



VCB Activity Post Hurricane Ian

- Staff visited accessible hotel properties for post-hurricane assessment
- Visitor Services airport offices reopened to assist the traveling public as the airport reopened on Oct. 5
- Coordinated with The Collaboratory and United Way to earmark donations for hospitality workers as part of their Hurricane Ian Relief Fund; began sharing the donation site on all social channels, professional associations and to national press
- Marketing
 - VisitFortMyers.com website updated temporarily to encourage donations for hospitality workers
 - Canceled co-op media placements through Jan. 31, 2023; MMGY is working with the partners who have paid to issue refunds
 - Canceled or paused all destination brand media placements; recovery campaign planning underway
 - Revised social media posts to help build awareness of the fundraising effort; will begin sharing stories of recovery and resilience taking place throughout our community
 - Halted production on 2022-23 Visitor Guide; all images, listings, and content to be updated
- Sales
 - Participating in IMEX; sharing information on status of meetings hotels
 - Fielding questions and concerns of group planners and travel advisors who are not able to reach various hotel partners
 - Developed and disseminated visitor and travel trade messaging to contractors so they can communicate to visitors and the travel trade
- Ongoing
 - Staff at EOC to help secure hotel rooms for first responders and recovery crews
 - Partner outreach and communications – in-person visits, email messages, phone calls, LeeVCB.com website updates, etc.
 - Answering incoming telephone calls, general email box inquiries, and visitor website chatbot questions
 - Fiscal year-end and new fiscal year tasks
- Canceled or Postponed
 - TDC Meeting scheduled for Oct. 13
 - Fall session Guest First classes

- Tourism Outlook Annual Meeting scheduled for Nov. 10
- Upcoming:
 - Updating industry partner website (LeeVCB.com) with resources and tools for recovery
 - BMI is hosting a fundraiser for our area in Nashville on Nov. 2 with approximately 50 Island Hopper Songwriter Fest songwriters committed to perform
 - Taking place at [3rd & Lindsley](#)
 - Organized by IHSF alums Brian Sutherland and Danny Myrick
 - Supported by BMI and iHeart Radio, will benefit Support Fort Myers Hospitality Workers fund
 - Industry Partner Calls at 9 a.m. on Thursdays weekly