



## **Tool Kit**

Below is a list of St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau departments and programs that can assist St. John's County event organizers, not-for-profit organizations and others in marketing their offerings to visitors.

For additional information about a specific department or program, please follow-up directly with the designated contacts.

### *Communications and Public Relations*

- Conducts ongoing outreach to out of market travel media, including newspapers, magazines, TV, radio and on-line, domestically and internationally.
- Promotes St. Augustine, Ponte Vedra & The Beaches (SAPVB) as an arts and cultural destination
- Distributes quarterly "What's New in SAPVB?" news releases to more than 1,400 travel media worldwide.
- Writes and edits copy for official VCB collaterals, websites and a variety of marketing resources.
- Distributes weekly "This Weekend in SAPVB?" news releases to more than 500 media outlets in Northeast Florida.
- Maintains TravelMediaBistro.com, the official media web site for SAPVB. Travel media can search for story ideas; request images, watch video clips and listen to pod casts.
- Hosts travel media in the destination for Destination Education Tours (DET). DET themes and itineraries are customized for each tour and include corresponding destination attributes which frequently includes art and culture.

## **Your Role**

- Send news releases to the VCB in a timely manner – up to six months in advance.
- Provide detailed information about upcoming events
- Host site inspections to familiarize the VCB's Communication Department with your facility and offerings.

Contacts:

Jay Humphreys, [JHumphreys@Getaway4Florida.com](mailto:JHumphreys@Getaway4Florida.com), 904.209.4424, Director of Communications

Barbara Golden, [BGolden@Getaway4Florida.com](mailto:BGolden@Getaway4Florida.com), 904.209.4425, Communications Manager

## Visitor Services

- Services more than 35,000 visitors per month at four Visitor Information Centers (VIC): two downtown St. Augustine locations, St. Augustine Beach Visitor Center, and the Ponte Vedra Beach Visitor Center.
- Creates short videos or slide shows to feature or promote upcoming events and activities – these run continuously in the main Visitor Center located downtown.
- VIC staff provides information about all the things to see and do in SAPVB.
  - VIC staff maintains inventory of VCB Partner collaterals

## **Your Role –**

- Host key staff from each visitor center to assist with familiarizing them with your facility and offerings.

Contacts:

Julie Voorhees, [JVoorhees@Getaway4Florida.com](mailto:JVoorhees@Getaway4Florida.com), 904.209.4421, Inquiry Services Specialist

Sharon Langford, [SLangford@ci.st-augustine.fl.us](mailto:SLangford@ci.st-augustine.fl.us), 904.825.1086, City of St. Augustine VIC Facility Manager

## Consumer eNewsletter

- This eNewsletter is distributed monthly to 30,000 opt-in consumers nationwide.
- eNewsletter items include visual arts, performing arts and special events – plus links to the calendar of events.

- Send news releases on upcoming events to the VCB in a timely manner. Keep staff updated on event dates and programming content.

### **Your role**

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Contacts:

Barbara Golden, [BGolden@Getaway4Florida.com](mailto:BGolden@Getaway4Florida.com), 904.209.4425, Communications Manager

### Convention Calendar / Sales Leads

This opportunity allows arts and cultural organizations that are SAPVB Partners to market their facility as a meeting and special event venue.

Organizations are encouraged to contact meeting planners at least 3-6 months in advance of their St. Augustine / Ponte Vedra meeting.

### **Your role**

- Become a SAPVB Partner; allow VCB staff to contact meeting planners to discuss your facility as a meeting and special event venue.

Contact:

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Evelyn Vazquez, Director of Sales, [EVazquez@Getaway4Florida.com](mailto:EVazquez@Getaway4Florida.com), 904.209.4431

### SAPVB Web Site

- [www.Getaway4Florida.com](http://www.Getaway4Florida.com) – consumer site that averages 25,000 unique visitors monthly. In addition to consumers, the web site is utilized by media, travel agents and tour operators, meeting planners and other VCB partners.
  - The web site features detailed business profiles for VCB Partners including but not limited to: accommodations, attractions, shopping/retail, restaurants, tours, transportation, and services. Accommodations are searchable by geographical area and/or amenities. The web site also includes a comprehensive list of area events, videos, photos and features/stories. Consumers can also take advantage of current Hot Deals and/or special promotional offers that are available via industry partners.
- VCB Partner organizations receive enhanced listings on Official VCB web sites.

- Maintain social networking sites advising consumers of upcoming events. These sites include Facebook, MySpace and YouTube.

**Your Role -**

- Become an active partner of SAPVB
- Take advantage of you partnership by posting “Hot Deals”, keeping your business profile current, participating in VCB initiatives and online opportunities such as Summer Deals, St. Johns County Residents Deals, etc.

Contacts:

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