

Each week, this publication is sent to our partners. It contains information from *all* VCB departments and provides opportunities for partners to increase the success and visibility of their businesses. Let us know what you think.

### iDSS TIP OF THE WEEK!

On the IDSS homepage, you will see a button at the top titled **“Leads”**.

Once clicked, you may choose either **“My Leads”** or **“Assign Leads”**.

My Leads is for searching any lead (current or past).

*Assigned Leads is for searching all open leads that have been assigned to you that need to be responded to.*

### VCB BOARD OF DIRECTOR'S MEETING

The VCB Board of Director's meeting will held at the Hilton Historic on the Bayfront **TODAY** at 1:30 p.m. For more information, please contact Dena Masters at 209.4220 or email [DMasters@Getaway4Florida.com](mailto:DMasters@Getaway4Florida.com)

### HOT DEALS FOR SUMMER?

The Miami Herald is looking for a few “hot deals for summer” from accommodations in our area. Unfortunately, they have a very short deadline for the article. If you have anything appropriate, please email the details to Jay Humphreys by noon on Thursday, April 2. [jhumphreys@Getaway4Florida.com](mailto:jhumphreys@Getaway4Florida.com) ,

### KISS THE PIG

Our very own Glenn Hastings is one of the 12 contestants in this year's Kiss the Pig for Literacy. The contestant who raises the most money for Learn to Read of St. Johns County will have the “honor” of kissing a live pig at 2 p.m., Saturday, April 4 at the Rhythm and Ribs Festival at Francis Field. If you would like to increase literacy in the county and see Glenn lock lips with a pig, simply vote for him by calling 826.0011 between the hours of 10 a.m. and 4 p.m. to make a donation – Mastercard, Visa and Discover credit cards accepted. Your vote must be called in by Friday, April 3<sup>rd</sup>.

### PARTICIPATE IN ST. JOHNS COUNTY'S SEA TURTLE AWARENESS MONTH!

Keepers of the Coast is a non-profit organization committed to building a community of active participants dedicated to preserving the beaches of St. Johns County. We, as residents have a responsibility to help preserve our beaches by keeping our coastlines clean.

One way to accomplish this is by donating an item to the 3<sup>rd</sup> Annual Sea Turtle Festival for their silent auction. All donations are tax deductible and proceeds go to Keepers of the Coast to be used for educational programs. The Sea Turtle Festival is scheduled for Saturday, April 18 from 10 a.m. to 3 p.m. at the St. Johns County Pier located at 350 A1A Beach Blvd.

If you would like to promote your business by donating to the Festival's silent auction, please contact Tara Dodson at 209.3740 or email [tdodson@sjcfl.us](mailto:tdodson@sjcfl.us).

To learn more about St. Johns County's efforts on habitat conservation, visit <http://www.sjcfl.us/HCP/index.aspx>.

### DONATION REQUEST

Kenneth Kidd is the Annual Gifts Officer for the Orthodox Christian Mission Center. He is requesting 250 pieces each for their upcoming Dedication Event. He has a deadline of April 10<sup>th</sup>, and is happy to pick the items up personally. Please contact him by email at [kenny@ocmc.org](mailto:kenny@ocmc.org) or by telephone at 877.GO.FORTH to make arrangements.

To remove your name from our mailing list, please [click here](#).

Questions or comments? E-mail us at [JVoorhees@Getaway4Florida.com](mailto:JVoorhees@Getaway4Florida.com) or call 904.829.1711 ext. 2001

**VCB Office hours are 8:00 a.m. to 5:00 p.m. Monday through Friday**

# VCB PARTNERCOM

April 8, 2009



Phone: 904.829.1711

Fax: 904.829.6149

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**The VCB Office will be closed on Friday, April 10 in observance of Good Friday. We will re-open on Monday, April 13 at 8:00 a.m.**

## iDSS TIP OF THE WEEK!

Under “**My Leads**” is a listing of all leads that have been assigned to you that need to be responded to, whether by yourself or someone else. Some of the information seen on this page include:

**Lead Date:** The date the lead was sent out by the VCB.

**Account Name:** The name of the client or the organization.

**Event Name:** The name of the specific meeting or event the VCB would like to book.

**Event Status:** Whether the lead is Tentative, Definite, Lost or Cancelled.

**Peak Rooms:** The peak number of rooms requested by the client.

**Respond By:** The date any response is due back the client and/or the VCB.

**Read:** If the lead has been read, you will see a red checkmark, otherwise, this area will be blank.

**Info:** This button is a mouse over. If you hover your mouse over the question mark, you can view the Sales Rep, City Name, event location, lead type and service type requested.

**Edit:** Clicking this button will bring you to the Lead Details screen

If you have any questions or are interested in receiving group leads, please contact Farrah Marriott at [FMarriott@Getaway4Florida.com](mailto:FMarriott@Getaway4Florida.com).

## EVENT INFORMATION NEEDED

The VCB is currently gathering information for the Summer-Fall printed version of the St. Augustine, Ponte Vedra & The Beaches Events Calendar, as well as continuing to post information on the on-line event calendar on [www.Getaway4Florida.com](http://www.Getaway4Florida.com).

To assure that your event is included in the printed calendar, please submit information about any events that take place between June 21, 2009 and November 15, 2009 to Barbara Golden, [BGolden@Getaway4Florida.com](mailto:BGolden@Getaway4Florida.com) by May 1, 2009. Please be sure to include as much detail as possible, especially event name, date, place, times, cost and a brief description. If images or logos are available please submit with your listing.

All events that take place throughout the year may be submitted at anytime for inclusion on the master calendar and on the on-line calendar.

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Questions or comments? E-mail us at [JVoorhees@Getaway4Florida.com](mailto:JVoorhees@Getaway4Florida.com) or call 904.829.1711 ext. 2001

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### iDSS TIP OF THE WEEK!

Once you've clicked on the **Edit Button** located on the **Assigned Leads** page, you will come to Lead Details. This is the page where you will interact with the client and/or the VCB regarding the lead. Below is a quick overview of the **Lead Details** page:

**Bid Submissions** is where you will find any room block information.

Under **Facility/Venue Space** is where you will find meeting and venue space needed.

Any notes added under the **Notes** section can be read by the VCB admin, but never by the client.

**File attachments** is where you are able to upload files, brochures, and electronic pamphlets that you would like to send to the client. This is ideal for attractions or partners who do not have accommodations or meeting space, but are still interested in soliciting groups.

At the very bottom of the page is where you can view the lead.

*It is important that you respond to every lead by either accepting the lead or declining the lead before the response date.*

If you have any questions or are interested in receiving group leads, please contact Farrah Marriott at [FMarriott@Getaway4Florida.com](mailto:FMarriott@Getaway4Florida.com)

### 7<sup>th</sup> ANNUAL FLORIDA'S BIRDING & FOTOFEST

Next week is the 7<sup>th</sup> Annual Florida's Birding & FotoFest! The event will take place from April 22-26 at the Center for Marine Studies at Whitney Lab. This year's lineup includes nine nationally recognized photographers that will demonstrate everything from techniques on approaching your subject to the latest in Lightroom and Photoshop. Tickets are still available and can be purchased at [www.Getaway4Nature.com](http://www.Getaway4Nature.com). Please call 829.1711 for more information or to request an Official Guide.

### Destination Master Plan Strategic Recommendations To Be Presented

Destination Master Plan Strategic Recommendations are to be presented on Tuesday, April 21, 2009 at 2:00 p.m. at the St. Johns County Convention Center. The presentation will mark the completion of the first phase of the development of the county's Destination Master Plan. Please RSVP by Friday, April 17 by calling Dena Masters at 829.1711, extension 2002.

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# VCB PARTNERCOM

April 22, 2009



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## iDSS TIP OF THE WEEK!

The **Lead Details** screen is where you may view and interact with the VCB regarding the lead. At the top of the screen is the **Lead Sent** date, the **Lead Status**, and the **Status Date**.

The **Bid Submissions** area is where you will find any room block information for Accommodations Leads.

*Remember, accommodation leads are also important to attraction and retail partners—visitors to the county will also need places to dine and things to do.*

The **Facility/Venue** area is where all venue lead/meeting space information is recorded.

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## 7<sup>th</sup> ANNUAL FLORIDA'S BIRDING & FOTOFEST BEGINS THIS WEEK!

In 2008, the Birding & FotoFest was responsible for more than \$100,000+ in direct spending into our local economy, and more than 30+ commercial lodging properties accommodated festival participants!

For more information or to register for events, please visit [www.Getaway4Nature.com](http://www.Getaway4Nature.com).

## EMPLOYEE OF THE YEAR NOMINATIONS

It's time to submit nominations for the coveted "Tourism Employee of the Year" awards. Nominations must be in writing and should simply include the name of the nominee, the name of the nominee's employer, the name and contact information for the person making the nomination, and a 250-word (or less) narrative explaining why the nominee should be selected as a Tourism Employee of the Year. Employees of the Year will be selected in two categories: 1. Accommodations; and 2. Attractions (including restaurants and retail). The winners will be announced during National Tourism Week, May 10-17. Nominations should be e-mailed to Jay Humphreys at [jhumphreys@Getaway4Florida.com](mailto:jhumphreys@Getaway4Florida.com) or faxed to 829.6149. All nominations will be evaluated by the Visitors and Convention Bureau staff before selecting the employees of the year. **The deadline for submitting nominations is 4 p.m., Tuesday, May 5.**

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Under **Facility/Venue** area, you will find the notes section. This is where you can communicate privately back and forth with the VCB. It is here that you are able to see all of the comments/notes the VCB has sent on the lead, as well as the notes you have sent.

**To send a note, click the ADD button and once the dialogue box opens, you may type in your note. Click send when your note is complete.**

*These comments/notes are not seen by other partners, they exist in your lead only.*

If you have any questions or are interested in receiving group leads, please contact Farrah Marriott at [FMarriott@Getaway4Florida.com](mailto:FMarriott@Getaway4Florida.com)

### THE FLORIDA'S FIRST COAST ARTS FESTIVAL STUDENTS HAVE A SPECIAL REQUEST

Beginning May 16<sup>th</sup>, 2009, 40 University of Florida College of Fine Arts students will be in St. Augustine to perform during the Festival. The students have been working for months to showcase their talents at the Festival and we want to ensure they have all the means to give their strongest performances during this momentous week. We would like to ask you to provide any support you can via gift cards to our young student performers to supplement the out-of-pocket food expenses during this week long event. If you are able to assist, please contact Maria Gutierrez-Martin at 352-846-1211 or [mmartin@arts.ufl.edu](mailto:mmartin@arts.ufl.edu). We truly appreciate your consideration of this opportunity to support the festival, our student artists and performers.

The festival takes place May 18-24, 2009 at the St. Augustine Amphitheater.

### "SHARE A LITTLE SUNSHINE" CAMPAIGN LAUNCHES MAY 12th

VISIT FLORIDA will be conducting a "Spread a Little Sunshine" campaign scheduled to launch May 12<sup>th</sup> during National Tourism Week. The campaign is a unique grass roots and viral video campaign to encourage Floridians to invite friends and family to visit them in Florida. The campaign will run for 12-weeks and the VCB is spearheading the efforts locally for the St. Augustine, Ponte Vedra & The Beaches Tourism Industry.

At this time, we encourage all VISIT FLORIDA partners to upload their best deal to the VISITFLORIDA.com site in advance of the May 12<sup>th</sup> launch. Consumers who receive the campaign invite will be served with the VISITFLORIDA.com "Hot Deals" that are uploaded from the sender's area/zip code area.

The VCB will be sending additional information and program tools in the near future – so watch for the notices. In the meantime, please upload your "Hot Deal" and get ready to "Share a Little Sunshine!" Questions? Contact Lori Driscoll at the VCB [LDriscoll@Getaway4Florida.com](mailto:LDriscoll@Getaway4Florida.com).

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