of life, etc. The language and format of the posts are intended as an example and should never be used as is without a thorough BACVB / Aqua review.