

Q: Although Collier County in SW Florida has been incredibly impacted financially, I didn't see any specific mention of our county, We may be far from Pensacola, but no one else to know it	When the State of Florida received the \$25 million grant from BP for marketing response, Governor Crist formed a work group headed up by Chief of Staff, Shane Strum, that would collectively decide how to put those dollars to their highest and best use. You might want to contact the Governor's office to determine if this work group is the appropriate body to consider proposals from additional counties or organizations.
Q: Are there any resources on the Visit Florida website for people to get information on how to file a claim with BP for lost revenue?	For BP claims please call 1-800-440-0858 or visit, www.bp.com/claims .
Q: Are these co-op opportunities being announced in the regular newsletter or by separate email?	Because these opportunities are only available to the 26 counties determined by the Governor to be in a state of emergency, we communicated directly with eligible parties by email.
Q: Are you looking for more live beach cams for your website?	We continue to welcome new links to live webcams. Please email the url of any missing webcams to FloridaLive@VISITFLORIDA.org .
Q: Are you partnering with the Florida Small Business Development Center to assist Florida small business owners with counseling, assistance with economic injury loans, and overall help?	Small businesses are a very important part of our tourism community and we know that the current situation may be very challenging for many. We are committed to helping Florida's small businesses by focusing on our role in tourism marketing. We do not offer direct support to FSBDC, however we are affiliated through our relationship as a member of the State's Emergency Response Team.
Q: Are you talking directly to major news media orgs to clarify their message and make sure they understand the NWF beaches do not have oil on them?	VISIT FLORIDA is proactively working with major news organizations through our agency of record and the PR staff at VISIT FLORIDA.
Q: With NWF beaches IN Season RIGHT NOW and the perception of oil imminent, why are dollars going to markets with no beaches or beaches on the east coast which are not begin mentioned in new media with no forecast of oil? It would seem like more money should be allocated for NWF right now since the situation is critical.	When you review the presentation from today's webinar, you will see that VISIT FLORIDA has focused our resources in the service of NW Florida. In addition to what VISIT FLORIDA is doing, the Governor's Office allocated \$4.4 million directly to the 8 impacted counties of NW Florida. To date, those are the only counties to have received any tourism marketing dollars from the state.
Q: Can our local tourism organizations apply for any grant money BP is offering for advertising marketing response?	When the State of Florida received the \$25 million grant from BP for marketing response, Governor Crist formed a work group headed up by Chief of Staff Shane Strum that would collectively decide how to put those dollars to their highest and best use. You might want to contact the Governor's office to determine if this work group is the appropriate body to consider additional applications.
Q: Will any marketing efforts focus on other areas of FL as well? We are concerned with the South Florida, West Palm Beach market.	VISIT FLORIDA has produced a TV spot focused on beaches that is awaiting approval from the Governor's office. This spot includes images from The Florida Keys, Haulover Beach, Ft. Lauderdale Beach, Clearwater, Jupiter Beach, and Naples.
Q: Can we please see the International slide again?	Please refer to the attached presentation.

Q: did he say BP's contribution was \$25 million for advertising?	BP's \$25M grant went to the State of Florida for tourism marketing.
Q: Do you have claims advice? How can we put in claims of lost business vs. cancellations? We're getting NO reservations now, but have not had actual cancellations.	VISIT FLORIDA is not permitted to provide financial or legal advice, or respond to general questions BP claims. It is the responsibility of the National Incident Command (NIC) to ensure that to ensure that BP's claims process is transparent, prompt, and responsive to the unique needs of the impacted communities, citizens and businesses. We can however provide resources to help you mitigate any problems you may incur with filing or receiving your claim. You can do that through www.myfloridacfo.com or www.myfloridalegal.com .
Q: What is VF doing for the Central Gulf Coast? Our inquiries have fallen off to nothing and the guests we were working with decided to visit the East Coast or NC due to the oil spill.	VISIT FLORIDA continues to actively promote all of Florida in a variety of ways including: co-op advertising; Insiders on VISITFLORIDA.com; PR pro-active pitching; the Share a Little Sunshine platform; International outreach; extensive domestic promotions; and PR efforts.
Q: Does the CYE program have any opportunity for areas not affected?	CYE is only applicable for named storms and is still in effect for all areas of the state for August, September & October this year.
Q: great outreach - are you monitoring/measuring consumer perceptions?	We are monitoring consumer perception through social media.
Q: Have you seen success with the resorts/hotels who offer a worry free guarantee?	The worry free reservations filter for Hot Deals is new, so we have not had the opportunity to measure any results yet. We do hope it will help to reassure those people who are on the fence about planning their Florida vacation.
Q: How can Franklin County participate in NW Fla video tag TV spots?	Franklin county has participated with a 10 second tag. That spot is running now.
Q: Is it possible to get individual media contact numbers, how can we interface with Campaigns that are ongoing to enable us to participate	VISIT FLORIDA maintains customized media contact information for pitching and ongoing media relations. VISIT FLORIDA PR staff are available to assist partners on a case-by-case basis to determine how to best work with media in regards to the unique individual needs of our destination partners.
Q: How do we as individual locations, access the money for advertising that has been provided to benefit us specifically? Is this just available to Visit Florida?	To date, the Governor's office has selected 8 counties for dedicated marketing grants. Other funds have been specifically allocated to VISIT FLORIDA.
Q: how do we submit a "hot deal" to be listed on the Visit Florida website?	To add a Hot Deal (or edit the ones you have up now) go to www.VISITFLORIDA.org/listing and click to edit your web listing. You may have up to five Hot Deals active on the site at a time.
Q: How have you handled the news of oil reaching Florida beaches, notably Pensacola beaches? We're staying transparent and letting people know that tar balls are indeed washing up?	Like you, VISIT FLORIDA is committed to providing consumers and media accurate information and that is why we created the VISITFLORIDA.com Travel Update and Florida Live. At the same, it is important to provide a balanced view of our situation. We continue to actively promote tourism assets beyond the beaches along with real time information on Florida Live.

<p>Q: How much of the \$\$ BP has paid out to Florida, has already been spent or committed?</p>	<p>When the State of Florida received the \$25 million grant from BP for marketing response, Governor Crist formed a work group headed up by Chief of Staff Shane Strum that would collectively decide how to put those dollars to their highest and best use. The work group decided to disperse the funds in phases. Both VISIT FLORIDA and the 8 impacted counties in Northwest Florida, received memorandums of understanding from the Governor's Office. In Phase I VISIT FLORIDA received \$7.1 million and the 8 counties combined would receive \$4.4 million. VISIT FLORIDA was instructed to spend the Phase 1 dollars on a 3-week ad buy (from June 7-27) in newspapers, national cable TV, broadcast TV and radio reaching Florida's traditional domestic markets, with an emphasis in drive markets. We have not yet been informed how the remaining funds will be allocated.</p>
<p>Q: how much of the \$25 mill has actually been allocated... when will the balance be allocated and who is making the decision on those allocations</p>	<p>When the State of Florida received the \$25 million grant from BP for marketing response, Governor Crist formed a work group headed up by Chief of Staff Shane Strum that would collectively decide how to put those dollars to their highest and best use. The work group decided to disperse the funds in phases to both VISIT FLORIDA and the 8 impacted counties in Northwest Florida. The memorandums of understanding signed between the Governor's Office and the individual organizations receiving the funds for Phase 1 stated VISIT FLORIDA would receive \$7.15 million and the 8 counties combined would receive \$4.4 million. VISIT FLORIDA was instructed to spend the Phase 1 dollars on a 3-week ad buy from June 7-27 in newspapers, national cable TV, broadcast TV and radio reaching Florida's traditional domestic markets. We have not yet been informed how the remaining funds will be allocated.</p>
<p>Q: some counties have received direct funding from the governor's office from the BP money... what is your suggestion on how other counties can pursue direct funding as well...</p>	<p>When the State of Florida received the \$25 million grant from BP for marketing response, Governor Crist formed a work group headed up by Chief of Staff Shane Strum that would collectively decide how to put those dollars to their highest and best use. You might want to contact the Governor's office to determine if this work group is the appropriate body to consider proposals from additional counties or organizations.</p>
<p>Q: please clarify... no dollars allocated for int'l advertising at this time?</p>	<p>Not at this time.</p>
<p>Q: when will the 10: partner spot start running for non-panhandle counties?</p>	<p>These spots started running on 6/7.</p>
<p>Q: will the state be providing any guidelines on tracking economic damages for possible litigation and recovery?</p>	<p>BP has opened claims offices throughout the state and has established an online claim filing system for businesses who have lost revenue due to the oil spill. If guidelines were to be produced by the state, they would likely come from the Economic Recovery Task Force.</p>

Q: Would William be interested in discussing additional internet marketing opportunities through a company out of New York City in a gotomeeting 45 minutes SEM presentation?	To present advertising opportunities for consideration, please contact Harold.Walters@Miami.DDB.com.
Q: is there a direct link to the visit FL ' deepwater horizon button' that can be added to other websites?	Yes. The html code for image and text links is available in the Tools section of VISITFLORIDA.org.
Q: from Cape Coral FL - great presentation, are all FL vacation bureaus participating?	Some Florida vacation bureaus did not participate in today's call.
Q: Is there any plan to address the meetings market?	Yes. Messaging & links are already on the Meeting Planner site.
Q: Orlando Sentinel reports that most businesses are not offering discounts due to the Oil Spill. Is this a recommended practice?	Discounting is a business decision best made by each individual business. However, in the current situation, special offers may help consumers see more value in coming now. That is one reason we have posted a Deals tab on Florida Live.
Q: Are there any results from the marketing campaign?	The results that we have at this time were shared in today's presentation and focus on increasing traffic to VISITFLORIDA.com - which funnels potential visitors to our partners sites. These early results show that traffic from the marketing campaign was very successful at increasing traffic. VISIT FLORIDA will also be tracking the effectiveness of our marketing but will not have results until a later date.
Q: Also, California residents travel to Florida often, my records indicate. Will Visit Florida be targeting this market?	Not at this time.
Q: what is being done to facilitate tourism business to the bottom of the state? Like the Florida keys and fort Lauderdale specifically?	VISIT FLORIDA has produced a TV spot focused on other Florida beaches that is awaiting approval from the Governor's office. This spot include images from The Florida Keys, Haulover Beach, Ft. Lauderdale Beach, Clearwater, Jupiter Beach, and Naples.
Q: did you get a check yet from BP?	The State of Florida received funding from BP. Subsequently, VISIT FLORIDA has received \$7.1 million and the 8 impacted counties in NW Florida have collectively received \$4.4 million.
Q: Can you participate online venues if you are NOT a visit Florida partner? Meaning paid member?	For VISITFLORIDA.COM Hot Deals, only VISIT FLORIDA Partners and FRLA lodging members may participate at this time. However, display advertising throughout VISITFLORIDA.com is available to all Florida tourism industry businesses, regardless of partnership status.
Q: we are watching this from two locations and cannot get the web site Florida live to launch; Other websites are fine	We added a new feature to the site this morning where we import beach advisory information directly from the Dept. of Health. That data sync was happening at the moment you encountered the blip. Everything is functioning now. If you continue to see issues, please e-mail FloridaLive@VISITFLORIDA.org.
Q: What ad campaign is scheduled?	The "Need to Know" spot which is currently airing, emphasizes NW Florida beaches. The "More Than Enough" spot which is awaiting approval from the Governor's office, emphasizes beaches all over Florida and will be added into ad rotation once it has been approved.

<p>Q: How can we notify Visit FL PR staff about timely events that further promote the FL is open for business message? For example, we're hosting the Emerald Coast Blue Marlin Classic, this June 22-27 -- an important event in light that many other fishing tournaments have had to cancel. The ECBC is one of the top 10 bill fishing tournaments in the world.</p>	<p>To notify VISIT FLORIDA PR staff, please contact kmorgan@VISITFLORIDA.org. To increase your coverage, you may also want to share your information with editorial staff for VISITFLORIDA.com by emailing Insiders@VISITFLORIDA.org. If you are a VISIT FLORIDA Enhanced Web Listing or Marketing Partner, you are also entitled to post events to appear on VISITFLORIDA.com.</p>
<p>Q: What is Visit FL doing to promote the beyond the beach message for Coastal communities? Tennis, golf, etc.?</p>	<p>VISIT FLORIDA continues to actively promote all of Florida in a variety of ways including: co-op advertising; Insiders on VISITFLORIDA.com; PR pro-active pitching; the Share a Little Sunshine platform; extensive domestic promotions; our communications products and campaigns for the meetings and business industry and in tradeshow efforts.</p>
<p>Q: How do we get Kevin to our destination?</p>	<p>Please forward your story ideas and suggestions for Kevin (as well as our other VISITFLORIDA.com Insiders) by emailing insiders@VISITFLORIDA.org.</p>
<p>Q: How can our webcam be added to your system?</p>	<p>To recommend a webcam that we do not currently have live on the site, please e-mail the url to FloridaLive@VISITFLORIDA.org.</p>
<p>Q: What about Franklin County? I see Wakulla County but not Franklin?</p>	<p>The Franklin County TDC has been very active in their participation and communication with VISIT FLORIDA. If there are Twitter feeds or webcams missing, please e-mail that information to FloridaLive@VISITFLORIDA.org.</p>
<p>Q: what do I search for on facebook that he mentioned? Is it Visit Florida?</p>	<p>The Facebook page which is feeding photos to Florida Live is the fan page titled "Share a Little Sunshine." The direct url for that page is www.facebook.com/FloridaSunshine.</p>
<p>Q: where can information on filing claims with BP for loss of revenue be found?</p>	<p>For BP claims, you can call 1-800-440-0858 or visit, www.bp.com/claims.</p>
<p>Q: Where can ppl volunteer to assist when needed?</p>	<p>To offer your services, contact Volunteer Florida at www.volunteerfloridadisaster.org. There has been a tremendous amount of support from volunteers who have helped prepare Florida's coast for the oil spill: over 2676 volunteers have served 11,564 hours, and 136 miles of beaches have been cleaned! Even though volunteer opportunities with the oil spill are limited, volunteer opportunities in the local community are limitless. This website features volunteer activities happening in your own backyard as well as links to other websites with volunteer opportunities. On the site you will find a list of volunteer opportunities by county.</p>
<p>Q: Will any of the dollars from Bp which Visit Florida received be allocated to the local VCB's/TDC's?</p>	<p>The dollars which VISIT FLORIDA has received to date, have been allocated to the marketing efforts described in today's presentation.</p>

<p>Q: Will Kevin Mims be traveling to other Florida destinations to show visitors the rest of the state is not impacted by oil?</p>	<p>Yes. Kevin will be traveling throughout the entire state. He has been focused on Northwest Florida recently because there are so many misconceptions we are trying to help clear up. If you have story ideas for Kevin or the other VISITFLORIDA.com Insiders, please send those ideas to insiders@VISITFLORIDA.org.</p>
<p>Q: Is there a form to complete to make a case to the Governor's Office for loss of business and to request marketing funding from the unallocated BP funding?</p>	<p>No. However you can send information to the Gulf Oil Spill Economic Recovery Task Force. The immediate mission of the task force is to protect the economic security of the businesses and families in the coastal counties impacted by this unfortunate incident. The Gulf Oil Spill Economic Recovery Task Force has been charged to work with BP and state agencies to assess the economic impact of the oil spill and secure financial assistance as needed. For information on the Task Force please visit, http://www.flgov.com/gulfrecoverytaskforce.</p>
<p>Q: As our beaches are impacted by the spill, how does our story change? Can we get people to come anyway? Can we get people who want to come help? What next?</p>	<p>If and when beaches are negatively affected, the status will be updated on Florida Live. This honest and transparent information source will enable potential visitors to get reliable information to choose their Florida vacations.</p>
<p>Q: Greetings ... can you pls. let the group know what are you doing in the Latin American markets to provide accurate information? This is becoming a concern to resorts I'm working with.</p>	<p>We have updated the International websites with Florida Live. We have also translated and issued our current press releases and tools to our Latin American Industry and will continue to monitor the situation and keep them informed as the situation evolves.</p>