



Targeted Marketing Assistance Program (TMAP)

VISIT FLORIDA is now accepting applications for the **2019-20 Targeted Marketing Assistance Program (TMAP)**.

This program offers exclusive benefits at no cost to independently owned and operated businesses with annual gross income not exceeding \$1.25 million, or designated a 501(c)(3) under IRS guidelines. TMAP is designed to help small businesses improve their marketing efforts through a variety of benefits that can be activated during the term of the program, which begins July 1, 2019 and ends June 30, 2020.

The application deadline is **Monday, March 18, 2019**. Space is limited, and first come, first serve, so [learn more & apply today!](#)

Red Tide Google webinar:

Through VISIT FLORIDA support, this DMO Google initiative was launched with multiple counties in southwest Florida as part of the red tide recovery efforts. Watch the webinar "**Leveraging Google in Red Tide Recovery**" and learn how to make the most of Google My Business features and improve engagement and conversion with customers who may be concerned about Red Tide.

Open House: Tourism Day

VISIT FLORIDA also invites our Partners to kick off Tourism Day by joining us for an Open House the day prior, March 12th from 12:30-4:30pm. Take advantage of 20 minute one-on-one consultations with various VISIT FLORIDA representatives in Content, International, Promotions, Public Relations, Research, Industry Relations, Media, and Social Media Teams [here](#).

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