



DeSoto County

Tourism Development Council

Meeting Agenda

Tuesday, December 9, 2025

1:30 PM

CALL TO ORDER

MINUTES APPROVAL

Minutes for October 14, 2025

[25-1456](#)

Attachments: [TDC Meeting Minutes 101425_FINAL](#)

REGULAR BUSINESS

Bed Tax Revenue Update

[25-1455](#)

Attachments: [TD Revenues-Master](#)

Marketing Plan and Direction

[25-1450](#)

Attachments: [Marketing Plan](#)
[Fall 2025 Major Event Demographics](#)

Ongoing and Recent Marketing Efforts

[25-1454](#)

Attachments: [\(1\) Checkout - Next Day Display](#)
[120125_Peace River Brochure + Map 2025.pdf_v6](#)
[Dinging Guide and map -- trifold_as of 11-2025](#)
[142691_StandardRetract_Proof](#)
[DOC120125-12012025164642](#)
[ESAR FARM GUIDE 2025-26_Page_2](#)
[ESAR FARM GUIDE 2025-26_Page_1](#)

Discussion of 2026 Arcadia Rodeo Sponsorship

[25-1451](#)

Attachments: [Sponsor Packet](#)
[Sponsorship Form](#)

Tourism Champions Program

[25-1452](#)

Attachments: [Champions Program Summary](#)

VisitDeSoto.com "Visitor Tips" Dedicated Page Discussion

[25-1453](#)

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

12/9/2025

Item #:

- ☐ 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 October 14, 2025

REQUESTED MOTION:

Approval

SUMMARY:

A review of the minutes from the TDC October 14, 2025.

BACKGROUND:

The Tourism Development Council held a meeting on October 14, 2025. This is a review of 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

Tuesday, October 14, 2025

1:30 PM

CALL TO ORDER

Chair Anthney called the meeting to order at 1:35 p.m.

Present: Trent Anthney, Meagan Joseph, Pam Ames and Summer Lempenau

Absent: Jerod Gross, Sanjay Patel, Judy Wertz-Strickland and Zac Varner

MINUTES APPROVAL

Minutes for August 19, 2025

TDC members reviewed the minutes from the August 19, 2025, meeting. Ms.

Lempenau motioned to approve the minutes, Ms. Joseph seconded. All approved.

REGULAR BUSINESS

Bed Tax Revenue Update

Ms. Guffey stated that revenue has been declining for five consecutive months. July was down by \$578 (6%), May was down 32%, and March was down 22%. She added that the revenue source is a 3% bed tax collected by the state, and the data received is always two months behind.

Ms. Joseph stated that a potential reason for the decline is the lack of work crews, which were present in previous years due to hurricane recovery efforts.

Ms. Guffey added that the Tourism Department has approximately two years' worth of reserves, and all marketing funds come from the bed tax, not from DeSoto County property taxes.

Chair Anthney questioned whether or not the steep revenue drops in March and May could be a reporting error by the state's Department of Revenue. He did add that contacting them can be difficult.

Advertising and Marketing Review

TDC discussed previous advertising and marketing efforts, as well as future efforts to pursue.

A key theme was addressing questions from a "tourist brain" perspective, anticipating the needs of visitors who are new to the area and its environment. It was suggested to create a dedicated section on the VisitDeSoto.com website for visitor tips, covering topics like wildlife, fishing, and other local phenomena.

Regarding print advertising, Ms. Guffey stated that two photo ads were approved for the Visit Florida Vacation Guide.

Ms. Guffey added that a boosted Facebook post for the Peace River reached 14,619 people with 19,469 views, skewing heavily toward the 65 and over demographic. A boosted video ad for the rodeo also performed well with the 65+ age group, achieving 16 and 17 cents per click. Past campaigns have targeted Orlando, Tampa, St. Pete, Sarasota, and Fort Myers.

Chair Anthney suggested the future boosted posts target Florida's east coast, specifically, from Broward to Hialeah and down to Florida City to attract new visitors. Ms. Guffey added that staff would boost posts for the upcoming Arcadia Bike Fest.

Council members agreed that marketing efforts should focus on attracting "staycation" visitors from nearby regions, such as Lee County to Tampa. It was determined that the county does not have the budget or competitive attractions to effectively market to out-of-state tourists.

A proposal for a quarter-page ad for \$1,650 in "Travel Taste and Tour" magazine was discussed. The offer included a claimed reach of 1.2 million readers and social media promotion, which some members felt was "too good to be true." TDC members discussed pursuing advertising with Travel Taste and Tour Magazine.

Ms. Lempenau made a motion asking staff to pursue advertising opportunities with the magazine, Ms. Joseph seconded. All approved. The motion was approved on the condition that a trusted industry contact first confirms the legitimacy and value of the publication.

The promotional budget for Fiscal Year 2026 is \$65,000.

TDC members also reviewed a draft map brochure currently being designed by company 365 Degree Total Marketing. Group members noted inaccuracies such as images showing mangrove tunnels and a manatee, which are not representative of the local river environment. They also noted language and misspellings throughout the brochure. Staff informed Council Members would take their notes back to the company for further development of the brochure.

Burt Reynolds Memorabilia - Gene Kennedy Presentation

This agenda item was tabled for a to-be-determined future meeting; however, it was briefly discussed during staff comments.

"A Land Remembered" Television Show

Ms. Guffey informed Council Members that a filmmaker from Tampa is creating a TV series based on the book "A Land Remembered."

Contact has been made with the producer-director to encourage filming in DeSoto County, as the book features Arcadia and DeSoto.

PUBLIC COMMENTS

n/a

COMMITTEE COMMENTS

Council members agreed that widespread construction has been a major issue, making it difficult to travel around town.

Ms. Guffey mentioned Tourism staff's "Worth the Wild" campaign as a marketing effort to address the travel difficulties.

Internet and phone service reliability was debated. One local campground has not had Wi-Fi for customers since 2017.

Ms. Joseph stated that some long-time residents have a negative perception of the area's growth, and there is a need to better communicate the benefits of tourism.

STAFF COMMENTS

Ms. Guffey stated that Gene Kennedy is seeking a downtown space to open a Burt Reynolds memorabilia museum.

Ms. Ames added that there are currently 16 vacant buildings downtown. Ms. Ames was asked about YiYi's Restaurant being closed. She said the restaurant is temporarily closed but expects to reopen after around two months.

Mr. Sutphin stated that the owner of Oak Street Deli is selling the business to the operators of the Broken Spur Diner; it will be renamed "Broken Spur Deli."

ADJOURN

Chair Anthney asked for a motion to adjourn the meeting at 2:48 p.m. Ms. Lempenau made the motion, Ms. Joseph 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

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DeSoto County

12/9/2025

-
- ☐ 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:

Bed Tax Revenue

REQUESTED MOTION:

n/a

SUMMARY:

Bed Tax Revenue results are in for August and September 2025, wrapping up FY2025. Ms. Guffey will provide an update on those results.

BACKGROUND:

Bed Tax Revenue results showed a decline in both August (-19%) and September (-4%) in comparison to the same months of 2024. End of the fiscal year results did show a 5% increase for the overall FY2025 compared to FY2024.

FUNDS:

Budget Amount: Click or tap here to enter text.

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Cost: Click or tap here to enter text.

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Tourist Development	2024/25	FY2023/24	Variance	Percent Change
October	14,067.23	\$11,564.18	2,503	22%
November	13,936.87	\$10,389.56	3,547	34%
December	18,628.09	\$17,374.53	1,254	7%
January	32,939.72	\$19,025.05	13,915	73%
February	24,552.69	\$24,274.64	278	1%
March	16,309.63	\$21,016.52	-4,707	-22%
April	12,759.86	\$13,594.49	-835	-6%
May	9153.14	\$13,393.31	-4,240	-32%
June	8,688.14	\$9,394.35	-706	-8%
July	9,054.79	\$9,632.87	-578	-6%
August	9295.38	\$11,494.02	-2,199	-19%
September	9355.48	\$9,769.28	-414	-4%
Total Revenues	178,741.02	\$170,922.80	7,818	5%
FY 22/23				
FY 21/22				
FY 20/21				
FY 19/20				
FY 18/19				

Tourist Development	FY2023/24	FY 2022/2023	Variance
October	\$11,564.18	\$14,704.23	-\$3,140.05
November	\$10,389.56	\$14,541.06	-\$4,151.50
December	\$17,374.53	\$14,862.79	\$2,511.74
January	\$19,025.05	\$17,126.53	\$1,898.52
February	\$24,274.64	\$18,448.25	\$5,826.39
March	\$21,016.52	\$20,772.18	\$244.34
April	\$13,594.49	\$12,317.05	\$1,277.44
May	\$13,393.31	\$10,677.83	\$2,715.48
June	\$9,394.35	\$11,252.40	-\$1,858.05
July	\$9,632.87	\$10,181.53	-\$548.66
August	\$11,494.02	\$9,923.62	\$1,570.40
September	\$9,769.28	\$9,724.28	\$45.00
Total Revenues	\$170,922.80	\$164,531.75	\$6,391.05
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	

Percent		
Change		
-21%		
-29%		
17%		
11%		
32%		
1%	100455.04	
10%		
25%		
-17%		
-5%		
16%		
0%		
4%	3189.44	3.2% over first 6 months of 2023

	2024	2023	Variance	Percent Change
January	\$19,025.05	\$17,126.53	\$1,898.52	11%
February	\$24,274.64	\$18,448.25	\$5,826.39	32%
March	\$21,016.52	\$20,772.18	\$244.34	1%
April	\$13,594.49	\$12,317.05	\$1,277.44	10%
May	\$13,393.31	\$10,677.83	\$2,715.48	25%
June	\$9,394.35	\$11,252.40	-\$1,858.05	-17%
July	\$9,632.87	\$10,181.53	-\$548.66	-5%
August	\$11,494.02	\$9,923.62	\$1,570.40	16%
September	\$9,769.28	\$9,724.28	\$45.00	0%
October	\$14,067.23	\$11,564.18	\$2,503.05	22%
November	\$13,936.87	\$10,389.56	\$3,547.31	34%
December	\$18,628.09	\$17,374.53	\$1,253.56	7%

TOTAL	\$178,226.72	\$159,751.94	\$18,474.78	12%
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Tourist Development	FY 2022/2023	FY2021/2022	Variance
October	\$14,704.23	\$7,547.52	7,157
November	\$14,541.06	\$7,268.56	7,273
December	\$14,862.79	\$6,783.15	8,080
January	\$17,126.53	\$12,978.28	4,148
February	\$18,448.25	\$16,206.14	2,242
March	\$20,772.18	\$18,302.81	2,469
April	\$12,317.05	\$12,431.57	-115
May	\$10,677.83	\$9,264.13	1,414
June	\$11,252.40	\$7,390.07	3,862
July	\$10,181.53	\$7,140.71	3,041
August	\$9,923.62	\$7,201.38	2,722
September	\$9,724.28	\$8,506.54	1,218
			0
Total Revenues	\$ 164,531.75	\$121,020.86	43,511
FY 21/22	\$121,020.86		
FY 20/21	\$84,008.75		
FY 19/20	\$69,444.29		
FY 18/19	\$73,370.06		

Percent
Change
95%
100%
119%
32%
14%
13%
-1%
15%
52%
43%
38%
14%
36%

Tourist Development	FY2021/2022	FY2020/2021	Variance	Percent Change
October	\$7,547.52	\$4,894.56	2,653	54%
November	\$7,268.56	\$5,702.56	1,566	27%
December	\$6,783.15	\$5,658.45	1,125	20%
January	\$12,978.28	\$6,851.47	6,127	89%
February	\$16,206.14	\$7,414.57	8,792	119%
March	\$18,302.81	\$12,070.44	6,232	52%
April	\$12,431.57	\$9,216.63	3,215	35%
May	\$9,264.13	\$7,013.52	2,251	32%
June	\$7,390.07	\$6,934.00	456	7%
July	\$7,140.71	\$7,570.46	-430	-6%
August	\$7,201.38	\$5,347.94	1,853	35%
September	\$8,506.54	\$5,334.15	3,172	59%
Total Revenues	\$121,020.86	\$84,008.75	37,012	44%
FY 20/21		\$84,008.75		
FY 19/20		\$69,444.29		
FY 18/19		\$73,370.06		

Tourist Development	FY2020/2021 - TY	FY2019/2020 - LY	Variance	Percent
				Change
October	\$4,894.56	\$5,304.50	-410	-8%
November	\$5,702.56	\$5,816.40	-114	-2%
December	\$5,658.45	\$5,449.71	209	4%
January	\$6,851.47	\$6,896.16	-45	-1%
February	\$7,414.57	\$11,361.17	-3,947	-35%
March	\$12,070.44	\$8,317.48	3,753	45%
April	\$9,216.63	\$2,767.05	6,450	233%
May	\$7,013.52	\$4,278.51	2,735	64%
June	\$6,934.00	\$4,863.18	2,071	43%
July	\$7,570.46	\$5,321.13	2,249	42%
August	\$5,347.94	\$4,848.00	500	10%
September	\$5,334.15	\$4,221.00	1,113	26%
Total Revenues	\$84,008.75	\$69,444.29	12,951	21%
FY 2018/2019	\$73,370.06			

Tourist Development	FY2019/2020 - TY	FY2018/2019 - LY	Variance	Percent
				Change
October, 2019	\$5,304.50	\$4,997.33	307	6%
November	\$5,816.40	\$5,045.43	771	15%
December	\$5,449.71	\$5,343.10	107	2%
January	\$6,896.16	\$6,365.56	531	8%
February	\$11,361.17	\$8,324.97	3,036	36%
March	\$8,317.48	\$12,164.03	-3,847	-32%
April	\$2,767.05	\$7,477.32	-4,710	-63%
May	\$4,278.51	\$5,781.72	-1,503	-26%
June	\$4,863.18	\$4,320.13	543	13%
July	\$5,321.13	\$4,094.47	1,227	30%
August	\$4,848.00	\$3,964.00	884	22%
September,2020	\$4,221.00	\$5,492.00	-1,271	-23%
Total Revenues Oct-Sept	\$69,444.29	\$73,370.06	-3,926	-5%

Tourist Development	FY2018/2019 - LY	FY 2018/2017	Variance	Percent
				Change
October, 2017	\$4,997.33	\$7,705.96	-2,709	#REF!
November	\$5,045.43	\$7,010.40	-1,965	#REF!
December	\$5,343.10	\$5,989.08	-646	#REF!
January	\$6,365.56	\$6,841.85	-476	#REF!
February	\$8,324.97	\$7,219.09	1,106	#REF!
March	\$12,164.03		12,164	#REF!
April	\$7,477.32		7,477	#REF!
May	\$5,781.72		5,782	#REF!
June	\$4,320.13		4,320	#REF!
July	\$4,094.47		4,094	#REF!
August	\$3,964.00		3,964	#REF!
September, 2018	\$5,492.00		5,492	#REF!
			0	
Total Revenues Oct-Sept	\$73,370.06		73,370	#REF!

Tourist Development	FY 2017	FY 2016	Variance	Percent
				Change
October, 2016			#REF!	#REF!
November			#REF!	#REF!
December			#REF!	#REF!
January			#REF!	#REF!
February			#REF!	#REF!
March			#REF!	#REF!
April			#REF!	#REF!
May			#REF!	#REF!
June			#REF!	#REF!
July			#REF!	#REF!
August			#REF!	#REF!
September, 2017			#REF!	#REF!
			#REF!	
Total Revenues Oct-Sept	\$84,979.52	\$84,152.70	827	1%

Tourist Development	FY 2016	Variance	Percent
			Change
October, 2016		#REF!	#REF!
November		#REF!	#REF!
December		#REF!	#REF!
January		#REF!	#REF!
February		#REF!	#REF!
March		#REF!	#REF!
April		#REF!	#REF!
May		#REF!	#REF!
June		#REF!	#REF!
July		#REF!	#REF!
August		#REF!	#REF!
September, 2017		#REF!	#REF!
		#REF!	
Total Revenues Oct-Sept	84, 152.70	#REF!	#REF!



DeSoto County

12/9/2025

-
- ☐ 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:
Marketing Plan and Direction

REQUESTED MOTION:
A discussion on what geographical regions would be best to direct marketing and advertising efforts.

SUMMARY:
In past 2025 meetings, TDC members have supported and agreed with staff's marketing of tourist attractions involving the County's wild outdoors, rural charm and historic structures. The goal of this agenda item is to discuss what geographical regions staff should aim current and future marketing efforts.

BACKGROUND:
Click or tap here to enter text.

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.

Below is a comprehensive tourism marketing plan for DeSoto County, Florida, designed to highlight its unique “Florida Wild” identity, leveraging its natural beauty, cultural heritage, and authentic rural charm to attract visitors. The plan is informed by the county’s existing assets, such as the Peace River, Arcadia All-Florida Championship Rodeo, and historic downtown Arcadia, and aims to position DeSoto County as a must-visit destination for outdoor enthusiasts, families, and cultural travelers.

DeSoto County, Florida: Tourism Marketing Plan

1. Executive Summary

DeSoto County, located in the Florida Heartland, offers a unique blend of unspoiled natural landscapes, authentic cowboy culture, and historic charm. This marketing plan aims to increase tourism by promoting the county’s key attractions—such as the Peace River, Arcadia’s antique shopping, and the iconic Arcadia All-Florida Championship Rodeo—while targeting specific audience segments like outdoor adventurers, families, and heritage travelers. The strategy focuses on digital marketing, partnerships, community engagement, and sustainable tourism development to drive visitor growth and economic impact over a three-year period.

2. Situational Analysis

Strengths:

- **Unique Identity:** Known as “Florida Wild,” DeSoto County offers an authentic, unhurried experience with natural attractions like the Peace River and cultural events like the Arcadia Rodeo.
- **Key Attractions:** The Peace River (canoeing, kayaking, fossil hunting), Arcadia’s historic downtown (antique shopping), and the nearly 100-year-old Arcadia All-Florida Championship Rodeo.
- **Strategic Location:** One hour from Sarasota, Bradenton, and Fort Myers, with access to three airports and the Florida Turnpike.
- **Community Support:** Strong local leadership and a Tourism Development Department led by Sondra Guffey, focused on promoting the county.
- **Emerging Developments:** Proximity to the Sunseeker Resort in neighboring Charlotte County, which could draw spillover visitors.

Weaknesses:

- Limited awareness of DeSoto County compared to coastal Florida destinations.

- Infrastructure gaps, such as broadband coverage, which could hinder digital marketing efforts.
- Smaller population (33,976 as of 2020) limits local workforce for large-scale tourism initiatives.
- Seasonal climate challenges, with peak rainfall from June to September.

Opportunities:

- Growing interest in eco-tourism and authentic, off-the-beaten-path experiences.
- Leverage partnerships with VISIT FLORIDA and regional tourism boards to amplify reach.
- Capitalize on the Sunseeker Resort's opening to attract visitors to nearby DeSoto County.
- Expand digital marketing to reach broader audiences beyond the Florida Heartland.

Threats:

- Competition from more established Florida destinations like Orlando, Miami, or St. Petersburg.
- Potential for hurricanes or natural disasters, as seen with Hurricane Charley in 2004.
- Economic dependence on agriculture and limited diversification may slow tourism infrastructure growth.

3. Target Audience

1. Outdoor Enthusiasts (Ages 25-55):

- Interested in kayaking, canoeing, airboat tours, fossil hunting, and camping along the Peace River.
- Likely to value eco-friendly and sustainable travel experiences.

2. Families with Children (Ages 30-50):

- Seeking affordable, nature-based activities like camping, wildlife sanctuaries (e.g., Lions, Tigers & Bears), and family-friendly events like the Arcadia Rodeo.

3. Heritage and Cultural Travelers (Ages 35-65):

- Drawn to historic downtown Arcadia, antique shopping, and cowboy culture.
- Interested in agricultural experiences like citrus grove tours at Joshua Citrus.

4. **Retirees and Snowbirds (Ages 55+):**

- Attracted to RV resorts, campgrounds, and the relaxed, unhurried pace of DeSoto County.
- Likely to stay for extended periods during winter months (mid-70s temperatures).

4. **Marketing Objectives**

1. **Increase Visitor Numbers:** Achieve a 15% increase in annual visitors to DeSoto County by 2028 through targeted marketing campaigns.
2. **Enhance Brand Awareness:** Establish “Florida Wild” as a recognized brand for authentic, nature-based tourism in Florida, reaching 1 million digital impressions annually.
3. **Boost Local Economy:** Increase tourism-related revenue by 10% annually through visitor spending on lodging, dining, and attractions.
4. **Promote Sustainability:** Develop eco-friendly tourism initiatives to preserve natural assets like the Peace River and support long-term growth.

5. **Marketing Strategies**

A. **Brand Positioning**

- **Tagline:** “Discover Florida Wild in DeSoto County”
- Emphasize the county’s unspoiled landscapes, authentic cowboy culture, and historic charm as an antidote to crowded urban destinations.
- Highlight the contrast to typical Florida tourism: “Leave the crowds behind for the real Florida experience.”

B. **Digital Marketing**

- **Website Optimization:**
 - Enhance www.visitdesoto.com with interactive maps, event calendars, and booking tools for attractions like Canoe Outpost and Peace River Charters.

- Ensure mobile responsiveness and SEO optimization for terms like “Florida Wild,” “Peace River kayaking,” and “Arcadia Rodeo.”
- **Social Media Campaigns:**
 - Platforms: Instagram, Facebook, TikTok, and YouTube.
 - Content: Short videos showcasing Peace River adventures, rodeo highlights, and antique shopping; user-generated content contests (e.g., #FloridaWildAdventure).
 - Partner with influencers in outdoor, family, and heritage travel niches to reach 100,000+ followers.
- **Email Marketing:**
 - Expand the DeSoto County newsletter subscriber base by 20% annually through sign-ups at www.visitdesotocounty.com.
 - Send monthly newsletters with event updates, special offers, and seasonal itineraries.
- **Digital Ads:**
 - Run Google Ads and social media ads targeting outdoor enthusiasts and families within a 200-mile radius (Tampa, Orlando, Miami).
 - Budget: \$10,000 annually for paid digital campaigns.

C. Partnerships and Collaborations

- **VISIT FLORIDA Partnership:**
 - Collaborate with VISIT FLORIDA to include DeSoto County in statewide campaigns and access their marketing research tools.
- **Regional Alliances:**
 - Partner with the Sunseeker Resort and neighboring counties (Charlotte, Hardee, Highlands) to create multi-destination itineraries.
 - Join the Heartland Library Cooperative to promote cultural events.
- **Local Business Engagement:**
 - Work with businesses like Joshua Citrus, Peace River Charters, and Lions, Tigers & Bears to offer bundled packages (e.g., grove tour + airboat ride).

- Support local events through the Event Marketing Grants program (up to \$3,000 per event).

D. Content Marketing

- **Blog and Video Series:**

- Create a “Florida Wild Adventures” blog on visitdesoto.com, covering topics like “Top 5 Peace River Activities” and “A Day in Historic Arcadia.”
- Produce YouTube videos featuring local guides (e.g., Canoe Outpost staff) and visitor testimonials.

- **Tourism Brochure:**

- Update and distribute the DeSoto Tourism Brochure (PDF) at regional visitor centers and online.
- Highlight key attractions with QR codes linking to booking pages.

- **Media Outreach:**

- Pitch stories to travel publications like Florida Travel Blog and Spectrum News 13, focusing on Arcadia’s antique capital status and Peace River adventures.

E. Community-Based Tourism

- **Local Events:**

- Promote the Arcadia All-Florida Championship Rodeo (March 9-12 annually) as the flagship event, targeting regional and national audiences.
- Support smaller events like “Brunch in the Park” and DeSoto Arts Center exhibitions through social media and grants.

- **Cultural Experiences:**

- Develop guided tours of historic downtown Arcadia and citrus groves, emphasizing the county’s heritage and agricultural roots.
- Partner with the DeSoto County Chamber of Commerce to integrate Leadership DeSoto participants in tourism promotion.

F. Sustainable Tourism Initiatives

- **Eco-Friendly Practices:**

- Promote low-impact activities like kayaking and fossil hunting with guidelines to protect the Peace River ecosystem.

- Partner with Canoe Outpost to educate visitors on environmental conservation.
- **Infrastructure Improvements:**
 - Support broadband expansion to enhance digital access for visitors and businesses.
 - Advocate for additional boat ramps and walking paths to improve access to natural attractions.

6. Implementation Plan

Year 1 (2025-2026):

- Launch updated www.visitdesoto.com with interactive features (Q1).
- Initiate social media campaigns and influencer partnerships (Q2).
- Distribute updated tourism brochure at regional visitor centers (Q3).
- Secure VISIT FLORIDA partnership and promote Arcadia Rodeo (Q4).
- Budget: \$50,000 (website, digital ads, brochures, grants).

Year 2 (2026-2027):

- Expand digital ad campaigns to target out-of-state markets (Q1).
- Develop bundled attraction packages with local businesses (Q2).
- Host a “Florida Wild Festival” to showcase outdoor activities and local culture (Q3).
- Evaluate visitor data and adjust campaigns based on performance (Q4).
- Budget: \$75,000 (ads, festival, partnerships).

Year 3 (2027-2028):

- Launch a loyalty program for repeat visitors (e.g., discounts at RV resorts) (Q1).
- Partner with Sunseeker Resort to create joint marketing campaigns (Q2).
- Expand eco-tourism initiatives with guided conservation tours (Q3).
- Measure progress toward 15% visitor increase and refine strategies (Q4).
- Budget: \$100,000 (loyalty program, partnerships, conservation).

7. Budget Allocation

- **Digital Marketing:** \$30,000/year (website, social media, ads)
- **Content Creation:** \$15,000/year (videos, blogs, brochures)
- **Event Promotion:** \$20,000/year (grants, rodeo marketing)
- **Partnerships:** \$10,000/year (VISIT FLORIDA, regional alliances)
- **Sustainability Initiatives:** \$5,000/year (eco-tourism programs)
- **Contingency:** \$10,000/year
- **Total (3 Years):** \$225,000

8. Metrics for Success

- **Visitor Numbers:** Track annual visitor counts via hotel bookings, attraction ticket sales, and event attendance.
- **Digital Engagement:** Measure website traffic, social media impressions, and newsletter sign-ups.
- **Economic Impact:** Monitor tourism-related revenue through sales tax data and business surveys.
- **Sustainability:** Assess environmental impact through feedback from Canoe Outpost and Peace River Charters.

9. Conclusion

This tourism marketing plan positions DeSoto County as a premier destination for authentic, nature-based, and cultural experiences in Florida. By leveraging digital marketing, strategic partnerships, and community engagement, the county can attract diverse audiences while preserving its unique “Florida Wild” identity. With a focus on sustainability and collaboration, DeSoto County is poised to become a top destination in the Florida Heartland by 2028.

Naples	5	3
Ruskin	2	
Venice	6	
Englewood	3	
Dunedin	1	
Bradenton	3	
Port Charlotte/PG	1	3
Ft. Myers	7	
Frostproof	1	1
Arcadia	7	
Avon Park		1
Bonita Springs		1
Bradenton		1
Cape Coral	1	3
Clearwater	1	
Fort Myers		1
Fort Pierce		1
Highlands		1
Hillsborough		1
Lakeland	1	1
Lakewood Ranch		1
Leesburg	1	
Lehigh Acres	1	
Melbourne	5	
Myakka		1
Naples		3
New Port Ritchie	1	
Nokomis	2	
Parrish		1
Pinellas County	1	
Plant City	1	
Sarasota	5	2
Sebring	1	1
Tampa		1
Wimauma	1	
Zephyr Hills	1	
5,245 sold on Saturday		... sold on Sunday
Kentucky		1
North Carolina		1
Virginia		2

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Arcadia	8
Avon Park	1
Bartow	1
Buffalo	1
Cape Coral	2
Englewood	1
Fort Meade	1
Fort Myers	1
Germany	1
LaBelle (Moorehaven)	1
Lake Placid	1
Lakeland	2
Miami	1
Mulberry	1
N. Fort Myers	1
Naples	1
North Port	1
Parrish	1
Placida	1
Port Charlotte	2
Port St. Lucie	1
Punta Gorda	3
Sarasota	5
Sebring	4
Winter Haven	1
Wisconsin	1



DeSoto County

12/9/2025

Item #:

- ☐ 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:

Ongoing and Recent Marketing Efforts

REQUESTED MOTION:

n/a

SUMMARY:

DeSoto Tourism Staff will provide an update on ongoing and recent advertising and marketing efforts.

BACKGROUND:

At previous TDC meetings, council members made motions encouraging Tourism Staff to advertise more frequently through social media, Google Advertisements, and other print and social advertisement mediums. This addenda item is an update on those efforts.

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.



FREE NEXT DAY TURNAROUND

Cutoff Time: Monday - Friday @ 1:00PM PST



FREE STANDARD GROUND SHIPPING

Flat Rate Overnight Shipping Available



OPTIONAL SAME DAY TURNAROUND

Cutoff Time: Monday - Friday @ 10:00AM PST

Thank you. Your order has been received.

Order Number

142691

Status

PROCESSING

Date

November 17, 2025

Total

\$137.99

Payment method:

Credit Card

Your order

Thanksgiving Holiday

Next Day Display will be closed on Thursday, Nov 27th and Friday, Nov 28th in observance of the Thanksgiving holiday. Please add extra time for production and estimated delivery times.

PRODUCT

23" x 66" Standard Retractable x 1

\$137.99

Next Day Turnaround: Item Will Ship On Nov 18, 2025

Same Day Turnaround: Item will Ship Nov 17, 2025

PRODUCT

DO YOU NEED HELP WITH YOUR No (Please Upload Exact Size:

ARTWORK?: No Bleeds)

Size: 23" x 66"

Hardware: Stand + Insert

Insert: 9oz. Wrinkle Free Fabric (Polyester)

LED Light: No

TURNAROUND TIME: Next Day Turnaround

Subtotal: \$137.99

Shipping: Free Ground Shipping (Add 2 to 5 Days)

Total: \$137.99

Payment method: Credit Card

Upload files

23" x 66" Standard Retractable

Upload(s) for item #1

Standard 23x66

DROP YOUR FILES

Select files

 pdf

Upright banner FINAL_VisitDeSoto.pdf

📁 Your file was successfully uploaded. We will send you a final proof shortly after checkout.

Allowed filetype(s): jpg, pdf, png, ai, eps, psd | Max. uploads: 5 | Max. filesize: 300MB

Thanksgiving Holiday

Next Day Display will be closed on Thursday, Nov 27th and Friday, Nov 28th in observance of the Thanksgiving holiday. Please add extra time for production and estimated delivery times.

Billing Address

Daniel Sutphin
DeSoto County Economic Development and Tourism
2250 NE Roan Street
Arcadia, FL 34266
18634447996

d.sutphin@desotobocc.com

Shipping Address

Daniel Sutphin
DeSoto County Economic Development and Tourism
2250 NE Roan Street
Arcadia, FL 34266

← **BACK TO LIST**



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Thanksgiving Holiday

Next Day Display will be closed on Thursday, Nov 27th and Friday, Nov 28th in observance of the Thanksgiving holiday. Please add extra time for production and estimated delivery times.



Along the Peace River, **ADVENTURE** comes naturally.

Hike shady trails that lead through oak hammocks and pine flatwoods, where birdwatchers can spy everything from elegant herons to soaring osprey. Check out **Peace River State Forest, Deep Creek Preserve & Park, Brownville Park** or **Morgan Park** for trails.

NATURE
TRAIL

GREAT FLORIDA



BIRDING TRAIL

Fossil hunters will love the thrill digging through the riverbed to reveal ancient shark teeth or even Ice Age mammoth, bison and mastodon remains. Explore more with these outfitters:

- **Upriver Adventures**
- **Fossil Recovery**
- **Canoe Outpost – Peace River**

If **paddling** is more your pace, grab a kayak or canoe and drift down the Peace River's winding path. You'll float past cypress groves, sun-drenched sandbars, and maybe even catch sight of turtles or otters along the banks. You'll find boat ramps at **Brownville Park, Deep Creek Park, DeSoto Veterans Memorial Park, Liverpool Park** and the **Nocatee Boat Ramp**.



DESOTO

COUNTY FL

VisitDeSoto.com

Birding in
DeSoto County



For More
Outdoor
Adventures



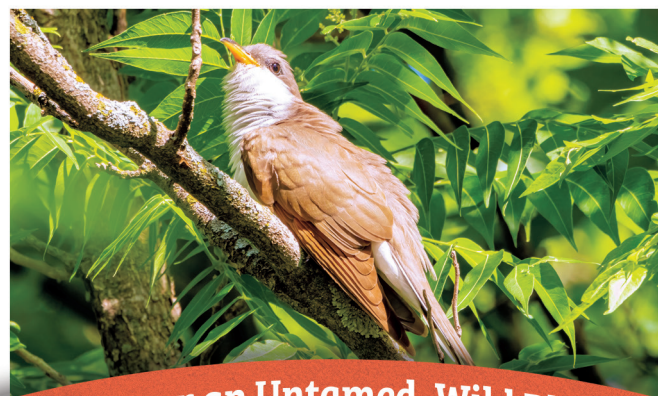
PEACE RIVER

DESOTO

COUNTY FL

Discover the
Peace River for:

- Hiking
- Bird Watching
- Fossil Hunting
- Animal Encounters
- Paddling



Discover an Untamed, Wild Place.



VisitDeSoto.com

PEACE RIVER

The Peace River is known for its gentle flow, fossil hunting, fishing and camping opportunities amid the wild, untamed environment.

Along the Peace River, **adventure** comes naturally.



Boat Ramps:

- 1 **Brownville Park & Boat Ramp** – 1885 NE Brownville St., Arcadia
- 2 **Deep Creek Park** – 9751 SW Peace River St., Arcadia
- 3 **DeSoto Veterans Memorial Park** – 2195 NW American Legion Dr., Arcadia
- 4 **Lettuce Lake Park** – 8801 SW Reese St., Arcadia
- 5 **Liverpool Park** – 211 Liverpool Rd., Arcadia
- 6 **Nocatee Boat Ramp** – 3701 SW County Rd., Arcadia

Parks:

- 1 **Brownville Park & Boat Ramp** – 1885 NE Brownville St., Brownville
- 2 **Deep Creek Park** – 9751 SW Peace River St., Arcadia
- 3 **DeSoto Veterans Memorial Park** – 2195 NW American Legion Dr., Arcadia
- 4 **Lettuce Lake Park** – 8801 SW Reese St., Arcadia
- 5 **Liverpool Park** – 211 Liverpool Rd., Arcadia
- 6 **Morgan Park** – 1100 W Hickory St., Arcadia
- 7 **Walt Brewer Sports Complex** – 1365 SE Hargrave St., Arcadia
- 8 **Ziba King Memorial Park** – 6895 SW Georgia St., Arcadia

Have a wildlife encounter
at **Jungle Doria's Wildlife Park**.
See lemurs, capybaras, emus,
non-venomous snakes,
mini cows, alligators, and
a whole lot more.

Jungle
Doria's
Wildlife
Park



Step into the **wild side** of Florida.

Local Dining

- Ana's Restaurant, 161 S Brevard Ave.
- 🐾 Arcadia Seafood & Grill, 117 W Oak St.
- Azul Tequila, 1121 E Oak St.
- Behind the Fence, 2018 SE Carlstrom Field Road
- Broken Spur, 10 Polk Ave.
- Brother's Fish House, 5 N Luther Ave.
- Champs III, 1029 E Oak St.
- Country Café, 2053 SE Hwy 70
- El Charro, 420 N Brevard Ave.
- El Dorado Maya, 2233 SE Hwy 70
- 🐾 Florida Farmhouse Coffee Shop, 103 W Oak St.
- Groovy Smoothie, 29 S Polk Ave.
- Guiseppe's Brooklyn Oven, 2135 Hwy 17
- 🐾 Joshua Citrus, 4135 SW CR 760
- La Michoacana Paleteria, 923 W Oak St.
- Las 3 Princesas, 4227 SW Hwy 17
- Lola's Boba Tea, 917 E Oak St.
- 🐾 Martin's Market, 1999 SE Hwy 70
- Merlo's Fruiteria, 135 N Brevard Ave.
- 🐾 MyShelly's Kitchen, 15 W Oak St.
- 🐾 Nav-A-Gator Bar & Grill, 9700 SW Riverview Circle
- Neon Moon Saloon, 111 W Oak St.
- 🐾 Broken Spur Deli, 26 W Oak St.
- Open Road Bar & Grill, 4313 NW Hwy 70
- Reef & Beef Restaurant, 2079 SE Hwy 70
- Rosé Café, 12 N DeSoto Ave.
- Slim's Bar-B-Q, 319 S Brevard Ave.
- 🐾 Something Sweet Arcadia, 101 W. Oak St. #111-A
- 🐾 Sweet Magnolia, 203 W Oak St.
- 🐾 Three Trees Brewing Co., 5 E Oak St.
- 🐾 Wheeler's Café, 13 S Monroe Ave.
- 🐾 Yellow Deli, 22 N Polk Ave.
- Yiyi's Wine Bar, 11 W Magnolia St.

*Inclusion in this guide does not indicate endorsement by the County.



*Rosé Café

Chain Dining

- Beef 'O' Brady's, 1703 E Oak St.
- Burger King, 1016 E Oak St.
- Chili's Grill & Bar, 2703 SE Hwy 70
- 🐾 Culver's, 2455 SE Hwy 70
- Dunkin', 1329 E Oak St.
- KFC, 2333 SE Hwy 70
- McDonald's, 1203 Oak St.
- Popeyes, 2729 SE Hwy 70
- Taco Bell, 2357 SE Hwy 70
- Wendy's, 2719 SE Hwy 70
- Zaxby's, 1601 E Oak St.

Restaurants with a paw 🐾 have outdoor seating for pets!

More info?
Scan QR Code
or go to
VisitDeSoto.com.



DeSoto County

Destination & Dining #FloridaWild

*Find adventures on the inside map

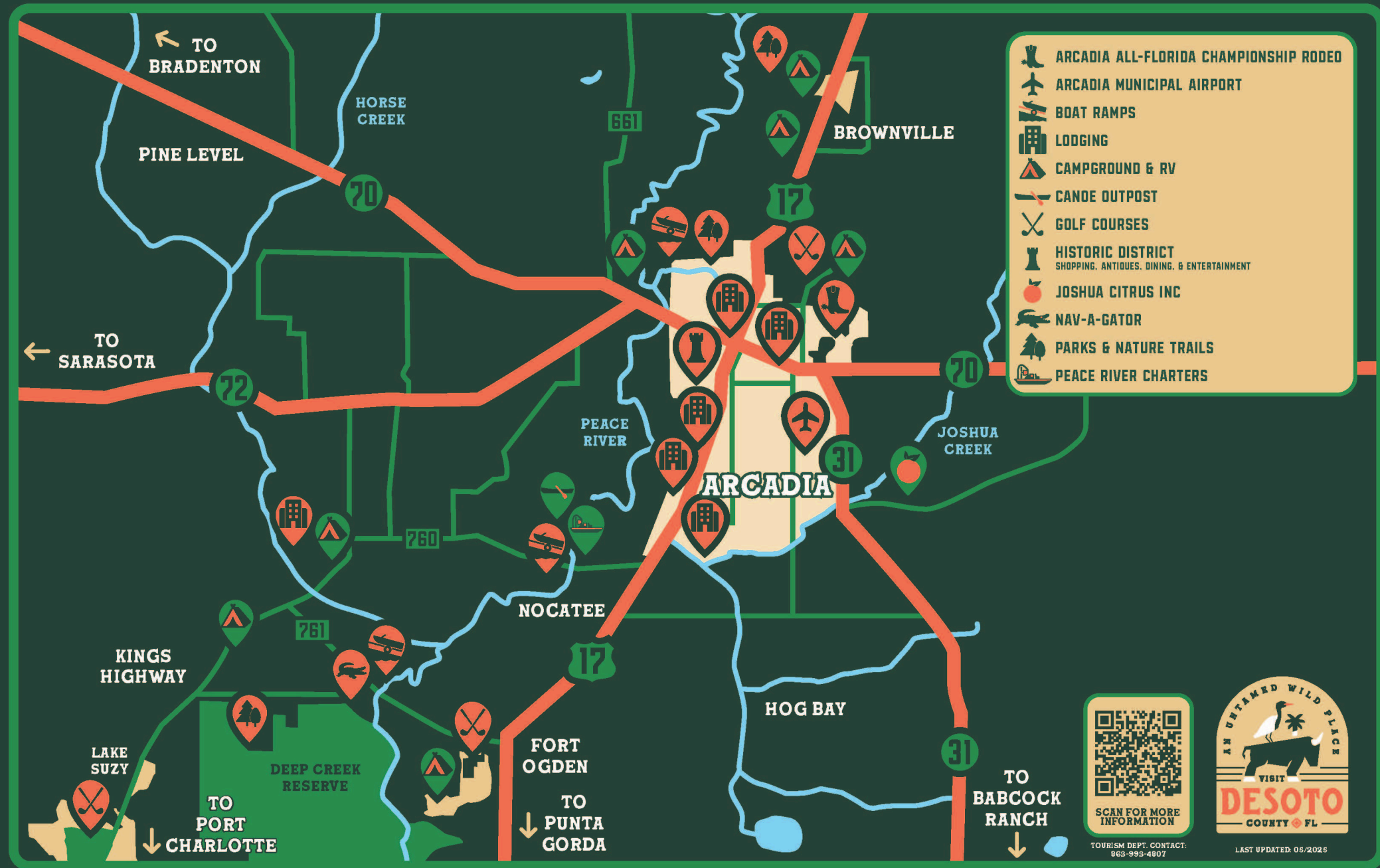


*UpRiver Adventures

*Nav-A-Gator Bar & Grill

VisitDeSoto.com

Adventure awaits! Learn more at VisitDeSoto.com.



#FloridaWild

23" x 66" Standard Retractable Banner w/Stand + Insert
9oz Wrinkle Free Fabric



Charlotte Harbor Guide & Map

Ad Approval • Feb26 - Jan27

Art Close
1/15/26

Banner

format to 9"W x 2,065"H

GRAB LIFE BY THE HORNS
in DeSoto County, FL
ADVENTURE AWAITS.
#FLORIDAWILD

SCAN ME

LEARN MORE

VISIT **DESOTO** COUNTY FL

A River Destination
& Vibrant, Historic
Downtown

VisitDeSoto.com
863-993-4807

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to size

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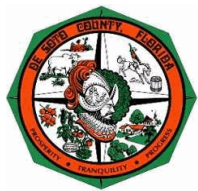
This is your proof. Please read it carefully and check all content. Indicate any changes directly on this sheet.

OK to print with indicated changes, if any.

Date: 11/12/25

Signature

Print Name & Title



DeSoto County

12/9/2025

-
- ☐ 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:

Discussion of 2026 Arcadia Rodeo Sponsorship

REQUESTED MOTION:

n/a

SUMMARY:

A discussion as to whether or not the Tourism Department should sign up as a sponsor for the 2026 Arcadia All-Florida Championship Rodeo, Inc., and its events.

BACKGROUND:

Throughout the past, the Tourism Department has signed up to be an Annual Premium Sponsor for the Arcadia All-Florida Championship Rodeo at a cost of \$25,000. This is a discussion of whether or not the Tourism Department should renew that sponsorship and, if not, where to repurpose those funds.

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.

SPONSORSHIP OPPORTUNITIES



ARCADIA
★ ★ ★ ALL-FLORIDA ★ ★ ★
CHAMPIONSHIP
RODEO



**Arcadia All-Florida Championship Rodeo, Inc.
2450 NE Roan Street
Arcadia, FL 34266**

863-494-2014
admin@arcadiarodeo.com

Connect and follow us on our website and Facebook:
www.ArcadiaRodeo.com
<https://www.facebook.com/arcadiaallflorida.championshiprodeo/>

Arcadia All-Florida Championship Rodeo, Inc., is a Florida Non-profit 501(c)(3) Corporation. Donations are deductible for income tax purposes to the extent allowed by law.

OUR TEAM

Office Manager

Pat Lindsay

Executive Board of Directors

Don T. Hall - President

Weldon Campbell - 1st Vice President

Will Wise - 2nd Vice President

Jimmy Fussell - Secretary

Carl McKettrick - Treasurer

Board of Directors

Danielle Brewer

Linda Strickland

Dr. Dean Hautamaki

Alfred Higginbotham

John Lipe, Jr.

Levi Pearce

Kevin Shelfer

Butch Stickland

Kim Bonner

Tim Vowels

Francis Parker

Mike Johnson

Mark Johnson



The Arcadia All-Florida Championship Rodeo is a 501(c)3 non-profit volunteer driven organization that was established in 1952 by the Arcadia Rodeo Association, which evolved from a group of American Legion Members who held the first rodeo in 1929. It is the oldest rodeo organization in the state of Florida, and benefits all of Arcadia and DeSoto County.

The Arcadia All-Florida Championship Rodeo Association is made up of members of the local community. These members volunteer their time and energy to make each of the events enjoyable for all. We want to say thank you to each of these members for their devotion to the Association and the community as a whole.

Mission Statement

- To produce the best family-oriented rodeo entertainment possible
- To preserve and promote our area's rich heritage
- To enhance our community's economic welfare

History

The Arcadia Rodeo started in 1928 when the American Legion wanted to raise money to help pay for a new building. A local businessman, who was a member of the American Legion, asked a prominent rancher (Zeb Parker) if a rodeo could be held to raise money. Mr. Parker agreed it could be done and offered to furnish the stock for free.

In preparation for this event, special arrangements were made to bring in a group of Seminole Indians. The American Legion and the Lion's Club volunteered to sponsor a parade. Two thousand Shriners were expected to march in the parade. The Governor of Florida, Doyle E. Carlton, notified officials he would be attending the rodeo and the Wauchula band provided the music. The first rodeo was such a success that the American Legion was able to pay off the mortgage on the new building in four years.

During the early thirties (even though the local economy was devastated by the national depression) the rodeo continued as people struggled to simply earn enough to afford the necessities of life. During these years the rodeos were held in the Limestone

Community of DeSoto County, where the interest in rodeo was kept alive.

In 1938 at the urgings of his son (Billy Welles) and a friend (Gerald Taylor- a local rancher and businessman), Ed Welles agreed to promote and finance the rodeo. The Arcadia rodeo became an annual event at the Welles' arena until the sudden death of Ed Welles on June 11, 1950. However, the tradition of rodeo was so firmly entrenched in the hearts of so many DeSoto Countians that on January 10, 1952, at a meeting of the Rotary Club, what would become the Arcadia All-Florida Championship Rodeo, Inc. as we know it today was reactivated.

The rodeo continued at the Welles' arena until 1959 when the arena was moved to the Fenton Arena located on Heard Street. In 1973 the Arcadia All-Florida Championship Rodeo joined the ranks of the Professional Rodeo Cowboys Association (PRCA).

In 2018 we had our grand opening at the new, state of the art, Mosaic Arena, located at 2450 NE Roan Street, Arcadia. The Arcadia All-Florida Championship Rodeo has evolved from its pioneer beginnings when local cowboys and ranchers matched their skills for the entertainment of local audiences to a national sport, drawing top cowboy athletes from all over the nation. Cowboys are now competing for points to qualify for the "Super Bowl" of rodeo: The National Finals held annually in Las Vegas.

Future

This new arena has enabled us to have an even greater impact on our community and economic generator. We have expanded our events to other equestrian disciplines such as reining, cutting, indoor polo and dressage, and have further expanded into non- rodeo/equestrian events such as Demolition Derby, Monster Trucks, concerts and expos. This has brought in out-of-town attendees from all over the state and at times, the nation. This has injected more money to the area, which is subsequently circulated within the economy, with the greatest beneficiaries of the Rodeo being local restaurants, stores and civic organizations.



YOUTH SUPPORT

Youth Support

The Arcadia All-Florida Championship Rodeo provides over \$60,000 in donations including scholarships to local graduating seniors. We are proud to be the largest fundraiser each year for the Desoto Junior Reserve Officers' Training Corps (JROTC) and Boy Scouts Troop 39. The Arcadia Rodeo Association does not only give monetary contributions to the DeSoto 4-H and FFA but provide an opportunity for students to learn about Florida agriculture, ranching and cowboy heritage.

In 2008, the Arcadia Rodeo Association created the Arcadia Youth Rodeo Association (AYRA). The AYRA allows local youth, ages 4 to 18, to compete for points and prizes. Participants must keep at least a C grade average and log 20 volunteer hours in order to compete. The AYRA has grown to be the second largest youth rodeo organization in the state of Florida.

Through the generous support of corporate partners, committed donors and volunteers, the Rodeo provides financial support for Florida youth who participate in the AYRA. Events organized by the AYRA attract more than 500 participants each. With the use of the Mosaic Arena, we:

- Provide the opportunity to expand the AYRA activities and participation
- Attract more families to Arcadia
- Expand the number of college scholarships awarded
- Provide greater sponsorship opportunities

SPONSORSHIP LEVELS

Annual Title Sponsor

\$100,000

Annual Premium Sponsor

\$25,000

Annual Corporate Sponsor

\$10,000

Ticket Sponsor

\$8,000

Chute Gate Sponsor

\$6,000

Event Sponsor

\$3,000

Section Sponsor

\$2,000

Arena Banner

\$1,500

Gate Sponsor

\$2,000



ANNUAL TITLE SPONSOR

Term: January through December

Investment: \$100,000.00

The Title Sponsor is our most prestigious sponsorship. This sponsor will be a part of every aspect of our media relations. We will provide the following for this sponsorship package:

- Your company's name or logo will be displayed and announced in all media (i.e. television, radio, print and Internet) as "The (your company) Arcadia All-Florida Championship Rodeo...", and in radio advertisements it will be announced "Come to the (your company) Arcadia All-Florida Championship Rodeo...". The Sponsor will be announced and displayed prominently in all press releases as the "Title Sponsor" at any news conferences or promotional engagements conducted to promote the Rodeo Association.
- Sponsor's logo will be featured on a flag in the opening ceremonies at each performance.
- Sponsor will have a full-page, color advertisement in the rodeo program.
- Sponsor's name will be featured on two 4' x 16' banners that will be mounted inside the Mosaic Arena for a full calendar year.
- Sponsor is permitted to distribute promotional material at each event with the consent of the Rodeo Association. Space will be made available for a display booth on the premises. The Rodeo Association must approve content and size of display.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.



- Sponsor will receive 16 complimentary tickets and VIP access for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands Event.
- Copies of television ads, radio ads and print materials will be provided upon request 60 days following the event.

The Annual Title Sponsor will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.



ANNUAL PREMIUM SPONSOR

Term: January through December

Investment: \$25,000.00

Our Premium sponsorship opportunity is limited to 4 partners. It provides a year round presence in the arena and on all media platforms. We will provide the following for this sponsorship package:

- Your company's name or logo will be displayed and announced in all media (i.e. print and Internet) as "sponsored in part by..."
- Sponsor's logo will be featured on a flag in the opening ceremonies at each performance.
- Sponsor will have a full-page, color advertisement in the program.
- Sponsor's name or logo will be featured on a large 5' x 6' sign that will be mounted inside the Mosaic Arena for a full calendar year.
- Sponsor is permitted to distribute promotional material at each event with the consent of the Rodeo Association. Space will be made available for a display booth on the premises. The Rodeo Association must approve content and size of display.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 14 complimentary tickets and VIP access for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands event.



- Copies of print materials will be provided upon request 60 days following the event.

The Annual Premium Sponsor will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.



ANNUAL CORPORATE SPONSOR

Term: January through December

Investment: \$10,000.00

Our Annual Corporate Partners have a constant presence inside the Mosaic Arena. For this Sponsorship Level, the Rodeo Association will provide the following:

- Sponsor will be included in digital and print advertising.
- Sponsor's name or logo will be featured on a large 5' x 6' sign that will be mounted inside the Mosaic Arena for a full calendar year.
- Sponsor will have a full-page, color advertisement in the rodeo program.
- Sponsor is permitted to distribute promotional material at each event with the consent of the Rodeo Association. Space will be made available for a display booth on the premises. The Rodeo Association must approve content and size of display.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 12 complimentary tickets and VIP access for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands event.
- Copies of print materials will be provided upon request 60 days following the event.

The Annual Corporate Partner will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.

TICKET SPONSOR

**Term: March & October Rodeos'
and Bulls & Bands Event
Investment: \$8,000.00**



The Rodeo Association online ticketing system allows us to send messages direct to our customers utilizing advertising space included on each email and advanced ticket sold. For this Sponsorship Level, the Rodeo Association will provide the following:

Ticket sponsor logo and message will be included on all online advanced sales tickets with the option to change the message two times per sales period. The spring sales period is November through March, the fall sales period is July through October and the Bulls and Bands sale period is May through September. The three year average for online ticket sales is 35,000 annually.

- Sponsor's name or logo will be featured on a 3' x 8' banner placed inside the arena. Announcer recognition during all events.
- Sponsor will have a half-page, color advertisement in the rodeo program.
- Sponsor is permitted to distribute promotional material at each event with the consent of the Rodeo Association. Space will be made available for a display booth on the premises. The Rodeo Association must approve content and size of display.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 10 complimentary tickets for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands event.

The Ticket Sponsor will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.



CHUTE GATE SPONSOR

**Term: March & October Rodeos'
and Bulls & Bands Event**

Investment: \$6,000.00

The Annual Chute Gate Sponsorship is an exciting option because when the chute gate opens, the company's name is announced. The company logo is often featured in photographs of the cowboys & bucking stock because of its location. For this sponsorship level, the Rodeo Association will provide the following:

- Sponsor's name or logo will be included in digital and print advertising related to the March and October Rodeos and the Bulls & Bands event.
- Sponsor name & logo will be featured on the front of one chute gate. The announcer will recognize your chute as "the Sponsor Name chute gate" whenever a contestant & bucking animal comes out of that chute.
- Sponsor will have a half-page, color advertisement in the rodeo program.
- Sponsor is permitted to distribute promotional material at each event with the consent of the Rodeo Association. Space will be made available for a display booth on the premises. The Rodeo Association must approve content and size of display.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 8 complimentary tickets for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands Event.
- Copies of print materials will be provided upon request 60 days following the event.

The Annual Chute Gate Sponsor will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.

EVENT SPONSOR

**Term: March & October Rodeos'
and Bulls & Bands Event**

Investment: \$3,000.00



***Saddle Bronc Riding * Bareback Riding * Calf Roping * Team Roping * Steer Wrestling
Barrel Racing * Bull Riding * Mutton Bustin***

The Event Sponsor is another popular sponsorship level. The announcers will refer to your chosen event as the “Sponsor Name” i.e. Saddle Bronc Riding. For this sponsorship the Rodeo Association will provide the following:

- Sponsor’s name or logo will be displayed in all digital and printed material pertaining to the chosen event (i.e. Advertising and Contestant Sheet).
- A flag with your company logo will be featured with a rider circling the arena at the beginning of your event and the event prior to yours.
- A 3’ x 8’ banner with the sponsor name and/or logo will be displayed in the arena.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will have a half-page, color advertisement in the rodeo program.
- Sponsor will receive 6 complimentary tickets for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands Event.

The Event Sponsor will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.



SECTION SPONSOR

**Term: March & October Rodeos'
and Bulls & Bands Event**

Investment: \$2,000.00

The Annual Section Sponsor is a fun opportunity where your company will represent a chosen section and the spectators in that section. The announcers will refer to the chosen section as the “Name of Company” section or seating area. *For an additional \$1,000 you can upgrade to a Premium Section Sponsor and have a permanent sign on the concourse for the year.* For this sponsorship, the Arcadia All-Florida Championship Rodeo will provide the following:

- Sponsor's name or logo will be included on digital and print advertising related to the March & October Rodeos and the Bulls & Bands Event.
- Sponsor's logo & company name will be featured on a 4' x 6' banner.
- Sponsor will have a half-page, color advertisement in the rodeo program.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 4 complimentary tickets for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands Event.

The Annual Section Sponsor will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.

GATE SPONSOR

**Term: March & October Rodeos'
and the Bulls & Bands Event**

Investment: \$2,000.00



The Gate Sponsors have six options; the North or South entrance gate, the East or West return gate or the Concourse side of the South or West gates. For this sponsorship the Arcadia All- Florida Championship Rodeo will provide the following:

- Sponsor's name or logo will be included on digital and print advertising related to the March & October Rodeos and the Bulls & Bands Event.
- Sponsor's name or logo will be displayed on a 4' x 6' banner, provided by the Sponsor, placed on the gate of their choice.
- Sponsor will have a half-page, color advertisement in the rodeo program.
- The announcer will recognize the "Name of Sponsor" return gate during the rodeos.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 6 complimentary tickets for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands Event.

The Gate Sponsor will provide the following:

- A 4' x 6' banner for displaying inside the arena.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.



ARENA BANNER SPONSOR

**Term: March & October Rodeos'
and the Bulls & Bands Event**

Investment: \$1,500.00

- Sponsor's name or logo will be displayed on a 3' x 8' banner (provided by the Sponsor) placed prominently inside the arena during the March and October Rodeos.
- The Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 4 complimentary tickets for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands Event.

The Arena Banner Sponsor will provide the following:

- A 3' x 8' banner for displaying inside the arena.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.

OTHER WAYS TO SUPPORT US

Become a Donor

Our Arena is continuing to grow and develop as the premier open air event venue in Southwest Florida. There are two additional phases of construction that will add additional meeting spaces, restrooms, VIP areas and our highly anticipated William G. “Kayo” Welles Florida Cowboy Museum. If you are interested in becoming a donor please visit ArcadiaRodeo.com/Donate/.

Become a Volunteer

The Arcadia Rodeo Association is a volunteer supported organization with only three full time staff members. The association is always looking for willing and able volunteers to help with events, concessions, facility maintenance, ticket office sales, etc. If you are interested in becoming a volunteer call 863-494-2014, email admin@arcadiarodeo.com or visit ArcadiaRodeo.com for the application.



ARCADIA ALL-FLORIDA CHAMPIONSHIP RODEO, INC

MOSAIC ARENA

Sponsorship Opportunities

Annual Title Sponsor

\$100,000

Annual Premium Sponsor

\$25,000

Annual Corporate Sponsor

\$10,000

Ticket Sponsor

\$8,000

Chute Gate Sponsor

\$6,000

Event Sponsor

\$3,000

Section Sponsor

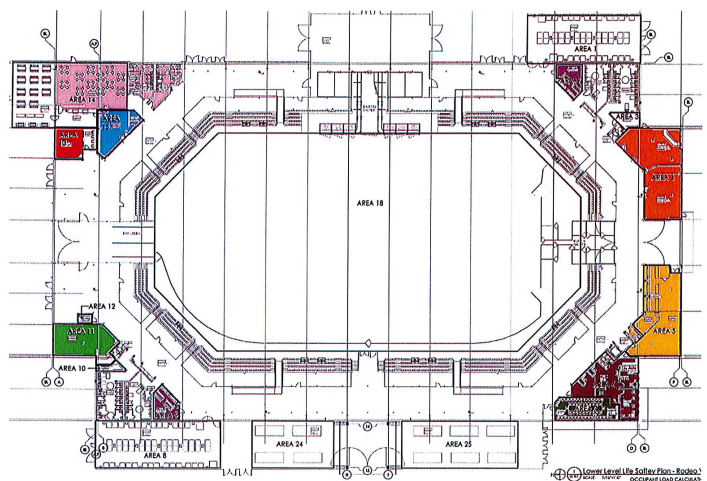
\$2,000

Gate Sponsor

\$2,000

Arena Banner Sponsor

\$1,500



Other ways to Support Us

If you have interest in becoming a Donor or a Volunteer please contact:
Pat Lindsay | Admin@ArcadiaRodeo.com | 863-494-2014

HONOR OUR TRADITIONS, STRENGTHEN OUR FUTURE

CONTACT US

Call

863.494.2014

Email

Admin@ArcadiaRodeo.com

Online

www.ArcadiaRodeo.com

Please Hold my Sponsorship for the Following

Sponsorship Opportunity Designation: _____

Total: \$ _____

Support Signature: _____

My Sponsorship Commitment

- ☐ I will make a **ONE-TIME** payment
- ☐ I will make **SEMI-ANNUAL** payment in _____ and _____. (list months)
- ☐ For a custom payment plan contact rodeo association office.

Payment

☐ **Check** enclosed in the amount of: \$ _____
(Checks payable to Arcadia All-Florida Championship Rodeo, Inc)

☐ **Credit card**
Cardholder's name as it appears on card: _____
Card number: _____ CVV Code: _____ Exp: ____/____

☐ Please Invoice

Company or Individual Name: _____

Contact Name: _____ Phone Number: _____

Email: _____

Mailing Address: _____

Mail to:

Arcadia All-Florida Championship Rodeo, Inc.
Attn: Sponsorship
2450 NE Roan St.
Arcadia, FL 34266

ARCADIA ALL-FLORIDA CHAMPIONSHIP RODEO, INC
MOSAIC ARENA



DeSoto County

12/9/2025

Item #:

- ☐ 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:
Tourism Champions Program

REQUESTED MOTION:
n/a

SUMMARY:
A discussion on whether or not the staff should create a Tourism Champions Program in DeSoto County for 2026.

BACKGROUND:
The Tourism Champions Program will celebrate the efforts of individuals and businesses who contribute to our tourism industry. The program may include various awards and honors. These awards highlight the dedication and excellence of tourism professionals, businesses, and attractions that enhance the visitor experience and support the local economy. This will also work to elevate the value of tourism here in DeSoto.

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.

Champions Program Summary

DeSoto County aims to enhance tourism through a structured ambassador program engaging local businesses and volunteers.

Program Goals & KPIs

- Enhance visitor experience with knowledgeable interactions.
- Increase community pride and awareness of local tourism assets.
- Strengthen relationships between local tourism stakeholders.
- KPIs include certified ambassadors, visitor satisfaction, social media engagement, and repeat visitors.

Program Structure & Recruitment

- Leverage local business networks and media for outreach.
- Directly engage business owners for staff enrollment.
- Host a launch event to build excitement.
- Offer online registration for convenience.

Training & Certification

- Provide flexible training options (in-person, online, hybrid).
- Curriculum includes tourism value, local assets, customer service, and responsible travel.
- Focus on enhancing knowledge of DeSoto County's attractions and service techniques.

Incentives for Businesses

- Increased visibility through tourism marketing channels.
- Inclusion in a preferred business referral network.
- Access to visitor data and market insights.
- Networking opportunities with local stakeholders.
- Enhanced staff training and recognition programs.

Low-Cost Recognition Methods

- Handwritten thank-you notes to participants.

- Social media shout-outs and features on the county website.
- Customized swag like lapel pins and branded items.
- Insider access to exclusive workshops and direct chats with leadership.
- Peer recognition programs to foster appreciation among ambassadors.



DeSoto County

12/9/2025

Item #:

- ☐ 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 and Daniel Sutphin

TITLE & DESCRIPTION:

VisitDeSoto.com “Visitor Tips” Dedicated Page Discussion

REQUESTED MOTION:

n/a

SUMMARY:

A discussion of a draft website page on VisitDeSoto.com that is dedicated to tips for visitors regarding various outdoor adventure attractions and more.

BACKGROUND:

At the October 14, 2025 meeting, TDC members suggested Tourism Staff create a new section to be featured on the County’s tourism site, VisitDeSoto.com, focusing on visitor tips, covering topics like wildlife, fishing, and other local phenomena.

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.