



How to Activate Your Core Marketing Partner Benefits

1. An Enhanced Web Listing on FloridasHistoricCoast.com

You will have an enhanced listing on <https://floridashistoriccoast.com> Please supply up to nine (9) photos/videos and up to 75-word description of your business for your online profile. For questions on how to access your partner profile & iDSS login and password, and editing your profile page, Contact Lisa Mondello at LMondello@FloridasHistoricCoast.com for more information.

2. A business listing in the Official Travel Guide for Florida's Historic Coast

You must be a current partner by October 1 of each year to ensure a partner listing in the next year's Travel Guide. The information printed in the Guide is pulled directly from your listing on FloridasHistoricCoast.com. Contact Erin Masters at EMasters@FloridasHistoricCoast.com for more information.

3. Social Networking and Educational Workshops

Invitations to quarterly networking events and/or educational workshops. For more information contact Partnership@FloridasHistoricCoast.com.

4. Access to VISIT FLORIDA's Online Hospitality Training Program for FREE

VCB Partners can request a password by emailing Evelyn Lopez-Kelley at EKelley@FloridasHistoricCoast.com. This password can be used for all of your front-line employees to access training.

5. Participate in VCB Sales Initiatives

The VCB Sales Team attends shows where VCB Partners can provide printed materials for distribution for a nominal fee. Contact John Tharpe, JTharpe@FloridasHistoricCoast.com

6. Receive Qualified Leads from the Sales Team

Sales leads for your business are delivered directly to you! The VCB sends partners exclusive leads filtered based on the event planner's requirements. For questions on how to sign into iDSS to access and directing your sales leads, please contact John Tharpe, JTharpe@FloridasHistoricCoast.com

7. Submit content to appear on Florida's Historic Coast's Social Media Pages

The VCB will post and/or share Partner content on social media platforms. Our tone is inspirational rather than advertising. If you have questions regarding the VCB's social media please contact Stacey Sather at SSather@FloridasHistoricCoast.com.

8. Access to Co-operative Advertising Opportunities

Partners can leverage and maximize their advertising dollars by participating in the VCB's co-op program. For more information on co-op contact Erin Masters at EMasters@FloridasHistoricCoast.com.

9. Participate in Publicity Efforts

The VCB's communication department can help your business get media coverage. If you'd like to host media or be included in their itinerary contact Barbara Golden at BGolden@FloridasHistoricCoast.com (Send press releases here too)

10. Participate in Special Promotions

Partners can participate in radio, TV and other promotional sweepstakes by contacting Susan Phillips at SPhillips@FloridasHistoricCoast.com

11. Download pictures from the VCB's image library

Go to www.floridashistoriccoast.com/media and click on the "Photos" button to be directed to our image library. Select your images and submit the request via the website. If you have questions regarding where and what you are allowed to use the images for contact Barbara Golden at BGolden@FloridasHistoricCoast.com.

12. Calendar of Events

Submit your calendar of events listings for online and printed calendars [here](#). Please refer to Event Calendar Guidelines before submitting, as not all events are accepted.

13. Partner Resources

A dedicated site <http://sapvb.org> is accessible for partnership related information

14. Visitor Information Center Locations

You may wish to deliver your brochures/rack cards to the Visitors Center Locations, attached is a list with contact information.

15. PartnerCom

You will begin receiving bi-monthly emails called PartnerCom. This email is packed with information to keep you informed and up to date on the latest happenings in the tourism industry and opportunities to help market your business to potential visitors to Florida's Historic Coast.

16. This Week

You will also receive an email that highlights the events taking place in our destination for the week. If you are not receiving these emails, please let us know.

We look forward to helping you grow your business and thank you for your partnership.