



# DeSoto County

## Tourism Development Council

### Meeting Agenda

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Tuesday, June 9, 2026

1:30 PM

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#### CALL TO ORDER

#### MINUTES APPROVAL

Minutes for April 21, 2026

[26-1833](#)

**Attachments:** [April 21, 2026 TDC Meeting Minutes](#)

#### REGULAR BUSINESS

Bed Tax Revenue Update

[26-1834](#)

**Attachments:** [TD Revenues-Master\\_May 2026](#)

Discussion of Marketing Matching Grant Revisions

[26-1835](#)

**Attachments:** [Revised 2025 TDC Marketing Matching Grant Resolution--approved](#)

Discussion of Marketing Opportunities

[26-1836](#)

**Attachments:** [PGD-MediaKit2026-HighRes-2.0](#)  
[Rate Card\\_Advertising 2026](#)

Beautification Project update

[26-1841](#)

#### PUBLIC COMMENTS

#### COMMITTEE COMMENTS

#### STAFF COMMENTS

#### ADJOURN

NOTE: For quasi-judicial matters, any party desiring a verbatim record of the proceeding of this hearing for the purpose of an appeal is advised to make private arrangements for the production of a record and anyone wishing to present documents or other written evidence to the Board must provide eight (8) copies of the written material. If special accommodations are required in accordance with the Americans with Disabilities Act, individuals should contact the County Administrator's Office by calling 863-993-4800 at least forty-eight hours prior to the hearing.



# DeSoto County

6/9/2026

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Item #:

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- Consent Agenda     Quasi-Judicial Public Hearing  
 Regular Business 1:30 pm  
 Public Hearing Minutes

**DEPARTMENT:** Tourism Development  
**SUBMITTED BY:** Sondra Guffey  
**PRESENTED BY:** Trent Anthney

**TITLE & DESCRIPTION:**

**Minutes for the April 21, 2026 TDC meeting**

**REQUESTED MOTION:**

**Approval**

**SUMMARY:**

**TDC members will review the minutes from April 21, 2026, meeting.**

**BACKGROUND:**

**On April 21, 2026, the Tourism Development Department held its regular meeting. These are the minutes from that meeting.**

**FUNDS:**

Budget Amount: Click or tap here to enter text.

Actual Agenda Item: Click or tap here to enter text.

Cost: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Explanation: Click or tap here to enter text.



# DeSoto County

## Tourism Development Council

### Meeting Minutes - Draft

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Tuesday, April 21, 2026

1:30 PM

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#### CALL TO ORDER

Chair Anthney called the meeting to order at 1:32 p.m.

**Present:** Summer Lempenau, Pam Ames, Judy Wertz-Strickland, Sanjay Patel and Trent Anthney

**Absent:** Zac Varner , Jerod Gross and Megan Cutler

#### MINUTES APPROVAL

##### **Minutes for February 10, 2026**

Council members reviewed the minutes from the February 10, 2026 TDC meeting. Ms. Ames made a motion to approve the minutes. Ms. Wertz-Strickland seconded. All approved.

#### REGULAR BUSINESS

##### **Bed Tax Revenue Update**

Ms. Guffey stated that Bed Tax Revenue results showed a decline of 61% in January 2026 (\$12,746.56) compared to January 2025 (\$32,939.72).

Mr. Patel added that revenue at Oak Tree Hotel was down in March by more than \$20,000.

Chair Anthney stated that tourism across Florida is down due to rising fuel and goods costs, adding that statewide shortfalls have been reported in Tallahassee.

Ms. Ames stated that the April Bike Fest drew approximately 7,000 people downtown; however, construction was not a sole deterrent. She added that attendees included higher-income visitors. Members noted the need to convert event attendees into overnight stays.

There was also discussion of the recent Pioneer Day at the Turner Agri-Civic Center. Attendance appeared good, but no official numbers were available at the time of this meeting.

Members discussed creating shared advertising templates that promote local activities (canoeing, fossil hunting) with lodging, leveraging existing websites and social media. There was also discussion of voluntary business participation with possible discounts (10–20%) to incentivize extended stays -- “Stay another day” concept.

Members also discussed developing package concepts with (Sunseeker Resort) Aileron Golf Club with adventure and downtown packages, including upriver canoe trips, horseback rides, airboat, swamp buggy, and downtown activities. Also to work with downtown stores and help prepare them ahead of promotion proposals.

TDC members agreed that packaging and cross-promotion are favored to

cost-effectively encourage longer stays and that staff should continue developing adventure and downtown packages.

### **Discussion of Google Ads project**

Members discussed Google advertising as a method of promoting tourism in DeSoto County.

Chair Anthney stated that staff should prioritize awareness and impression share with social media (Instagram/Facebook), target by age/interests/location, test multiple small ad variants to achieve lower CPC and build traffic.

In general, members agreed that staff should proceed cautiously with CPC control, specific local keywords (“DeSoto,” “Peace River”) mixed with select generics, as well as to avoid overly generic poor-performing terms, such as, “antiques.” Staff should monitor clicks vs. sales.

Chair Anthney also expressed the importance of claiming the "Visit DeSoto" Google Business Profile to manage information and support campaigns.

Members also discussed staff creating a plan for six-month social media pilot at \$500 per month focused on Instagram and Facebook. Ms. Guffey stated that vendors are under consideration, including Maris West & Baker, Tayloe Marketing, SEO Sarasota. Other suggestions included Black Dog and Kevin McNulty for budget-friendly options.

If under budget, leftover funds may support additional experimentation, such as event-timed hotel promotions ahead of Sebring.

Members encouraged staff to proceed with pursuing the planned \$500 per month pilot.

### **Proclamation for National Tourism Week, May 3-9, 2026**

Ms. Guffey acknowledged the upcoming National Tourism Week Proclamation, planned for the May 12 DeSoto County Commission meeting at 9 a.m. National Tourism Week runs from May 3–9.

### **Beautification Efforts on Major Access Pathways into the County, City.**

Ms. Guffey presented a beautification project planned to be spearheaded by the Economic Development and Tourism department.

Members agreed that staff should coordinate with Arcadia Main Street, the downtown organization has undergone cleanup efforts downtown.

Members agreed that staff should pursue low-maintenance, coordinated beautification aligned with maintenance commitments and sponsorships, as well as efforts to fix damaged signage, plan phased improvements and communicate timelines.

### **Review of Ordinance Amending Tourism Development Tax Plan**

Ms. Guffey stated that staff would like to amend the tourist development tax to allow for a broader reserve to use beyond marketing while staying within the Florida statute, adding that an example would be to include facility repairs at the Turner Agri-Civic Center, which is a venue for tourism-driving events.

Members requested that Tourism Development Council maintains oversight of fund usage.

Ms. Ames made a motion to approve the ordinance amendment request. Ms. Wertz-Strickland seconded. All approved.

### **Review of Arcadia Rodeo Association Marketing Matching Grant Application**

TDC members reviewed the Marketing Matching Grant application from the Arcadia Rodeo Association. Members agreed that the organization met the advertisement requirements of the grant.

Ms. Ames made a motion to approve the grant application; however, more details will have to be provided before the County Commissioners may approve the application.

Ms. Wertz-Strickland seconded. All approved.

TDC members also discussed raising the \$3,000 marketing grant cap and decided to revisit the change at the June 9, 2026, TDC meeting.

### **Review of DeSoto Historical Society Pioneer Day and BBQ Marketing Matching Grant Application**

Due to lack of required documents. Members encouraged staff to work with the DeSoto Historical Society to provide the appropriate documents listed in the grant application.

Ms. Ames made a motion to deny the application. Ms. Wertz-Strickland seconded. All approved.

### **PUBLIC COMMENTS**

n/a

### **COMMITTEE COMMENTS**

Ms. Ames discussed Arcadia Main Street's recent work with Placer AI with a package priced at \$8,000, down from \$25,000. Members asked staff to explore grant funding (marketing matching grant) and updating grant language to include marketing research/platforms.

Chair Anthney suggested identifying key attractions and/or events such as Peace River Canoe Outpost and fossil hunting, which can draw visitors from 100 to 200 miles away. He also suggested focusing ads on activities, via Google and social media, to support local hotels and restaurants.

Members also suggested exploring co-funded ads with local businesses contributing to activity-focused campaigns.

Ms. Wertz-Strickland mentioned Nuggets RC Raceway and exploring ways to incorporate the company with the Arcadia Main Street bike fest to drive attendance. She also noted Eco-Tourism opportunities at Twin Creeks Ranch.

### **STAFF COMMENTS**

Ms. Guffey stated that staff is pursuing an ongoing bird watching promotion with prepared guides. She also noted that Turner Agri-Civic Center will be hosting free Sunday movie events for families throughout the summer.

TDC members encouraged staff to explore advertising at Punta Gorda Airport, as well as Sunseeker Resort and Aileron Golf Club with the goal of developing adventure and downtown Arcadia packages for visitors.

It was also noted that the June 9, 2026, TDC meeting will be held at the new Arcadia Main Street office, 17 North Polk, Arcadia, FL.

### **ADJOURN**

Ms. Ames made a motion to adjourn the meeting at 3:10 p.m. Ms. Wertz-Strickland seconded. All approved.

NOTE: For quasi-judicial matters, any party desiring a verbatim record of the proceeding of this hearing for the purpose of an appeal is advised to make private arrangements for the production of a record and anyone wishing to present documents or other written evidence to the Board must provide eight (8) copies of the written material. If special accommodations are required in accordance with the Americans with Disabilities Act, individuals should contact the County Administrator's Office by calling 863-993-4800 at least forty-eight hours prior to the hearing.



# DeSoto County

6/9/2026

- 
- Consent Agenda     Quasi-Judicial Public Hearing  
 Regular Business 8:30 am  
 Public Hearing Other

**DEPARTMENT:** Tourism Development  
**SUBMITTED BY:** Sondra Guffey  
**PRESENTED BY:** Sondra Guffey

**TITLE & DESCRIPTION:**

**Bed Tax Revenue Update**

**REQUESTED MOTION:**

n/a

**SUMMARY:**

**Tourist Development revenues collected in March 2026 received in May are \$16,595.48 versus one year ago of \$16,309.63.**

**BACKGROUND:**

**Tourist Bed Tax revenues for March 2026 in DeSoto County increased compared to March 2025. Revenues collected in March 2026 received in May were up 2%, listing as \$16,595.48 versus one year ago at \$16,309.63.**

**FUNDS:**

Budget Amount: Click or tap here to enter text.

Actual Agenda Item: Click or tap here to enter text.

Cost: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Explanation: Click or tap here to enter text.

<b>Tourist Development</b>	<b>FY 2025/26</b>	<b>FY 2024/25</b>	<b>Variance</b>	<b>Percent Change</b>
October	11,156.76	14,067.23	-2,910	-21%
November	9,470.90	13,936.87	-4,466	-32%
December	7,919.41	18,628.09	-10,709	-57%
January	12,746.56	32,939.72	-20,193	-61%
February	16,697.95	24,552.69	-7,855	-32%
March	16,595.48	16,309.63	286	2%
April		12,759.86		
May		9153.14		
June		8,688.14		
July		9,054.79		
August		9295.38		
September		9355.48		
<b>Total Revenues</b>		<b>178,741.02</b>		
FY 24/25		\$178,741.02		
FY 22/23		\$164,531.85		
FY 21/22		\$121,020.86		
FY 20/21		\$84,008.75		
FY 19/20		\$69,444.29		
FY 18/19		\$73,370.06		



# DeSoto County

6/9/2026

- 
- Consent Agenda     Quasi-Judicial Public Hearing  
 Regular Business 8:30 am  
 Public Hearing Other

**DEPARTMENT:** Tourism Development  
**SUBMITTED BY:** Sondra Guffey  
**PRESENTED BY:** Sondra Guffey

**TITLE & DESCRIPTION:**

**Discussion of Marketing Matching Grant Revisions**

**REQUESTED MOTION:**

n/a

**SUMMARY:**

**Discussion of revising the Marketing Matching Grant to increase the grant amount to \$5,000 and to allow the grant to be used for additional marketing services.**

**BACKGROUND:**

**At the April 21, 2026, Tourism Development Council meeting, members discussed increasing the grant amount from \$3,000 to \$5,000 dollars. TDC members the increase would be helpful because advertising rates have increased in recent years. Members also discussed allowing additional marketing services to be applicable in the grant application.**

**FUNDS:**

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Account Number: Click or tap here to enter text.

Explanation: Click or tap here to enter text.

**DESOTO COUNTY, FLORIDA  
RESOLUTION NO. 2025-**

**A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS  
OF DESOTO COUNTY, FLORIDA, MODIFYING THE  
TOURISM DEVELOPMENT MARKETING GRANT  
PROGRAM; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the DeSoto County (“County”) Board of County Commissioners (“Board”) adopted Ordinance No. 2010-02 establishing the DeSoto County Tourist Development Council; and

**WHEREAS**, the Board adopted Ordinance No. 2010-15 implementing a 2% Tourist Development Tax and adopting a three-year Tourism Plan; and

**WHEREAS**, the voters of the County passed the Tourist Development Tax in the 2010 General election; and

**WHEREAS**, the Tourism Plan specifically allows for use of funds for the purpose of providing financial assistance to promote tourism events and attractions in the County; and

**WHEREAS**, in February 2013, the Board adopted Resolution 2013-10 creating the DeSoto County Tourism Development Marketing Plan; and

**WHEREAS**, the Board adopted Resolutions 2016-26 and 2022-25 to revise the Tourism Development Marketing Grant Program; and

**WHEREAS**, the DeSoto County Tourist Development Council has reviewed the performance of the program and recommends several changes to increase access to and participation in the program; and

**WHEREAS**, the Board finds adoption of this Resolution is in the best interest of the residents of Desoto County, Florida

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF  
COUNTY COMMISSIONERS OF DESOTO COUNTY, FLORIDA, AS  
FOLLOWS:**

**Section 1** – That the foregoing “WHEREAS” clauses are ratified and confirmed as being true and correct and are hereby incorporated by reference as part of this Resolution.

**Section 2** - That the DeSoto County Tourism Development Marketing Grant Program is hereby modified and reformed as reflected in Attachment I.

**Section 3** - That this Resolution shall take effect immediately upon its adoption.

**PASSED AND ADOPTED** this 25<sup>th</sup> day of February 2025.

ATTEST:

BOARD OF COUNTY COMMISSIONERS

\_\_\_\_\_  
Mandy Hines  
County Administrator

\_\_\_\_\_  
J.C. Deriso  
Chairman

Approved as to form and legal sufficiency:

\_\_\_\_\_  
Valerie Vicente  
County Attorney

## ATTACHMENT I

### PURPOSE:

This document sets forth the guidelines and eligibility criteria for grant awards from Tourist Development Tax funds. Applications will be accepted annually from eligible organizations (also described herein as “applicants”) that will sponsor and promote tourism activities within DeSoto County, bring substantial numbers of tourists/visitors to the County and promote overnight bed stays within the County. The overall purpose of the program is to promote DeSoto County as a Tourist destination by assisting tourism events with effective marketing campaigns.

### ELIGIBILITY REQUIREMENTS:

1. The Organization must be an organization qualified to do business in Florida.
2. All events, performances, or programs must be open to the public.
3. Events may be a series of recurring similar events (such as a monthly market, a concert series, etc.)
4. Events cannot be unreasonably restrictive through admittance fees, public access or crowd capacity, which limits participation by visitors.
5. Events, performances or programs must take place in DeSoto County. If these events, performances, or programs are to be used for fund raising purposes, profits must go exclusively to programs that benefit DeSoto County residents and/or charities.
6. Tourism Development Marketing Grant funds require a 25% match from the Organization/grantee for marketing-related expenses. The County provides 75%

### ELIGIBLE USES OF FUNDS:

Tourist development funds may be used for promotional or advertising expenses in conjunction with an event, activity or material to increase awareness of DeSoto County outside this area. The purpose is to increase the attendance at the event, with the goal of promoting overnight stays that generate bed taxes. There should be an emphasis on reaching people outside DeSoto County. This includes, but not limited to, internet, social media, print, television, radio and billboard advertising. This could also include printing or other promotional activity that could encourage visitors to return.

### MAXIMUM AWARD:

Awards shall not exceed a maximum of \$3,000.00 per award. The applicant will be required to share in cost at a ratio of 25% of the award. Applicants shall indicate the amount of funding requested in their application based on ability and commitment to provide a 25% match, up to the maximum award. Applicants may request, or be offered an award of less than the maximum award.

**APPLICATION PROCESS:**

Applications will be solicited on an annual basis through advertisement in a newspaper of general circulation at an appropriate time as determined by tourism development staff. The advertisement shall include, at a minimum, the following:

1. Amount of funding made available
2. Purpose of availability of funds
3. Location where applications may be obtained
4. Address to which applications must be submitted
5. Office Contact phone number

**APPLICATION SCORING PROCESS:**

All applications received by the deadline outlined in the public advertising shall be date/time stamped upon receipt and shall be provided to the Tourist Development Office. The Tourist Development Office will establish a Selection Committee from members of the Tourist Development Council and/or County Staff. The Selection Committee members shall be provided the applications and scoring sheets for independent review. The selection committee may request oral presentations from applicants in the application scoring process. The Selection Committee shall meet and make formal funding recommendations to be submitted to the Board of County Commissioners for consideration. Upon award, recipients (or “grantees”) will be notified by staff and presented with an award document (i.e., a grant agreement) for acceptance and signature and be available for media promotions or press releases as appropriate. Applications will be scored based on the following criteria:

Evaluation Factors	Possible Points	Score
Commitment to the expansion of tourism in DeSoto County	25	
Soundness of Project	20	
Quality and Uniqueness of Project	20	
Positive Economic Impact to DeSoto County	15	
Stability of Management and capacity	10	
Use of DeSoto County Vendors & Business Owners	10	
<b>Total</b>	<b>100</b>	

**ADVERTISING GUIDELINES<sup>1</sup>:**

Promotional and advertising materials should be reviewed by DeSoto County Tourism staff prior to publishing and advertisement, to assure eligibility.

1. Grantee Website and/or Social Media Sites and Digital Advertisements - Your organization's website (if you have one), social media,) must provide a link to the DeSoto County TDC website at: [www.VisitDeSoto.Com](http://www.VisitDeSoto.Com).
2. Print/Digital - All grantees must show on printed materials (including advertising, flyers & posters): The Visit DeSoto logo and the Tourism Website: [www.VisitDeSoto.com](http://www.VisitDeSoto.com).  
Audio - All audio advertising must include verbal "For more information on DeSoto County, FL, go to [www.VisitDeSoto.com](http://www.VisitDeSoto.com)"
3. Video - All video advertising must display video credit with the Visit DeSoto logo plus, "For more information on DeSoto County, FL, go to [www.VisitDeSoto.com](http://www.VisitDeSoto.com)."

\*

<sup>1</sup> Promotional advertising materials that do not meet the criteria set forth herein shall not be eligible for reimbursement.

### EVENT MONITORING:

Any member of the Tourist Development council, designated staff of the Board of County Commissioners or assigned volunteers may attend and/or monitor any and all events to ensure compliance with grant and reporting requirements. All grant recipients are required to maintain complete and accurate accounting and project records for the event. All funds granted shall be subject to audit by the Board of County Commissioners Administrative Services Department. All documentation submitted to the County shall become public record and governed as such by Chapter 119, Florida statutes.

All organizations must accomplish what is presented and set forth in the grant agreement. If for any reason the requirements of the grant agreement have not been met, the County has the right to withhold any payment and/or terminate the grant agreement.

### REPORTING REQUIREMENTS:

1. Final Status Report: Within ninety (90) days of the completion of the activity/activities or event/series of events that promote tourism within DeSoto County, the grantee must summarize its efforts by providing the following information:
  - A brief narration of the event(s) or material (such as a brochure or website). Include any media coverage received.
  - An evaluation of the estimated economic impact the event(s)/material had on DeSoto County.
    - Includes local attractions that were visited as part of the event, and local restaurants or businesses utilized as part of the event or material
    - Photographs, if any, of the event. Can provide a link to photos on Social Media and or web.
    - Final estimated number of event participants, if applicable
    - Room Night Certification Form - the organization must make every effort to obtain the number of overnight stays from local hotels within the County that housed those attending the event. This means that the grantee should make available a list of County hotels and RV/campgrounds (and other transient rental facilities) and encourage overnight stays. After the event, the grantee may be required to request proof of overnight stays.
    - Event or location surveys - The organization should allow the Tourist Development Office to make surveys of attendees. The organization is encouraged to make all attempts to collect basic demographic data about the attendees and make that available to the Tourist Development office.

2. A financial statement listing all the major revenues received and expenses paid in the course of the event or creation of material.

NOTE: IF THE EVENT RESULTS IN NO OVERNIGHT STAYS, OR FEW OVERNIGHT STAYS, THE GRANTEE MUST DOCUMENT ITS EFFORTS TO PROMOTE OVERNIGHT STAYS AND GENERAL TOURISM WITHIN DESOTO COUNTY.

REIMBURSEMENT PROCESS:

A Request for Funds Form must be completed on a reimbursement basis only and made after proof of paid invoices are presented and submitted to the Economic and Tourist Development Department for interim draws and for final payment. Reimbursement of funds must stay within the confines of the Project Expenses outlined in your award document. Payment is on a reimbursement basis and proof of paid invoices, tear sheets of ads, copies of programs, schedule of the airing of audio and video advertisements), must be provided prior to payment of grant funds to the organization. Grantee is required to submit verification in writing that all subcontractors and vendors have been paid for work and materials previously performed or received prior to receipt of any further payments.

Organization representative must complete final report and submit reimbursement requests to the Economic Development and Tourism office within ninety (90) days of the close of the event or series of events or release of material. Requests received after that may not be reimbursed. This is your responsibility, and no reminder notices will be sent from the Economic and Tourist Development Office or the Tourist Development Council.

No advanced payment of expenses by the County is authorized.

\*Reimbursement process subject to change to maintain compliance with County policy and/or auditor advice or requirements.

If Tourist Development Tax funds become inadequate to fund all or part of a Tourist Development grant, the County reserves the right to reduce funding to a grantee accordingly.

There are no guarantees that all applicants will be awarded funding even though a project may qualify. Limited funds may not allow all projects to receive assistance. All decisions regarding the award of grant funds are at the sole discretion of the Board of County Commissioners following recommendations of the Tourist Development Council.



# DeSoto County

6/9/2026

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**Item #:**

---

- Consent Agenda     Quasi-Judicial Public Hearing  
 Regular Business 8:30 am  
 Public Hearing Other

**DEPARTMENT:** Tourism Development  
**SUBMITTED BY:** Sondra Guffey  
**PRESENTED BY:** Sondra Guffey

**TITLE & DESCRIPTION:**

**Discussion of Marketing Opportunities**

**REQUESTED MOTION:**

n/a

**SUMMARY:**

Staff requests advice from Tourism Development Council members regarding marketing opportunities, specifically at Punta Gorda Airport.

**BACKGROUND:**

DeSoto County Tourism staff recently visited Punta Gorda Airport and met with the airport's marketing director to discuss opportunities for advertising tourism in DeSoto County. With this agenda item, Tourism staff seeks guidance on how to pursue those opportunities at the airport, among others, for marketing.

**FUNDS:**

Budget Amount: Click or tap here to enter text.

Actual Agenda Item: Click or tap here to enter text.

Cost: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Explanation: Click or tap here to enter text.

# Advertising Opportunities

at Punta Gorda Airport



**FLY PGD** Media Solutions

Connect with travelers across every touchpoint

[FlyPGD.com/Advertise](https://FlyPGD.com/Advertise)

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# Advertising Opportunities

Put your brand in front of a growing audience of high-intent travelers at one of Florida's busiest regional airports. Punta Gorda Airport (PGD) offers a range of in-terminal and on-property advertising options designed to deliver visibility, impact and results.

## Tailor Your Message. Maximize Your Reach.

Whether you're a national brand or a local business, Fly PGD Media Solutions provides a flexible, impactful platform to engage with over **2.3 million travelers** annually.

# Advertising Platforms at a Glance

## OPTIONS INCLUDE:

### Digital & Online Media

- Banner placements on high-traffic webpages
- Sponsored placements in the BUZZ e-newsletter
- Social Spotlight posts on PGD's Facebook and Instagram accounts

### In-Terminal Advertising

- Digital displays and static signage in high-traffic areas
- Three Welcome Centers with brochure display in the Bag claim, Rental Car Center and PGD Air Center

### Rental Car Center

- Large digital and static displays in a new 18,000-square-foot, high-visibility facility
- Ad opportunities in shared and exclusive restrooms and passenger flow zones

### Bailey Terminal Exterior

- 8'x12' framed banner near the ticketing entrance
- Light pole banners
- Transit shelter placements
- Boarding ramp signage

### PGD Air Center

- 65" interior digital display
- Exterior full-color LED road sign
- Freestanding floor signs
- Restroom ad placements
- Unique opportunities to align with the future public-use restaurant



**PGD** offers a multi-channel advertising platform designed to meet travelers at every point in their journey, on the ground and online.

# Airport Advertising Delivers



## 83%

OF FREQUENT FLYERS  
NOTICE AIRPORT  
ADVERTISING



## 56%

OF BUSINESS FREQUENT FLYERS  
RECALLED ADS AFTER SEEING  
THEM IN THE AIRPORT

Nearly half (**49%**) took action after noticing an ad at the airport, such as visiting a brand's website (**47%**), downloading an app (**36%**) and sharing with a colleague (**26%**).

Source: 2022 Clear Channel Outdoor research study



## Why It Works

### Captive Environment

With long dwell times and fewer distractions, airport passengers are more likely to notice and absorb ad content.

### High Intent, High Value

PGD serves leisure travelers, business professionals and seasonal residents, all in decision-making mode.

### Brand Safety

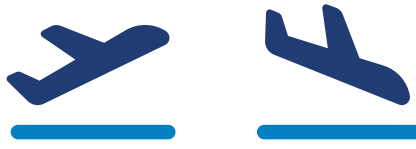
Airport environments are clean, well-regulated and free of the noise and risks often associated with digital-only platforms.

# Why Advertise with PGD?



**2.3M**

TOTAL PASSENGERS  
IN 2025



**140K+**

ANNUAL TAKEOFFS & LANDINGS



**50+**

NONSTOP  
DESTINATIONS



**62**

MEDIAN AGE



**\$76K**

MEDIAN HOUSEHOLD INCOME



## 2025 Visitation Statistics

METRIC	PGD - TOTAL PASSENGER AREA	PGD - RENTAL CAR FACILITY	PGD AIR CENTER
Visits	1.9M	411.5K	55.7K
Visit Frequency	1.6	1.47	4.97
Avg. Dwell Time (in minutes)	90	31	98

Includes visitors, employees and residents  
Source: Placer.ai

# Your Audience at PGD

Punta Gorda Airport welcomed **2.3 million terminal passengers** in 2025— most traveling for leisure or to visit family and friends in the region.



## Highlights

- Visitors are actively **searching** for places to eat, stay, shop and explore
- **Strong mix** of local and out-of-state travelers, ideal for local, regional and national brands
- Direct flights from **50+ destinations**, with Northeast and Midwest markets particularly well represented

## PGD Advertising Goals



**Enhance the PGD Experience** – reinvesting in future improvements and passenger amenities to support a growing travel hub



**Seamless Passenger Experience** – aesthetically pleasing integration with wayfinding, entertainment and flight information



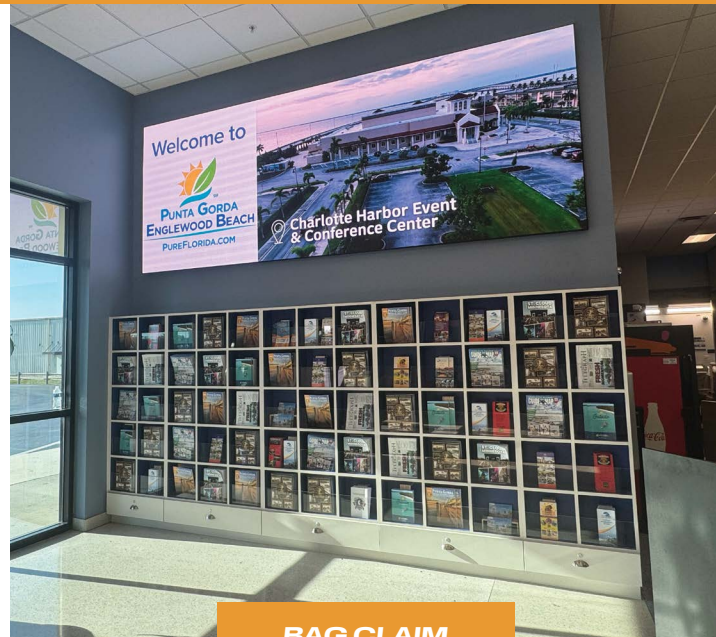
**Support for the Local Economy** – helping local and regional businesses grow their reach with smart advertising



# 3 Welcome Centers, — 1 BIG Impact —

## Brochure Displays

Reach travelers the moment they land in sunny Southwest Florida with premium brochure placement in PGD's three high-traffic Welcome Centers. These curated spaces are strategically positioned to capture attention during key transition moments, when visitors are actively deciding where to eat, stay, shop and explore.



BAG CLAIM

## Get in the hands of our visitors

Take advantage of these trusted touchpoints for travelers arriving in Southwest Florida and make a lasting first impression.

Each location offers a unique opportunity to engage a highly targeted audience with strong dwell times and limited distractions.

*Advertising placements shown are illustrative.*



RENTAL CAR CENTER



PGD AIR CENTER



# Bailey Terminal Interior Advertising Opportunities

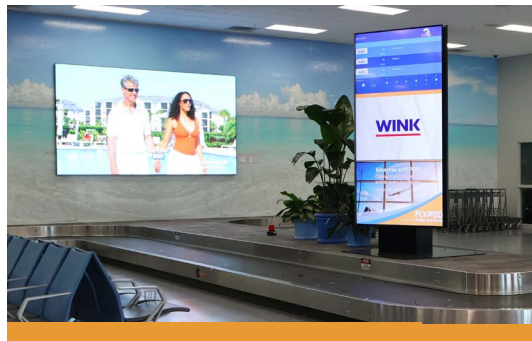
**Digital Displays** 20 hours of play (4 a.m. to midnight).



## Terminal-Wide Digital (Concourse Digital Network)

### • Five 100-inch LCD Displays: 7.3'x 4.1'

- Ultra HD Screens, 16:9 aspect ratio
- Locations: one in Ticketing Lobby, one in Bag Claim, three in Concourse
- Avg Dwell Time: 89 minutes (Concourse)



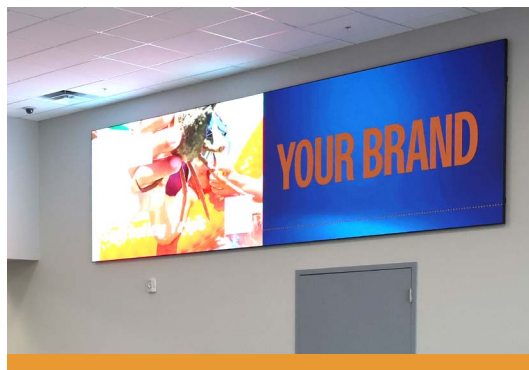
## Arrivals Featured Digital

### • Two LED Video Walls: 11.5' x 6.5'

- High Resolution Screens, 16:9 aspect ratio
- Locations: One displayed behind carousel 1, one behind Carousel 2

### • Two back-to-back 100-inch LCD Displays: 7.3'x 4.1'

- Eight ad spaces: each is 49" x 29," 16:9 aspect ratio
- Location: Four ad spaces on Carousel 1, four ad spaces on Carousel 2
- Avg Dwell Time: 32 minutes



## Ticketing Lobby Featured Digital

### • One LED Video Wall: 16.5' x 5'

- High Resolution Screen, 32:9 aspect ratio
- Location: Displayed adjacent to the check-in queue, also visible from TSA screening queue
- Avg Dwell Time: 62 minutes (includes ticketing, check-in and TSA screening)
- Features: Can display ultra-wide video content or multiple quadrants



## Static Displays

### In Concourse and Bag Claim

#### • 6' x 6' Tension Displays

- Vibrant graphics without being displayed behind glass, eliminating glare.



# Bailey Terminal Exterior

## Unmatched Visibility & High Impact

Exterior signage at PGD is large-format and strategically placed at key entry and exit points. It captures attention from drivers, passengers, greeters, and airport staff – maximizing exposure. These zones are bottlenecks of activity – guaranteeing high dwell time and engagement.

## Advertising Opportunities



### 8'x12' Framed Banner

Located on the exterior south end of the Bailey Terminal near ticketing entrance



### Boarding Ramp Banners

Five ramps with four 144" x 28" mesh banner opportunities per ramp



### Light Pole Banners

Three opportunities in front of the Bailey Terminal  
Three opportunities in front of the Rental Car Center  
*Additional opportunities available*



### Transit Shelters

One exclusive opportunity or shared placements

*Advertising placements shown are illustrative.*

**Be the first they see and the last they remember**

Own the space where every journey begins and ends.

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# Rental Car Center

## A Blank Canvas for All Your Advertising Needs



**At PGD, we don't just move passengers – we move brands forward.**

Our brand-new, state-of-the-art, 18,000-square-foot Rental Car Center is now open, and we're offering the unique opportunity to shape the future of brand engagement in a dynamic, high-impact environment.

### What's New

- A centralized rental car facility featuring top national rental car brands
- A seamless traveler experience, complete with modern architecture, high foot traffic and premium visibility
- Integration with PGD's digital and physical advertising networks

### Why This Matters

- This new facility is more than just a transportation hub – it's a blank canvas for immersive and memorable brand exposure
- Capture attention at the exact moment travelers are making decisions





# Rental Car Center Advertising Opportunities



## Highly Visible Display Space

About **20,000** travelers per month with a **31-minute** average dwell time to showcase your business



LED DISPLAY



LCD DISPLAY



BACK-LIT SIGN



SKY BANNERS

### Digital Displays

Your ad will be shown on two 100" digital displays. One of 12 ads rotates every two minutes with 10-second view time per ad.

19 hours of play (5 a.m. to midnight), 7 days a week and average 26 impressions/views per visitor.

#### Available opportunities

- LED Video Wall: 11.5' x 6.5' High Resolution Screens, 16:9 aspect ratio
- Two 100-inch LCD Displays: 7.3'x 4.1' Ultra HD Screens, 16:9 aspect ratio

### Static Displays

High-impact, permanent displays available in backlit, gallery canvas wrap or poster snap frame formats.

#### Available opportunities

- 96" x 36" Double Sided Sky Banners (sold as 2)
- Four (two in each restroom) 60" x 40" poster snap frames
- Two 30" x 48" gallery canvas wraps (alternative option for back-lit)
- One double-sided 23.5" x 66.5" back-lit free standing

### Think Big. Go Bold. Get Noticed.

This iconic launch marks the beginning of a new era in airport advertising. With a blank canvas as your starting point, the possibilities are endless — and you get to lead the way.

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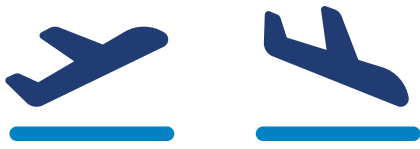


## Premium Visibility. Aviation-Focused Audience.

The PGD Air Center is a 13,500-square-foot facility that serves as a gateway for general aviation, private charters and aviation professionals. With a welcoming lobby, conference and event rooms, leased spaces, and a pilot lounge, the PGD Air Center provides private aircraft services for a high-value audience.

**Open to the public and strategically located on the north side of the airfield, the PGD Air Center also offers direct access to a 500,000-square-foot ramp, self-serve fuel and exclusive private aircraft services.**

### In 2025, PGD recorded...



**143,678**

ANNUAL TAKEOFFS & LANDINGS

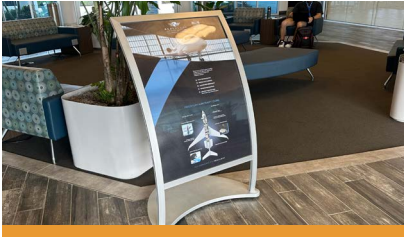
WITH NEARLY



**50%**

OF PILOTS AND PASSENGERS USING  
PGD AIR CENTER AMENITIES

Plans are underway for a future full-service restaurant and bar with panoramic runway views, further enhancing the visitor experience.



## PGD Air Center Lobby

- Two 24" x 36" Freestanding Floor Signs
- Digital Coffee Table Display – a central conversation piece with rotating digital ads



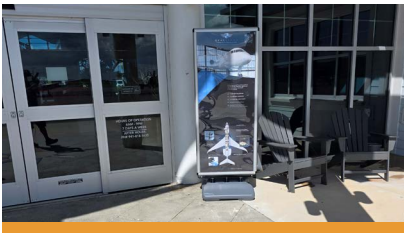
## Interior Digital Display

- 65" wall-mounted screen in high-traffic area
- 10-second ad in a continuously looping slideshow
- Maximum of four advertiser spots per loop, with a duration of 2 minutes between your ad being shown



## Restroom Displays

- Matching ad placements available in both men's and women's restrooms
- Two 60" x 40" displays (one in each restroom)



## Airside Exterior

- Prime airside visibility – seen by pilots and private air travelers upon arrival and departure
- Two 67" x 28" weather resistance freestanding signs



## Exterior LED Road Sign

- Full-color digital display at the PGD Air Center entrance
- 5-second ad in a continuously looping slideshow
- Maximum of 13 advertiser spots per loop, with a duration of 2 minutes between your ad being shown

Advertising placements shown are illustrative.

## Elevate your visibility with a built-in audience

The PGD Air Center attracts a unique, influential crowd. Be part of something exceptional. The runway is ready.



# Why Advertise on Our Digital Platforms?



## Target a Premium Audience



# 16K

FACEBOOK FOLLOWERS

# 2.5K

INSTAGRAM FOLLOWERS



# 1.7M

WEBPAGE VIEWS ANNUALLY

# 57.3K

SUBSCRIBERS TO PGD'S BUZZ E-NEWS

# 62%

AVERAGE OPEN RATE

## Prime Placement, High Visibility

Limited ad space = less clutter, more impact

## Trust-Backed Platform

PGD's website and email platforms are **trusted by travelers** planning their journey, making it a brand-safe, high-integrity environment for your messaging.

## Local and National Reach

Speak directly to both local residents and inbound travelers from **50+ nonstop destinations.**

## Flexible Placement. Powerful Results.

Whether you're a national brand looking to reach high-value leisure travelers or a local business building visibility, we offer flexible page placements and pricing tiers to align with your advertising goals – and your budget.

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# Digital Advertising Opportunities



## Add more impact!



Pair digital advertising with in-terminal signage for a seamless, multi-channel presence.

**ARRIVALS & DEPARTURES**

**PUNTA GORDA AIRPORT ARRIVALS & DEPARTURES**

Click on a city to filter by city:  
Click on an airline to filter by airline:

Arriving From	Time	Airline	Flight	Class	Remarks
Flint, MI	10:33 AM	allegiant	1537	1	Expected At 9:51 AM
Grand Rapids, MI	10:59 AM	allegiant	539	1	In Flight
Belleville, IL	1:48 PM	allegiant	843	1	On Time
Des Moines, IA	2:01 PM	allegiant	457	1	On Time
Dayton, OH	2:11 PM	allegiant	867	1	On Time
Albany, NY	5:06 PM	allegiant	852	1	On Time
Southbend, IN	5:30 PM	allegiant	956	1	On Time
Rockford, IL	5:48 PM	allegiant	891	1	On Time
Fort Wayne, IN	6:01 PM	allegiant	921	1	On Time
Louisville, KY	8:04 PM	allegiant	2492	1	On Time
Harrisburg, PA	9:05 PM	allegiant	2520	1	On Time

**look** THE #1 CHOICE FOR TRAVELERS **FLYPGD Media Solutions** Current and future content and services

**FLYPGD Media Solutions**  
20000 Airport Road  
Punta Gorda, FL 33982

**FLIGHTS**  
Arrivals & Departures  
Airlines & Ticketing  
TSA Screening  
Terminal Map

**AIRPORT & VISITOR INFO**  
Parking  
Rental Cars  
Events Calendar  
Shops & Dining  
Disability/Traveler Info  
Passenger Survey

**AIRPORT BUSINESS**  
Badging Info  
Employment Information  
Meeting Minutes and Agendas  
Special Directory  
Bids/Proposals/Qualifications  
Permit Applications  
Standards & Compliance

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## Website Display Ads

Target travelers where they seek critical travel information. Banner placements are available across **PGD's top-performing webpages:**

- Arrivals & Departures
- Parking & Directions
- Rental Cars
- Airlines
- In-terminal Wi-Fi landing page

**PGD BUZZ**

What's all the BUZZ? Check out the latest happening at PGD.

Visit PGD BUZZ

Available Advertising Space

**Airport News**

Available Advertising Space

Available Advertising Space

CCAA | news@flypgd.com | http://flypgd.com  
20000 Airport Road A-1  
Punta Gorda, FL 33982

STAY CONNECTED

f t

## BUZZ Email Blast Newsletter

Feature your brand in our monthly BUZZ email blast, reaching over **55,000 subscribers** with a high open rate.

## Social Spotlight *Included with Digital Advertising Packages*

Showcase your brand to travelers and the local community with **PGD's Social Spotlight** – a featured post on our official Facebook and/or Instagram channels. Ideal for local promotions, product launches or seasonal campaigns, this opportunity boosts visibility and engagement by aligning your message with a trusted regional platform.



# Big Things Are Taking Off

Punta Gorda Airport is investing in a bold future, with major upgrades designed to elevate the traveler experience and attract even more visitors to Southwest Florida.

## Bailey Terminal Expansion

A 50,000+ square foot expansion is underway, bringing new gates, additional seating, improved concessions and upgraded amenities – all driving more foot traffic and visibility for your brand.

## PGD Air Center Growth

Built in 2022, the PGD Air Center is gaining momentum as a hub for general aviation. It's also the future home of a public use restaurant, offering even more opportunities for brand alignment and regional visibility to an exclusive audience.

## More passengers. More destinations. More potential.

Now is the time to align your brand with PGD's next chapter.

## Ready to Take Off With Us?

Put your brand in front of thousands of travelers – right at the point of decision. Whether through eye-catching static displays or dynamic digital messaging, PGD advertising connects you with a premium, high-intent audience in the perfect mindset to explore, shop and book. Space is limited and demand is growing. Now's the time to claim your spot.



Let's get your campaign off the ground.



# Frequently Asked Questions

## What types of businesses can advertise at PGD?

We welcome both local and national advertisers across a wide range of industries. However, all advertising is subject to PGD's approval and must align with airport guidelines and federal advertising standards.

## How can I find out about advertising rates?

Please contact [advertise@flypgd.com](mailto:advertise@flypgd.com) to request current rates. Rates may vary and may be adjusted as needed.

## What if I have an idea for an advertising display format not listed in the media kit?

If you have a unique idea for a display format not currently offered, contact PGD's advertising representative. If the concept is approved, the rep will provide a proposed rate and additional details.

## Do advertisers pay for printing and production costs?

Yes. Advertisers are responsible for the cost of printing and installation for static displays. This does not apply to digital ads. PGD will coordinate print production and installation using PGD-approved vendors.

## Who is responsible for supplying advertising media files?

All media must be supplied by the advertiser. For an additional fee, PGD can assist with graphic design services.

## Can I update my digital ad content during the campaign?

Yes. Digital campaigns can be refreshed periodically, subject to the terms of your agreement. Please contact the PGD advertising representative for file specs, scheduling options and deadlines.

## Do you offer reporting on ad performance?

While PGD does not currently offer performance analytics for static placements, impressions estimates and rotation schedules can be provided for digital campaigns.

## Who do I contact for additional support or questions?

For all advertising inquiries or support, please contact:

Email: [advertise@flypgd.com](mailto:advertise@flypgd.com)

Phone: **941.639.1101 ext: 165**

All advertising opportunities are subject to availability at the time of booking. PGD reserves the right to adjust listed advertisement pricing at its discretion based on individual advertiser agreements. Advertisers must comply with all airport regulations and federal advertising standards. All creative is subject to PGD's approval for content, design and placement.

# Advertising Rates

Rates Effective January 2026

## Rental Car Center

**Digital Network** – 10-second spot shown every two minutes: **\$250/spot/month**

- Includes **Two 100-inch LCD Displays**: 7.3'x 4.1' Ultra HD Screens, Avg Dwell Time: 31 minutes

**Static Wall Displays** – Various sizes: **Starting at \$100/month**

- Multiple opportunities available

## Terminal

**Concourse Digital Network** – 10-second spot shown every two minutes: **\$1,300/spot/month**

- Includes **Five 100-inch LCD Displays**: 7.3'x 4.1' Ultra HD Screens (one in Ticketing Lobby, one in Bag Claim, three in Concourse), Avg Dwell Time: 89 minutes (Concourse)

**Arrivals Digital Network** – 10-second spot shown every two minutes: **\$1,300/spot/month**

- Includes **Two LED Video Walls**: 11.5' x 6.5' (behind Carousel 1 and Carousel 2), Avg Dwell Time: 32 minutes

**Arrivals Carousel Digital** – Limited to two advertisers: **\$1,500/month**

- **Two back-to-back 100-inch LCD Displays: 7.3'x 4.1' on Carousel 1 and Carousel 2**
  - Four Dedicated Spaces: each is 49" x 29," 16:9 aspect ratio

## Terminal cont.

### **Ticketing Featured Digital** – Limited spots available: **starting at \$750/spot/month**

- **One LED Video Wall:** 16.5' x 5' (32:9 ratio) or split into two 8.25' x 5' (16:9 ratio)
  - o Adjacent to check-in queue, visible from TSA screening, Avg dwell time: 62 minutes

### **Static Wall Tension Displays** – 120" x 120": **Starting at \$750/month**

- Multiple opportunities available in concourse and arrivals

### **Exterior Static Displays** – Various sizes: **Starting at \$125/month**

- Multiple opportunities available

## FBO Air Center

### **Digital Network** – 10-second spot shown every two minutes: **\$75/spot/month**

- **Includes One 65-inch LCD Display:** 7.3'x 4.1' Ultra HD Screen, Avg Dwell Time: 98 minutes

### **Static Wall Displays** – Various sizes: **Starting at \$50/month**

- Multiple opportunities available

## Literature Distribution

### **Three high traffic Welcome Centers** –Various packages available: **Starting at \$50/month**

*Pricing based on 12-month contract.*

*Advertisers must produce and provide their own literature for distribution.*

*Initial investment may be subject to adjustments based on vendor pricing fluctuations.*

*10% discount for approved non-profit organizations.*

**FLY PGD**  
**Media Solutions**

Connect with travelers across every touchpoint **37**



# DeSoto County

6/9/2026

- 
- Consent Agenda     Quasi-Judicial Public Hearing  
 Regular Business 1:30 pm  
 Public Hearing Other

**DEPARTMENT:** Tourism Development  
**SUBMITTED BY:** Sondra Guffey  
**PRESENTED BY:** Sondra Guffey

**TITLE & DESCRIPTION:**

**Beautification Project update**

**REQUESTED MOTION:**

n/a

**SUMMARY:**

**This item is a discussion and update about the new DeSoto County Staff project focused on the beautification of major pathways and roadways in and out of the county, as well as potential committee appointments regarding the project.**

**BACKGROUND:**

**At the April 21, 2026, TDC meeting, staff presented the beautification project to council members. Members agreed that staff should coordinate with Arcadia Main Street, noting that staff should pursue low-maintenance, coordinated beautification aligned with maintenance commitments and sponsorships, as well as efforts to fix damaged signage, plan phased improvements and communicate project timelines with members.**

**FUNDS:**

Budget Amount: Click or tap here to enter text.

Actual Agenda Item: Click or tap here to enter text.

Cost: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Explanation: Click or tap here to enter text.