



PARTNER PORTAL USER GUIDE

PARTNER PORTAL USER GUIDE

Step-By-Step Guide

Welcome to the Partner Portal for updating your **PureFlorida.com** listing.

[CLICK HERE](#) to login to the Partner Portal.

Need a username and password? [Email us](#).

Click below to navigate through the process:

- ▶ [Logging In/Getting Started](#)
- ▶ [Updating Your Account Info](#)
- ▶ [Managing Amenities](#)
- ▶ [Updating Your Contacts](#)
- ▶ [Creating or Updating Your Listing](#)
- ▶ [Submitting Special Offers](#)
- ▶ [Submitting an Event](#)
- ▶ [Adding Photos, Videos, and YouTube Links](#)

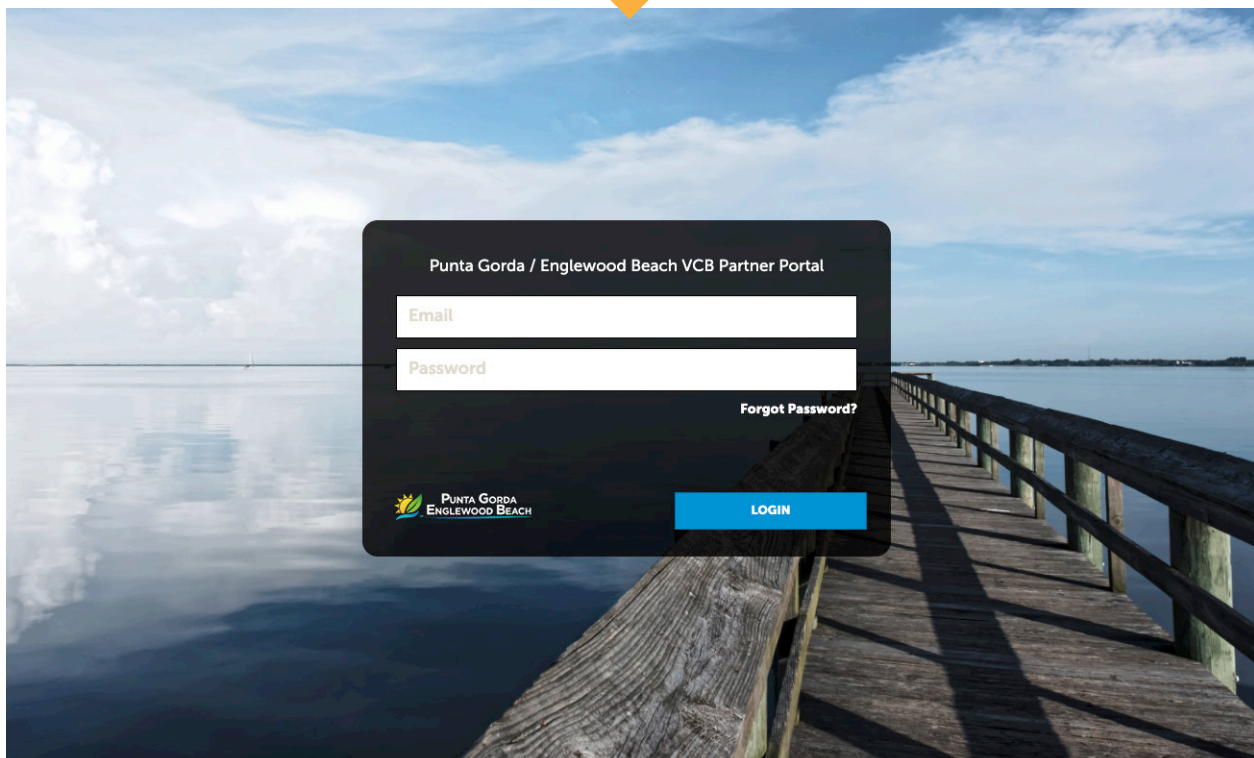
The Partner Portal is a password-protected Customer Relationship Management (CRM) system used to manage information from our local Partner businesses and provide content for the website: PureFlorida.com. It is your gateway to working with the Punta Gorda/Englewood Beach Visitor & Convention Bureau (VCB). Perhaps the most basic, but important aspect of the Partner Portal is that it gives you the ability to edit and update your business's information shared on the VCB website, including: business name, description, company contacts, images, details, and amenities. But that's just the beginning. You can also view research and partner bulletins, submit upcoming events, access and respond to meeting and sports group leads, and so much more.

LOGGING IN/GETTING STARTED

Logging in:

- 1 You will be sent an email from the VCB with the link to the Portal and a temporary password.
- 2 Click on the link, which will take you to a “Punta Gorda/Englewood Beach VCB Partner Portal” login screen. We recommend bookmarking this page.
- 3 Your username is your full email address.
- 4 Your password is the temporary one that was emailed to you. If you’ve lost your password, please email partners@pureflorida.com for a new one.
- 5 You will be asked to change your password to one of your preference when you log in.
- 6 If you ever have problems getting into your account, contact us at 941.743.1900.

The Partner Portal login page.



UPDATING YOUR ACCOUNT INFO

Updating Your Account Info:

- 1 The Partner Bulletin contains a Step-by-Step Guide (this document) to update your PureFlorida.com account and listing. Look for it under the Partner Bulletins section.

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

Punta Gorda / Englewood Beach VCB Partner Portal

Maureen.Morgenthien@PureFlorida.com Logout

HOME
PROFILE
COLLATERAL
OPPORTUNITIES
REPORTS

Welcome to the Punta Gorda/Englewood Beach VCB Partner Portal
Your connection to VCB Benefits - website listing, visitor guide info, sales leads (RFPs), bureau communications. Find it all here!

Marketplace All Promotion Types **Partner Bulletins** All Bulletins

PG/EB 2020 Co-Op Advertising Opportunities
2020 Co-Op Advertising Opportunities
Registration: 10/01/2020 - 09/10/2021
Cost: Varies
[LEARN MORE](#)

Post Board

Charlotte Chorale, Inc.
Janet Sims
12/02/2020
The Charlotte Chorale announces "Joy to the World" Christmas Concert
Ring in the Christmas Season with The Charlotte Chorale's Christmas choral concert, "Joy to the World" Saturday, December 12, 2020, 4:00pm, at Sonshine Baptist Church, 23105 Veterans Blvd, Port Charlotte.

Economic Impact & Visitor Tracking FY 2020 (Not Read)
Economic Impact & Visitor Tracking Report FY 2020
[View Full](#)

Partner Update January 2021 (Not Read)
Find the most relevant news and opportunities for our Partners in Tourism in this monthly update.
[View Full](#)

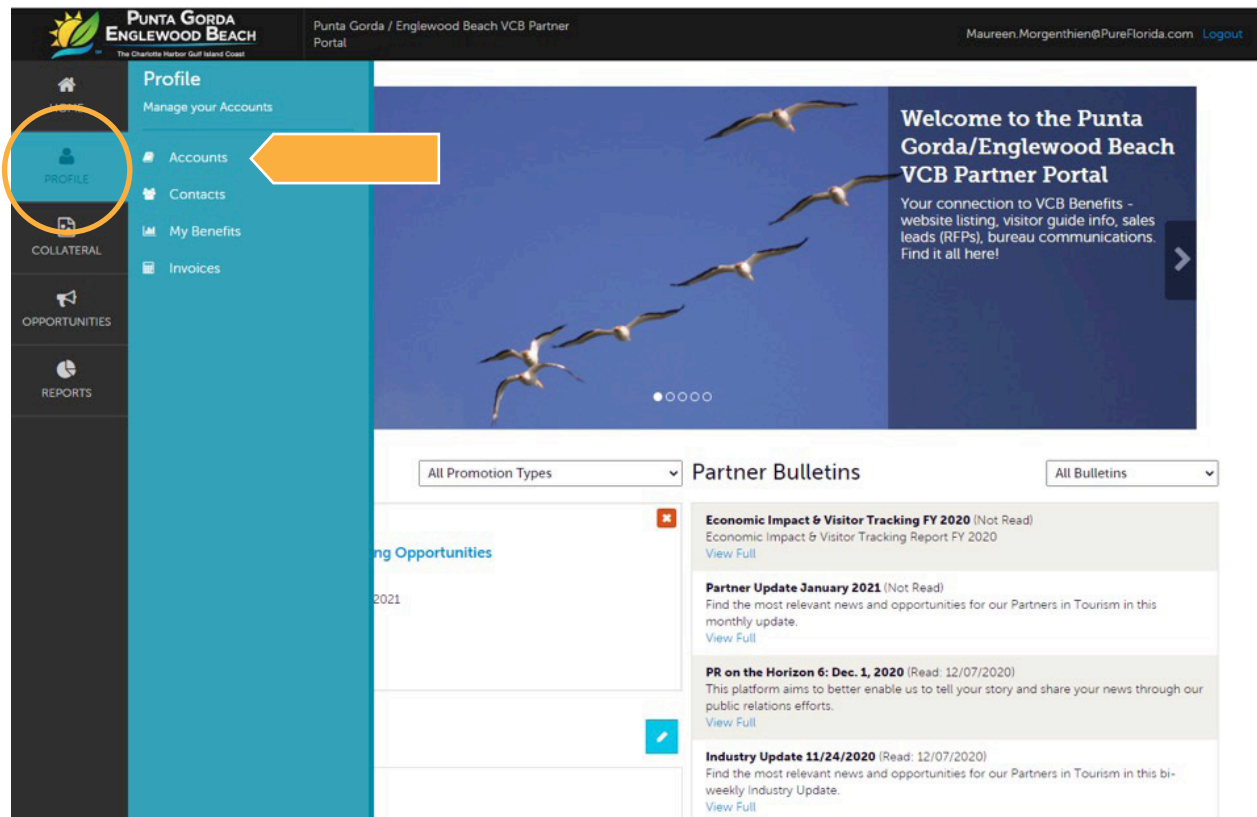
PR on the Horizon 6: Dec. 1, 2020 (Read: 12/07/2020)
This platform aims to better enable us to tell your story and share your news through our public relations efforts.
[View Full](#)

Industry Update 11/24/2020 (Read: 12/07/2020)
Find the most relevant news and opportunities for our Partners in Tourism in this bi-weekly Industry Update.
[View Full](#)

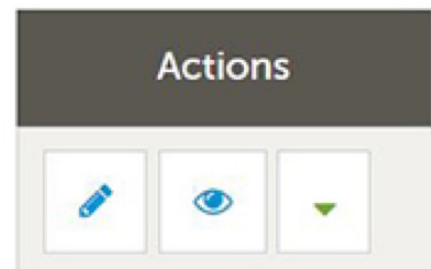
PR on the Horizon 5: Nov. 17, 2020 (Read: 12/07/2020)
The public relations team at the Punta Gorda/Englewood Beach Visitor & Convention Bureau has created this platform to better enable us to tell your story and share your news through our public relations efforts.
[View Full](#)

UPDATING YOUR ACCOUNT INFO

- 2 Click on **Profile** to view/edit your business information.



- 3 Click on **Accounts**. You'll see your account name and the various actions you can perform. If you see multiple account names, this is due to your account being associated with another account. The pencil icon will allow you to edit your account information. By clicking the eyeball icon, you can view your account information. The down arrow icon will allow you to view/edit your amenities and meeting space information.



UPDATING YOUR ACCOUNT INFO

4 Click on the green down arrow.

Manage Amenities – Your business details are very important to how your listing appears on the PureFlorida.com website. Be sure to be as accurate as possible and be sure to make edits when there are changes at your business.

Manage Meeting Space – If your business has meeting space please include all the details.

DO NOT
SKIP
THIS STEP

IT'S VERY
IMPORTANT.

The screenshot shows the 'Accounts' section of the 'Punta Gorda / Englewood Beach VCB Partner Portal'. The header includes the logo and contact information for Maureen.Morgenthien@Pu. A sidebar on the left contains navigation links: HOME, PROFILE, COLLATERAL, OPPORTUNITIES, and REPORTS. The main content area has a 'Filters (0)' section with a 'Status is one of:' dropdown and an 'APPLY FILTERS' button. Below this is a table with two columns: 'Actions' and 'Account'. The 'Account' column lists 'Punta Gorda/Englewood Beach Visitor & Convention Bureau'. In the 'Actions' column, a green down arrow is circled, and an orange arrow points to the 'Manage Amenities' and 'Manage Meeting Space' options.

See below for details.

This is a close-up of the 'Actions' column from the previous screenshot. It shows a green down arrow circled in orange, with an orange arrow pointing to the 'Manage Amenities' and 'Manage Meeting Space' options. The 'Account' column next to it shows 'Punta Gorda/Englewood Beach Visitor & Convention Bureau'.

MANAGING YOUR AMENITIES

Managing Amenities

Amenities help those visiting PureFlorida.com find your business. For example, under the “Where to Stay” page of the website, visitors can narrow their search by selecting specific amenities such as “Pets Allowed” or “Indoor Pool” (see image below). If you’ve included these amenities for your business within the “Manage Amenities” section of the Partner Portal, your business will appear in search results to those planning a visit. If you’ve neglected to include these amenities in the Partner Portal, your business may not appear, and you could lose potential customers.

Where to Stay

- Resorts
- Hotels
- Vacation Rentals
- Bed and Breakfast
- RV Parks
- Camping
- Special Offers

Spotlight

[DoubleClick Tracking Pixel](#)
[DoubleClick Tracking Pixel](#)
[DoubleClick Tracking Pixel](#)

Where to Stay

Accommodation choices in Punta Gorda/Englewood Beach range from small inns and B&Bs to numerous motels and hotels, many with waterfront locations. Rental condominiums, homes and vacation villas are also popular throughout the area. Campers and RVers will want to take advantage of the area's well-equipped, well-situated RV parks and campgrounds.

Search

Vacation Rentals Location Keyword Search

Amenities

- ☐ Breakfast Included
- ☐ Indoor Pool
- ☐ Pets Allowed
- ☐ Accessibility
- ☐ Outdoor Pool
- ☐ Restaurant (On-site)

SEARCH 🔍

MANAGING YOUR AMENITIES

Once you click on the **Manage Amenities** dropdown on the Account page of the Partner Portal, the page will open with navigation on the left side. You can either scroll down through all of the amenities available or you can click on the category in the left navigation which will expand. Click on the section you want to complete, and it will take you directly to that section.

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

Punta Gorda / Englewood Beach VCB Partner Portal

Maureen.Morgenthien@PureFlorida.com Logout

Update Amenities

SAVE **CANCEL**

General

Discounts

General

Discounts

General

Guest Information

Hours of Operation

Parking

Payment Options

Accommodations

Activities

Marinas

Restaurants

Shopping

Safety Protocols

AARP Discount:

Florida Resident Discount:

Local Resident Discount:

Senior Discount:

Veteran Discount:

Active Military Discount:

Group Discount:

Other Discount:

Student Discount:

Handicap Accessible:

Multilingual Staff:

Hours of Operation (General/Short):

Wi-Fi:

Mon-Fri (8a-5p)

CHOOSE AMONG THE FOLLOWING...

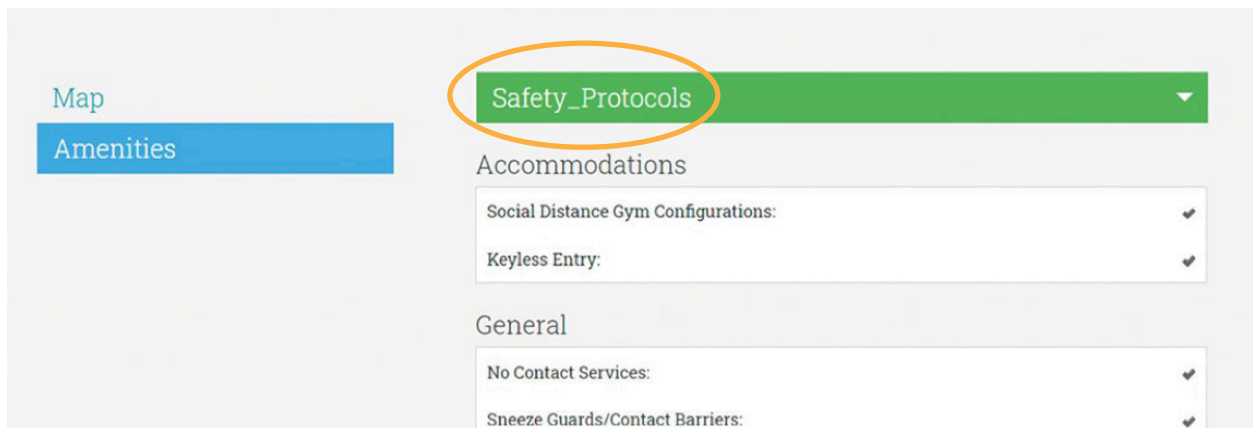
Keep in mind, the more information you put into the system, the more information will show on **your listing on the website**. Think about how potential visitors would search for information about your particular business. Click on the blue question marks for more information on specific amenities.

Make sure to click the **Save** button before exiting the Amenities section to ensure all your changes are saved.

MANAGING YOUR AMENITIES

New Section for 2021: SAFETY PROTOCOLS

We encourage you to complete the Safety Protocols section. This new section pertains to safety protocols and services born of the COVID-19 pandemic. The fields are all relevant to today's traveler. This is also a good example of how we're always updating the amenities feature to serve our visitors. So check back as often as possible to see what has changed.



The screenshot shows a web interface for managing amenities. On the left, there is a sidebar with two buttons: 'Map' and 'Amenities'. The 'Amenities' button is highlighted in blue. To the right of the sidebar, there is a green dropdown menu with the text 'Safety_Protocols' and a downward arrow. This dropdown is circled in orange. Below the dropdown, there are two sections: 'Accommodations' and 'General'. The 'Accommodations' section contains two items: 'Social Distance Gym Configurations:' and 'Keyless Entry:', each with a checkmark icon to its right. The 'General' section contains two items: 'No Contact Services:' and 'Sneeze Guards/Contact Barriers:', each with a checkmark icon to its right.

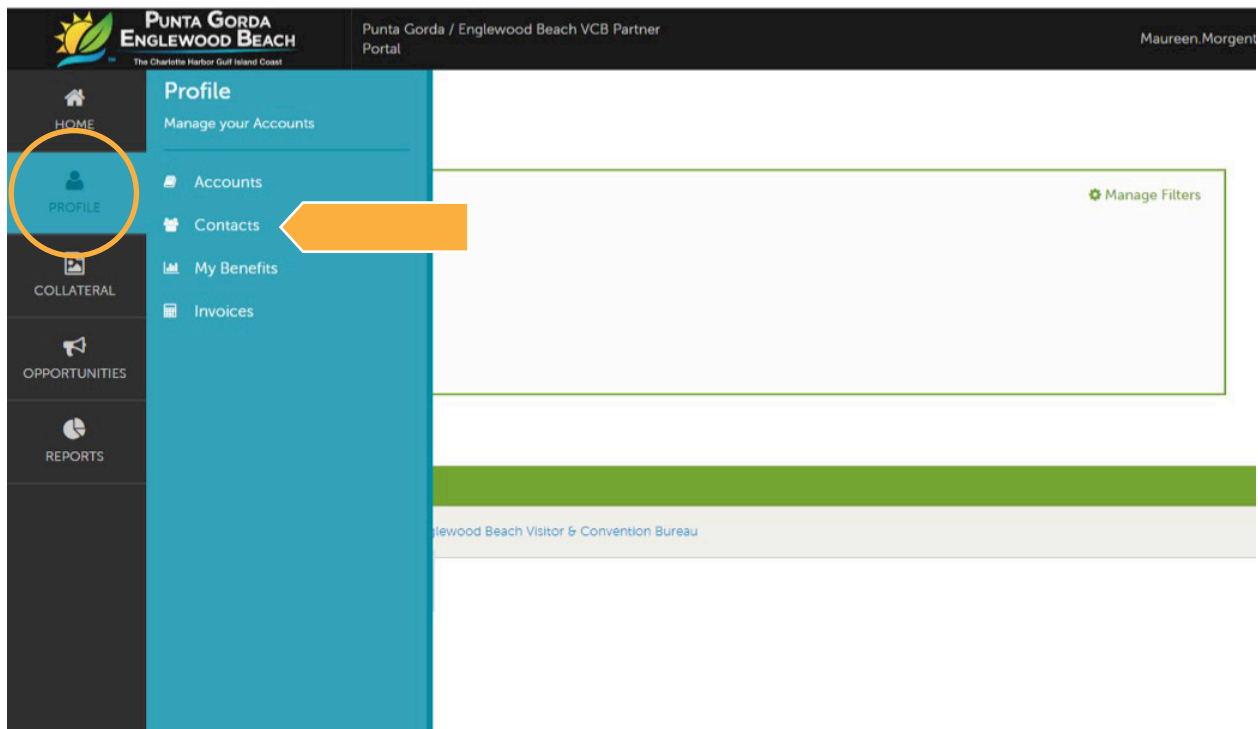
Examples of available Safety Protocols amenities:

- Keyless entry
- Takeout
- Delivery
- Outside dining
- Social distance guidelines enforced
- Health screening for staff and guests
- Hand wash/sanitizing stations

UPDATING YOUR CONTACTS

Updating Your Business's Contact Information

























- 1 Go back to the Profile icon and select **Contacts**.



UPDATING YOUR CONTACTS

- 2 You will be presented with a list of all the contacts associated with your business. On this page you can Add, Edit, View, and Clone (i.e. duplicate) a contact.
- 3 To update your contact records, edit the current contact under your listing by clicking the pencil icon to the left of the contact.

The screenshot shows the 'Contacts' page in the Punta Gorda Englewood Beach VCB Partner Portal. The page includes a sidebar with navigation links (HOME, PROFILE, COLLATERAL, OPPORTUNITIES, REPORTS) and a top header with the user's name and a Logout button. The main content area displays a list of contacts with columns for Actions, Full Name, Account, Title, Email, and Contact Type. An orange arrow points to the pencil icon in the Actions column for the first contact, Jennifer Huber.

Actions	Full Name	Account	Title	Email	Contact Type
  	Jennifer Huber	Punta Gorda/Englewood Beach VCB	Public Relations Manager	Jennifer.Huber@PureFlorida.com	Secondary
  	Sean Doherty	Punta Gorda/Englewood Beach VCB	Director of Tourism	Sean.Doherty@PureFlorida.com	Secondary
  	Brynja Phipps	Punta Gorda/Englewood Beach VCB	Special Projects/Visitor Experience Coordinator	Brynja.Phipps@PureFlorida.com	Secondary
  	Lena Applegate	Punta Gorda/Englewood Beach VCB	Administrative Services Coordinator	Lena.Applegate@PureFlorida.com	Secondary
  	Susan Tobin	Punta Gorda/Englewood Beach VCB	Meetings Manager	Susan.Tobin@PureFlorida.com	Secondary
  	Sean Walter	Punta Gorda/Englewood Beach VCB	Sales & Sports Business Development Director	Sean.Walter@PureFlorida.com	Secondary
  	Maureen Morgenthien	Punta Gorda/Englewood Beach VCB	Director of Marketing	Maureen.Morgenthien@PureFlorida.com	Primary
  	Julie Pennock	Punta Gorda/Englewood Beach VCB	Digital Content Coordinator	Julie.Pennock@PureFlorida.com	Primary

- 4 To add a new Contact, click the **"Add Contact"** button. Don't pay too much attention to the Billing Address and Shipping Address. We are primarily concerned with your Physical Address for this purpose.

IMPORTANT NOTE: If a contact has left your property it is your responsibility to notify the VCB and/or change their contact type to "Inactive." **Contacts cannot be deleted,** therefore they need to be "inactivated."

- 5 You must click the **Save** button before any of your changes are actually saved!

CREATING OR UPDATING YOUR LISTING

Creating or Updating Your Listing

- 1 Click **Collateral** to open a new collapsible menu. Here you'll see options allowing you view and edit your Listings, Special Offers, Media, and more."

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

Punta Gorda / Englewood Beach VCB Partner Portal

Collateral
Manage your Collateral

- Listings
- Special Offers
- Calendar of Events
- Media
- Occupancy
- Materials Requests

HOME

PROFILE

COLLATERAL

OPPORTUNITIES

REPORTS

Contact Type is one of:

CHOOSE ▼

Account	Title
Punta Gorda/Englewood Beach Visitor & Convention Bureau	Administrative Services Coordinator
Punta Gorda/Englewood Beach Visitor & Convention Bureau	Director
Punta Gorda/Englewood Beach Visitor & Convention Bureau	Administrative Services Coordinator
Punta Gorda/Englewood Beach Visitor & Convention Bureau	Marketing Director

CREATING OR UPDATING YOUR LISTING

- 2 After you click on Listings, you will be presented with your listing. The pencil icon will allow you to edit your listing information. By clicking the eyeball icon, you can view your listing information.

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

Punta Gorda / Englewood Beach VCB Partner Portal

Maureen.Morgenthien@PureFlori

Listings

Filters (0) [Manage Filters](#)

You have not added any filters. You can click the manage filters link in the top right corner or click the icon from the grid to add filters from the available list and set a default value to use in the future.

ADD LISTING

Actions	Company	Listing Type	Category	SubCategory
	Punta Gorda/Englewood Beach VCB	Website	Visitor and Convention Services	Consulting Services/Facilities
	Punta Gorda/Englewood Beach VCB	Visitor Guide	Transportation & Services	Visitor Information

CREATING OR UPDATING YOUR LISTING

What is a Listing?

- The Listing is the description of your business that will appear on PureFlorida.com
- The listing should highlight the features of your business, making it attractive to the viewer

What's the USP?

- The unique selling proposition (USP) or unique selling point is a marketing concept that focuses on showing the business's unique or outstanding feature. In other words, what makes your business stand out?

For Example:

*Punta Gorda/Englewood Beach, the Charlotte Harbor Gulf Island Coast is a tranquil coastal getaway, perfect for a relaxing and refreshing escape, where you're sure to get a healthy dose of good nature. Enjoy world-class fishing, boating and miles of pristine beaches. Fascinating wildlife and Blueway trails provide a paddling paradise. Life is comfortable, the pace unhurried and outside adventures abound. No matter your vacation pleasure, you'll find pure Florida beauty, good values and warm hospitality. "Is it time to take advantage of our good nature?"
We say Outsiders Welcome!*

CREATING OR UPDATING YOUR LISTING

- 3 When you view or edit a listing, you can quickly scroll to a section on the page by clicking the links on the left side of the page. You must click the **Save** button before any of your changes are actually saved!

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

Punta Gorda / Englewood Beach VCB Partner Portal

Maureen.Morgenthien@Pur

HOME

COLLATERAL

OPPORTUNITIES

REPORTS

Update Listing

SAVE

CANCEL

Sections:

- Listing Information
- Categories
- Listing Image
- General
- Details
- Website Notifications

Listing Information

Account: *Required
Punta Gorda/Englewood Beach VCB

Type: *Required
Website

Contacts:
--Choose One--

Address Type:
Physical

Description:

Punta Gorda/Englewood Beach, the Charlotte Harbor Gulf Island Coast is a tranquil coastal getaway, perfect for a relaxing and refreshing escape, where you're sure to get a healthy dose of good nature. Enjoy world-class fishing, boating and miles of pristine beaches. Fascinating wildlife and Blueway trails provide a paddling paradise. Life is comfortable, the pace unhurried and outside adventures abound. No matter your vacation pleasure, you'll find pure Florida beauty, good values and warm hospitality. "Isn't it time to take advantage of our good nature?" We say Outsiders Welcome!

Keywords:
vcb, dmo, cvb, visitor, center, ir

Categories

IMPORTANT NOTE: Upon saving your updates, the VCB will be notified of your changes. You will receive an email once your changes are updated. The VCB reserves the right to edit your changes as needed.

CREATING OR UPDATING YOUR LISTING

- 4 Listing Information:** Please type in a general description of your business. This description will display on PureFlorida.com. Focus on what would be of interest to potential visitors and what is unique about your business. The content should entice them to click on the link to visit your website. There is plenty of space to go into detail. Entice enough with your text so visitors click the **website** button on your listing that takes them to your website where they can learn more.



- 5 Categories:** This will show you which section of the website your listing will appear. This is for the VCB to determine, but if you feel additional categories should be added, contact partners@pureflorida.com or 941.743.1900.
- 6 Listing Image:** You can select one or multiple images to associate to the listing by selecting the Listing Images pull down menu. (More on images in the Adding Media section).
- 7 Details:** You may overwrite anything listed. Simply click on the circle and start typing to override any info for display purposes on pureflorida.com. This section is useful if you have a parent company, for instance.
- 8 Website Notifications:** Would you like to be notified when your website listing has received a certain number of visits? Simply choose an interval and add your email address to set up this automatic notification.

SUBMITTING SPECIAL OFFERS

Special Offers:

Special Offers are some of the most frequented pages of any website when consumers are focused on getting a “deal” and on making the most of their hard-earned dollars. Special offers should clearly represent a value to the consumer. We have a Special Offers page under the “Where to Stay” navigation. We can also host special offers for dining, attractions, and activities if we have multiple offers to display.

Special Offers for accommodations:

- Should be time-sensitive
- Should include post-from and post-to dates (display dates) for the offer to be live on the PureFlorida.com website
- Should include redeem-to and redeem-from dates (valid dates)
- Should include a complete description of the offer
- Should include a price point and clearly-defined added value as well as a promotional code (if possible, for simplicity and tracking) to facilitate booking the special offer.

Note: If there are any restrictions to the offer they must be included (example: valid only Monday to Thursday).

Keep in mind that while the general public may research special offers online, some may choose to call you directly to book the offer so make sure to include a telephone number.

SUBMITTING SPECIAL OFFERS

A special offer could also be a package which includes accommodations and something else such as an attraction, activity, or amenity (champagne and breakfast in bed if a romance package). The special offer should also be displayed on your own website so the offer can be linked directly to what the consumer is looking for.

Example:

- Stay 2 nights/get the 3rd night free. Booking window: January 1–31, 2021.
Valid for travel January 5–February 28, 2021. Promotional code: 2Stay3.
(This offer has no price point, but the value is clear).
- Midweek Special – Booking window: January 15–February 15, 2021. City-view rooms \$89.00.

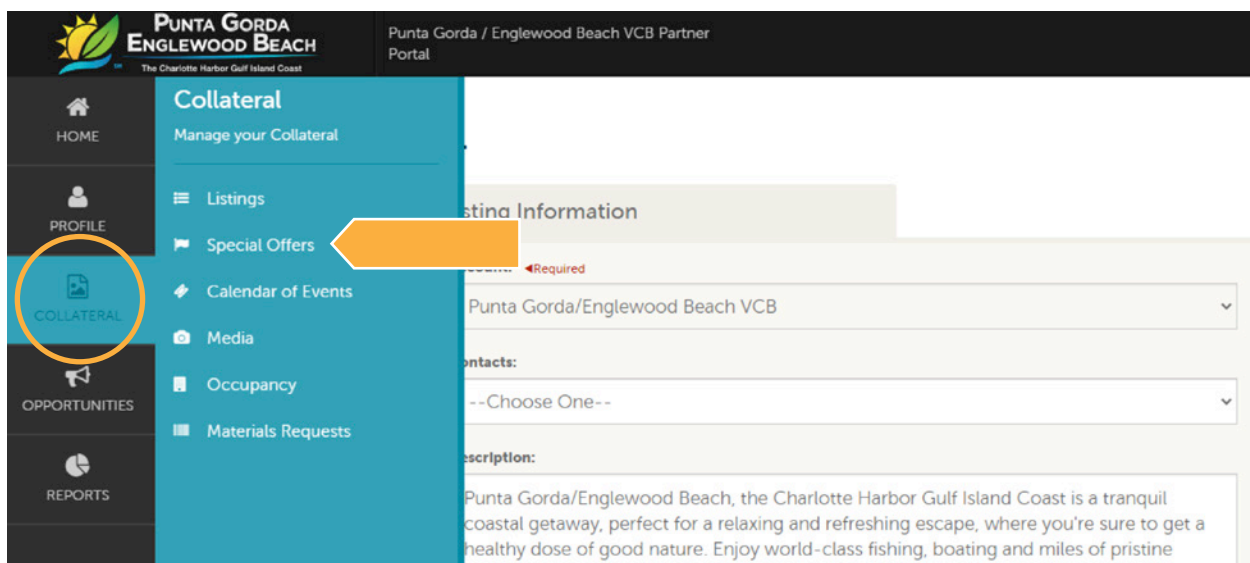
Images are required for any offer. **Please note: we do not accept logos, flyers, or images with text. You must have the rights/permissions to use all images you submit.** Landscape-oriented photos with a 72 dpi resolution and a size of at least 800 pixels wide by 433 pixels tall are optimal. Be creative!

Each special offer submitted will be pending until approved by the VCB marketing staff. We reserve the right to deny the approval or edit the submission. If we have questions, need clarification, or have recommendations to improve the offer, we will reach out to you.

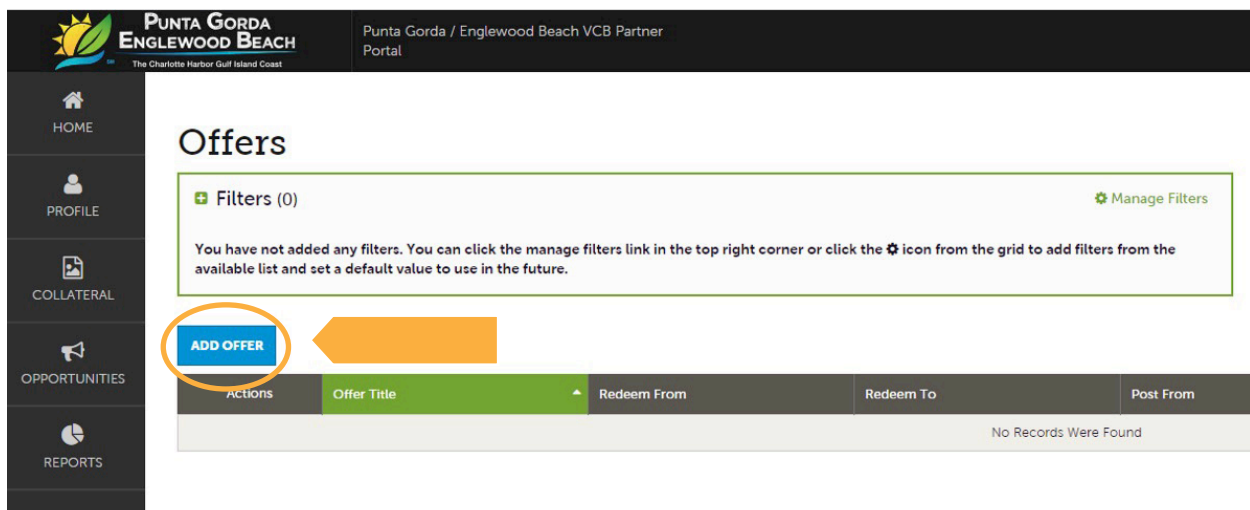
SUBMITTING SPECIAL OFFERS

Submitting a Special Offer:

- 1 After you click on Special Offers under the Collateral menu, you will be presented with your business's offers (if any). The pencil icon will allow you to edit an existing offer. By clicking the eyeball icon, you can view the existing offer. The clone icon will allow you to duplicate an offer.



- 2 You can also create a new offer by clicking the **ADD OFFER** button.



SUBMITTING SPECIAL OFFERS

- 3 When you view, edit, or add an offer, you can quickly scroll to a section on the page by clicking the links on the left side of the page. If you are viewing an offer, the button in the top left will say Edit. If you are editing an offer, the top left button will say Save. As with Listings, you have the ability to attach images to your offers.

The screenshot shows the 'New Offer' form in the Punta Gorda / Englewood Beach VCB Partner Portal. The form is divided into several sections: Offer Information, Offer Image, Offer Dates, Offer Categories, and Offer Listings. The Offer Information section is highlighted, showing fields for Account (Punta Gorda/Englewood Beach VCB), Offer Title (Required), Offer Link, and Offer Text. The Offer Image section is also visible, showing a field for the image. The Offer Dates section shows fields for From and To dates. The Offer Categories section shows a dropdown menu for selecting a category. The Offer Listings section shows a list of existing offers.

- 4 **Offer Information:** The Offer Title will display on your deal. The Offer Link will link to the offer posted on your website. The Offer Text should be a brief description of the deal.
- 5 **Offer Image:** Please choose the image to accompany your special offer.
- 6 **Offer Dates:**
- Redeem From and To = dates the offer is valid.
 - Post From and To = dates to display the offer.
- 7 **Offer Categories:** Please select a category that will determine where your offer will appear on pureflorida.com.
- 8 **Remember to Save.**

IMPORTANT NOTE: Any edits or submission of new offers will require approval from the VCB. Please make sure your special offer is indeed a special offer and provides a tangible value to visitors or it will not be approved. Upon saving your updates, the VCB will be notified and will email when the changes are updated/approved.

SUBMITTING AN EVENT

Events

The Events page is used to entice visitors to choose Punta Gorda/Englewood Beach over many other competing destinations when looking for a warm weather getaway and seeking outside pursuits. The success of the events page depends on the value to the potential visitor and the interest in the events displayed. It can also be used to see what is happening in-market during a planned visit.

Before submitting an event, ask yourself: *Does this event make people want to visit Punta Gorda/Englewood Beach? Does this event help in the decision-making process of selecting a destination to visit, or will it provide a memorable experience while in destination?* If so, we invite you to submit an event.

An event is defined as a dated happening that would draw visitors from outside the local area. It could be a festival or fair, arts or cultural event, a sporting event, or the like. If your event is more local and community-focused—i.e., what's happening in town this week, a charitable event, or where can we go to eat on Tuesday—your event would be better served on a Chamber of Commerce calendar or the event calendar on your website.

Examples of events are:

- A 2-day arts fair
- A week-long performance of a play
- A music festival
- A paddleboard or kayak race event
- A half marathon
- A museum exhibit

Please note: Taco Tuesday, weekly specials, tours, and local entertainment for an evening are not considered an event.

Each submitted event must be approved by VCB marketing staff. The VCB reserves the right to edit submissions or withhold approval if there is not enough information provided or if an event does not qualify as one that will attract out of area visitors. You will receive an email notification regarding the status of your event submission.

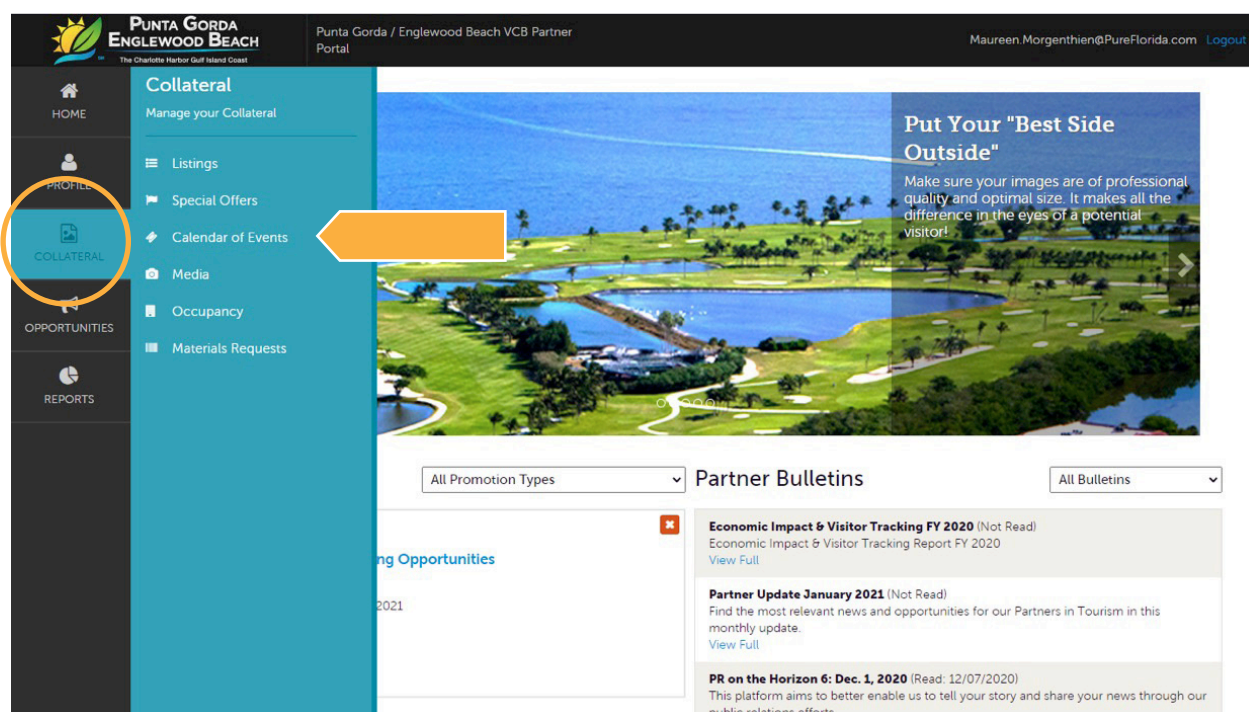
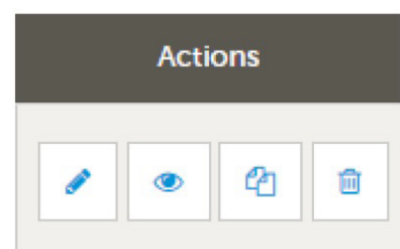
SUBMITTING AN EVENT

Images are required for every event. **Please note: we do not accept logos, flyers, or images with text. You must have the rights/permissions to use all images you submit.** Landscape-oriented photos with a 72 dpi resolution and a size of at least 800 pixels wide by 433 pixels tall are optimal. Be creative!

In accordance with our new criteria, regularly-scheduled weekly events (such as nightly live music, tours, etc.) no longer qualify as tourism-related events. We encourage you to integrate those weekly events in the description of your business in your listing.

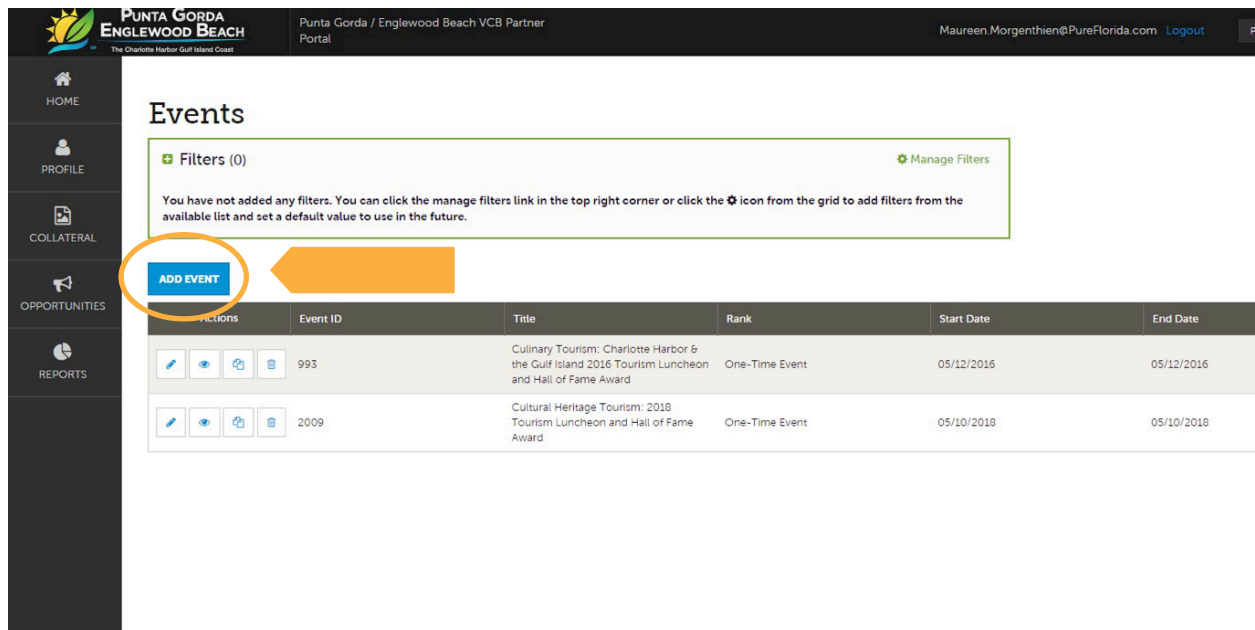
Submitting an Event:

- 1 Go to Collateral, then **Calendar of Events**. You will be presented with your property's events (if any). The pencil icon will allow you to edit an existing event. By clicking the eyeball icon, you can view the existing event. The clone icon will allow you to duplicate an event. The trashcan will delete an event.



SUBMITTING AN EVENT

- 2 You can create a new event by clicking the **ADD EVENT** button.
- 3 When you view, edit, or add an event, you can quickly scroll to a section on the page by clicking the navigation links on the left side of the page. If you are viewing an event, the button in the top left will say Edit. If you are editing an event, the top left button will say Save. You must click the Save button before any of your changes are actually saved! As with Listings and Special Offers, you have the ability to attach images to your events.




PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

Punta Gorda / Englewood Beach VCB Partner Portal









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Events

Filters (0) [Manage Filters](#)

You have not added any filters. You can click the manage filters link in the top right corner or click the  icon from the grid to add filters from the available list and set a default value to use in the future.

ADD EVENT

Actions	Event ID	Title	Rank	Start Date	End Date
   	993	Culinary Tourism: Charlotte Harbor & the Gulf Island 2016 Tourism Luncheon and Hall of Fame Award	One-Time Event	05/12/2016	05/12/2016
   	2009	Cultural Heritage Tourism: 2018 Tourism Luncheon and Hall of Fame Award	One-Time Event	05/10/2018	05/10/2018

SUBMITTING AN EVENT

- 4 **Event Information:** The title will display on your event. The event link will link to the website for the event. The event description should be a brief description of the event. If there is an admission fee include that information. Fill in the mandatory fields of rank and category and the remainder of the fields. The more information posted, the better for the visitor.

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

Punta Gorda / Englewood Beach VCB Partner Portal

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New Event

SAVE

CANCEL

Sections:

- Event Information
- Event Location
- Event Dates
- Image Gallery

Event Information

In order to have your event added to our online calendar, please note: it must take place within Charlotte County to be listed on the PureFlorida.com website. Exhibits, tours, concerts, performances, festivals and major sporting events. Events that lean to the local community side of things and would not qualify for professional events, yard sales, and most lectures or seminars. Your event will NOT automatically be added to the calendar once submitted through the portal. You must provide all the information needed to be added and is a tourist-related event. You will be notified once your event is approved or if your event is not approved for events.

Account: Required

Punta Gorda/Englewood Beach Visitor & Convention Bureau

Title: Required

Contact:

--Choose One--

Admission:

Description: Required

Please note: links and text formatting will not display on the site. Contact Julie.Pennock@CharlotteCountyFL.gov with any questions.

Source B I S I₁₈ | | | | | | | |

- 5 Add the event location.

- 6 Add the event date with a start and end time or times. Choose frequency.

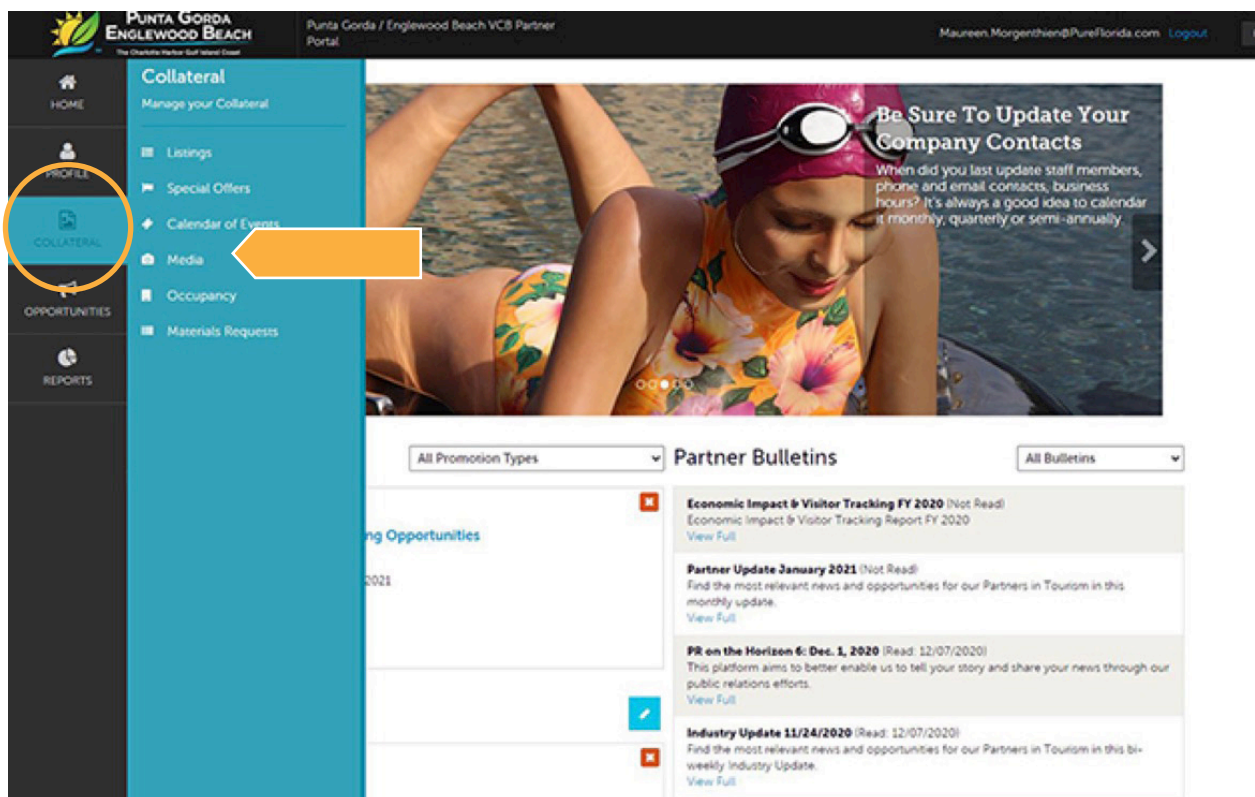
- 7 **Event Image:** Please choose the image to accompany your event. You can choose from an image already in your gallery or drag/drop or upload a new one. Please note: we do not accept logos, flyers, or images with text. You must have the rights/permissions to use all images you submit. Landscape-oriented photos with a 72 dpi resolution and a size of at least 800 pixels wide by 433 pixels tall are optimal.

- 8 **Remember to Save.**

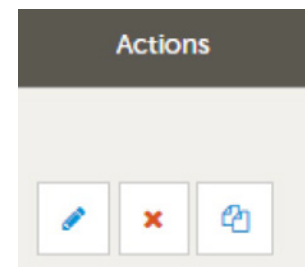
ADDING MEDIA

Adding Photos and Video (Media)

- 1 After you click the Collateral icon and then **Media**, you will be presented with your business's images that have been uploaded into the portal. These may be used in listings, special offers, and events.











- 2 The pencil icon will allow you to edit an existing image. By clicking the red X icon, you can delete an existing image. The clone icon will allow you to duplicate an image.



ADDING MEDIA

- 3 You can add new images by clicking the **ADD NEW MEDIA** button.

The screenshot shows the 'Media' management interface of the Punta Gorda Englewood Beach VCB Partner Portal. The top navigation bar includes the logo, the text 'Punta Gorda / Englewood Beach VCB Partner Portal', and the name 'Maureen'. A left sidebar contains navigation links: HOME, PROFILE, COLLATERAL, OPPORTUNITIES, and REPORTS. The main content area is titled 'Media' and features a filter section with 'Filters (0)', a 'Manage Filters' link, an 'Account is one of:' dropdown menu set to 'CHOOSE', and an 'APPLY FILTERS' button. Below the filter section, the 'ADD NEW MEDIA' button is highlighted with an orange circle and an orange arrow. The media list table has columns for Actions, Title, Description, and Image. It contains two entries: 'PG/EB Logo' with a logo image, and 'Visitor Bureau - Generic Gasparilla Water' with a landscape image.

Actions	Title	Description	Image
  	PG/EB Logo		
  	Visitor Bureau - Generic Gasparilla Water		

ADDING MEDIA

- 4 **Media Information:** You can browse your hard drive or drag and drop an image or video. Once you upload a new image/video (or edit an existing one), attach the image/video to one or multiple listings by selecting the Listings pull down menu.

The screenshot shows the 'New Media' form in the Punta Gorda/Englewood Beach VCB Partner Portal. The form is titled 'New Media' and has a 'SAVE' button and a 'CANCEL' button. The 'Media Information' section includes the following fields:

- Account:** A dropdown menu with 'Punta Gorda/Englewood Beach VCB' selected.
- Type:** A dropdown menu with 'Image' selected.
- Title:** A text input field with a red error message 'Title is required'.
- Description:** A text input field.
- File:** A text input field with a red error message 'File is required'.

Below the 'File' field is a large orange arrow pointing to a 'Drag and Drop File To Page' area, which is circled in orange. Below this area are 'BROWSE' and 'REMOVE' buttons. At the bottom of the form, there is a 'Listings' dropdown menu, which is highlighted with an orange arrow. Below the 'Listings' dropdown is a text input field with the placeholder 'CHOOSE AMONG THE FOLLOWING...'. A note at the bottom of the form states: 'You can drag a file to the page to replace this file or use the "Browse" button'.

Important: Landscape-oriented photos with a 72 dpi resolution and a size of 800 pixels wide by 433 pixels tall are optimal. Be creative!

Disclaimer: Smaller images can appear blurry, even if they are higher than 72 dpi. Larger is better than smaller. Higher resolution is better than lower.

ADDING MEDIA

- 5 Follow the same steps to add additional images. These photos will appear when someone clicks on your listing, event, or special offer from pureflorida.com. Consistency looks best, so please choose similarly-sized photos. Again, horizontal layout is preferred.



**Please note: We do not accept logos, flyers, or images with text.
You must have the rights/permissions to use all images you submit.**

ADDING MEDIA

- 6 When adding a link to a **YouTube** video, provide a title you want displayed, select **YouTube** under **Type**, and provide the YouTube link under **Video Link**. Make sure to attach the video to one or multiple listings by selecting the Listings pull down menu.

**PUNTA GORDA
ENGLEWOOD BEACH**
The Sunshine State's Gulf Beach Coast

Punta Gorda / Englewood Beach VCB Partner Portal

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New Media

SAVE
CANCEL

Sections:
Media Information

Account: Required
Punta Gorda/Englewood Beach VCB

Type: Required
YouTube

Title: Required
! Title is required

Description:

Video Link: Required

Listings:
CHOOSE AMONG THE FOLLOWING...

- 7 Make sure to Save.



And that's how you manage your information on **PureFlorida.com** through the Partner Portal!

Any questions or issues, please contact the VCB at partners@pureflorida.com or 941.743.1900.