

TOURISM MARKETING TODAY

The Official Newsletter of the Florida Association of Destination Marketing Organizations

April 2014

FADMO Past Chairman Harvey Campbell Retires From Columbia County TDC

FADMO is saying farewell to a strong leader and a good friend. Harvey Campbell is retiring from his role of executive director of the Columbia County TDC after 26 years of service. His start date was January 8, 1988.

In the early days of his tenure with the TDC, Harvey was also an elected member of the school board. Colleague Jack Wert, executive director of the Naples, Marco Island, Everglades CVB, credits this dual role with giving Campbell special insight into how to deal with elected officials.

Campbell was one of the early visionaries of FACVB, now FADMO. Wert recalls that Campbell helped other members see the importance of hiring a management company to oversee the day-to-day operations. He was also instrumental in guiding the association to hire its first lobbyist, Fred Martin.

Campbell went on to become FACVB chairman during challenging times that included financial difficulties, an annual battle with online travel agencies and the need to sustain and grow funding for VISIT FLORIDA.



Harvey Campbell

Reflecting on his more than quarter-century of service, Campbell says he has witnessed a lot of changes in the industry. For example, marketing has changed dramatically.

“If you had mentioned social media 26 years ago, they would have said, ‘What the heck is that?’” Campbell says with amusement. “The TDC has grown dramatically since 1988, some by ‘stealing’ and adapting from others, for example, a visitor’s guide and getting into sports. It’s an evolution. If you don’t evolve, you die on the vine.”

One of the things Campbell achieved for the TDC was more of a leap than an evolution, and it is what he considers to be his crowning achievement. He convinced his TDC board to allow him to pursue becoming an accredited DMO by Destination Marketing Association International. He was able to prove to the world that a two-person organization (the TDC now has three positions) could navigate the accreditation process and achieve the designation of an accredited DMO.

“We are among the smallest agencies in the world to win that endorsement,” Campbell says. “It was a validation when we felt like we might have bitten off more than we could chew.”



Harvey enjoys recognizing others’ contributions to tourism. Here he presents the Director’s Award for Excellence in Tourism to Mary Hendrick of Country Inn & Suites, Lake City.

“This was the springboard our association needed to become a ‘player’ in Tallahassee politics,” Wert says.

EXECUTIVE DIRECTOR’S REPORT



This Project Is Never Complete

by Robert Skrob, CPA

Gov. Rick Scott kicked off Florida Tourism Day with high praise for the tourism industry, calling it Florida’s job producer. Afterward, several lawmakers came to the podium to commend the industry and the efforts of VISIT FLORIDA to stimulate Florida’s economy by attracting visitors to the state.

Yet, we must remember something. Although lawmakers today understand the value of tourism marketing, with legislative term limits, one thing is certain; none of today’s lawmakers will hold their seats in eight years. We must build on our success by continuing to educate lawmakers, helping them to understand how tourism marketing creates jobs.

Thank you for attending Tourism Day. The event was a terrific success. It’s good to see positive results, and that’s a sign that what we are doing is working. Let’s keep up the effort. All those Floridians working within the tourism industry are counting on us to bring them customers.

continued on pg. 2

Campbell credits his success to having a board that allowed him to work “outside the box.”

“We have had virtually no lack of support over the last 26 years,” Campbell says. “It has been a real source of pride to see my industry grow, get better and mature professionally. I have enjoyed the ongoing relationships with the people in our industry.”

And Campbell expects those relationships to continue.

“I plan to stay active in my community and industry,” he says. “One of the things I will continue is sponsorship of the Olustee Battle Festival.”

The festival is an annual reenactment of a Civil War battle that occurs each February.

As he takes his leave of the TDC, Campbell has this advice for today’s and tomorrow’s DMO directors: “Be open minded to new ideas. Try new things. If they work, great. If they don’t, then you have learned a lesson.”

What His Peers Are Saying About Harvey Campbell’s Retirement

Another of the CEOs I have looked up to is riding off into the sunset. Harvey has always been a gentleman, and I admire his intellect and common sense approach to conducting business in our wonderful industry. He has been a great leader for Columbia County and on the state level. Thanks for everything, Harvey, and best of luck.

— Lee Daniel, Executive Director, Visit Tallahassee

Harvey Campbell was the wind beneath the sail for creating the original Florida Tourism Task Force. No one else saw the need, but Harvey saw a way to collaborate with small rural counties to bring visitors to a region that has so much in common and celebrates having the largest concentration of fresh water springs in the world. Thank you for your creative wisdom and leadership through these many years. — Carol McQueen, Executive Director, Levy County Visitors Bureau, Levy County TDC

Harvey has always been a stickler for details. Whenever he felt something at VISIT FLORIDA or FACVB was not running quite right, I could expect a call—often at night and at home—that always started, “Jack, this is Harvey. How do you feel about ...?” Actually those phone calls were very productive, and we solved many of the world’s problems in about 30 minutes. I hope Harvey never stops calling. — Jack Wert, Executive Director, Naples Marco Island, Everglades CVB

People in the News

Pasco County’s Ed Caum Promoted to Tourism Manager

Ed Caum has been with Pasco County for three years, working in the Office of Tourism Development. He was recently promoted to the



Ed Caum

position of tourism manager and leads a team of four. Ed is retired military and has considerable experience in nonprofit and government operations. He serves on VISIT FLORIDA’s Cultural, Heritage, Rural and Nature Committee, the Salt Springs Alliance Board for Werner-Boyce Salt Springs State Park and is a member of Leadership Pasco. www.VisitPasco.net

Happy Birthday to

Larry White
April 2

Harold Wheeler
April 17

John Scherlacher
April 19

Jackie Slaybaugh
April 20

Lee Daniel
April 23



Osceola County Moves Forward on Public-Private Tourism Organization

Osceola County commissioners have authorized negotiations with a group that would create a public-private tourism organization.

County Manager Don Fisher will begin working with a group that plans to create a 501(c)(6) that would promote Osceola County tourism, a function currently handled by a county department known as Experience Kissimmee. The structure would be similar to the one used by Visit Orlando.

Mark McHugh, CEO of Gatorland, chaired the research committee that made the recommendations regarding a public-private tourism organization. He says he is excited about the changes to come.

“This will provide a true partnership of tourism industry partners, community leaders who are not part of the tourism industry, Experience Kissimmee and Osceola County,” McHugh says.

Experience Kissimmee’s operations were praised during the March 17 commission

meeting, but a 501(c)(6) was viewed as the next step for tourism in Osceola County.

“I think this type of governance has the ability to adapt quicker to industry trends than we currently have. But I want to see a contract, I want to see the details,” said Commission Chairman Fred Hawkins. “The work has just begun. There needs to be checks and balances. I was the one who brought this up because the time to do this is when things are going good.”



Quick Trips!

Winning Combo! Football at the Space Coast

The Space Coast is a title sponsor of the Gulf South Conference's televised football games in 2014. Space Coast has the naming rights sponsorship for 12 football games in the TV package, as well as four 30-second commercials per game and live or taped interview opportunities during the broadcasts. www.VisitSpaceCoast.com



Visit Central Florida Hosts Spring Training Celebration

Visit Central Florida hosted its 7th annual Spring Training Celebration Day on February 22 at Polk County's official visitor information center. The event welcomed the Detroit Tigers back to Polk County for their 78th Spring Training season. www.VisitCentralFlorida.org



Visitor Terri Bradford (left) and visitor center staff member Jeanie Baier meet Ace, the Lakeland Flying Tigers mascot.

News From Tampa Bay

Visit Tampa Bay was recognized with an award at the Hospitality Sales & Marketing Association International's (HSMIA) annual Adrian Awards Gala, and CFO Gregory Orchard was named 2014 Nonprofit CFO of the Year by the Tampa Bay Business Journal. Visit Tampa Bay also announced its partnership with CityPASS, giving Tampa Bay area visitors discounted prepaid admission to top attractions beginning May 20. www.VisitTampaBay.com



Congratulations to Gregory Orchard, TBBJ Nonprofit CFO of the Year!

Miami Draws Record 14.2 Million Overnight Visitors

Greater Miami CVB President & CEO William D. Talbert III, CDME, recently announced that overnight visitors to Greater Miami and the Beaches for calendar year 2013 surpassed 14.2 million, a 2.2+ percent increase over 2012. "This is the first time the destination has welcomed more than 14 million overnight visitors and marks the fourth consecutive year of record-breaking overnight visitors to the destination," says Talbert. www.MiamiandBeaches.com

Three St. Pete/Clearwater Beaches Are 'Best in the U.S.'

TripAdvisor announced on March 18 that three St. Pete/Clearwater area beaches were named to its annual list of the 25 Best Beaches in America. St. Pete Beach came in at #9, Dunedin's Caladesi Island State Park ranked #11 and Clearwater Beach claimed the 21st spot on the annual list. www.VisitStPeteClearwater.com



St. Pete Beach is a beautiful setting for a sunset walk.

Partners: Visit Sarasota County and Baltimore Orioles

For the fifth year in a row, Visit Sarasota County and the Baltimore Orioles are cultivating a successful marketing partnership designed to increase visitors from the Mid-Atlantic region and to promote Sarasota County as a global sports destination. www.VisitSarasota.org; www.Orioles.com/Sarasota



Ed Smith Stadium is competing for a spot on USA Today's and 10Best Readers' Choice Awards for best spring training facility.

Daytona Beach Recognized for Sports Events

The Daytona Beach Area CVB (www.SportsVolusia.com) received a 2014 Reader's Choice Award for its outstanding professionalism and service in hosting sporting events. Other Florida winners are Visit Tallahassee and Sarasota County Sports Commission. A complete list of winners can be found at www.SportsEventsMagazine.com/2014readerschoice.

The Beaches of Fort Myers & Sanibel Win Multiple Adrians

The Lee County VCB recently received several Adrian Awards, including the coveted platinum award. The Beaches of Fort Myers & Sanibel earned the prestigious platinum honor for generating coverage of the USS Mohawk, which was sunk in 2012 to form a Veteran's Memorial diving reef. www.FortMyersSanibel.com



The sinking of the USS Mohawk CGC battleship created national awareness of Lee County's dive offerings.

Pet Expo Brings \$\$\$ to Orlando

Orlando welcomed some cute and cuddly business thanks to the Global Pet Expo on March 12-14. And the city will enjoy a repeat through 2019, thanks to an agreement to host the expo at the Orange County Convention Center for the next five years. The Global Pet Expo was supposed to alternate between Orlando and San Diego, but it outgrew the space in San Diego. www.VisitOrlando.com



New Golf Guide Highlights Polk County as Major Golf Destination

Visit Central Florida is ramping up promotion of Polk County as a major golf destination with the release of the 2014 Polk County Golf Guide. Polk County has always been a major golf vacation destination, but the January opening of the highly anticipated Streamsong Resort and Spa, along with its two world-renowned golf courses, has propelled Polk County to a new level of golf excellence. www.VisitCentralFlorida.org



Seminole County CVB Awarded Platinum & Gold Adrians

On the heels of winning a Best in Show at the Florida Governor's Conference Flagler Awards in September, Seminole County CVB has been honored with an astonishing 11 Adrian Awards, including a platinum award for its campaign "Orlando's Wild Side" and six gold awards. www.VisitSeminole.com



Seminole County's "Orlando's Wild Side" campaign included this print ad.

Enclosed is your copy of Tourism Marketing Today.
A monthly publication of the



1390 Timberlane Road
Tallahassee, FL 32312

"Bringing more customers to Florida"

1390 Timberlane Road, Tallahassee, FL 32312, USA • Phone: 850/222-6000 • Fax: 850/222-6002 • Web: www.FADMO.org
Executive Director, Robert Skrob, CAE • Lobbyists, Brian Ballard and Mat Forrest, 850/577-0444

Florida Association of Destination Marketing Organizations



The FADMO serves as the single unifying voice for all of Florida's DMOs, providing continuing insight and direction as we face an increasingly competitive tourism marketplace. Organized in 1996, the FADMO strives to increase the overall effectiveness of Florida DMOs' destination marketing efforts through industry education, legislative outreach, enhancing professionalism and facilitating communication.

The Florida Association of Destination Marketing Organizations represents the 54 official county DMOs that promote their communities throughout the world. These tourism promotion activities help to attract 91.4 million visitors to Florida, generating \$71.8 billion in spending and 1,058,000 jobs. These activities are made possible by Tourist Development Taxes provided by Florida Statutes Section 125.0104.

Florida Association of Destination Marketing Organizations