

# MEDIA KIT



## Bradenton Area Convention & Visitors Bureau

Interested in sharing the Bradenton Area story? We've assembled a collection of resources to help! From its off-the-beaten-path (but easily accessible) location, to its unbeatable beaches, delicious dining, awe-inspiring activities and more, our destination is truly one of a kind – and we are sure you will agree. Our press kit is packed with everything you will need to supplement any Bradenton Area story. So, visit our Content Page or just take a look around. Real. Authentic. Florida. awaits... Questions? You can reach us at [Kolby.Gayson@BACVB.com](mailto:Kolby.Gayson@BACVB.com) or call (941) 729-9177 Ext. 3956.

Real. Authentic. Florida.<sup>SM</sup>

# CONTENT

Clickable links will  
bring you directly  
to each section.

## AREA OVERVIEW

Background  
Overview Video  
Fast Facts  
Area Map  
Upcoming Events  
Website & Social Media  
Direct Flights

## REPORTING ASSETS

Story Ideas  
Photography  
Video

## BRADENTON AREA CONTACTS

CVB Press Contacts  
PR Agency Press Contacts

## FOR MORE INFORMATION

Media Site  
Press Trip Requests



## Area Overview

- Background
- Overview Video
- Fast Facts
- Area Map
- Upcoming Events
- Website & Social Media
- Direct Flights

## Reporting Assets

- Story Ideas
- Photography
- Video

## Bradenton Area Contacts

- CVB Press Contacts
- PR Agency Press Contacts

## For More Information

- Media Site
- Press Trip Requests

## TABLE OF CONTENTS

# Area Overview

## Background

The Bradenton/Anna Maria Island/Longboat Key area is located on Florida's west coast between St. Petersburg and Sarasota. It is bordered on the north by Tampa Bay, and to the west by the Gulf of Mexico. But once you are here, you will feel worlds away.

The Bradenton Area is one of the few destinations in the state to have successfully preserved the characteristics of authentic Florida while experiencing major growth. Bradenton Area beaches are found on the idyllic barrier islands of Anna Maria Island and Longboat Key, where cozy beachfront cottages, intimate resorts and inns, and smaller, low-rise condos dot the landscape. Quiet villages offer boutiques, fine dining, cafes and a range of island-perfect shops: from fly-fishing charters, to bike, kayak or Segway rentals.

Those venturing off island or staying on the mainland find an area rich in all that Florida was before the age of the amusement parks and expansive resorts. Visitors enjoy quaint downtowns embracing the past while offering entertainment, dining, history, culture and more. Those seeking to embrace Florida at its most natural can enjoy fascinating tours of working wineries, dairy and produce farms, as well as citrus groves.

Easy to get to, but off the beaten path, filled with "Old Florida" ambience and brimming with opportunities to experience Florida at its most real and authentic, the Bradenton Area is a part of the state worth discovering and exploring again and again.





## Area Overview

- Background
- Overview Video
- Fast Facts
- Area Map
- Upcoming Events
- Website & Social Media
- Direct Flights

## Reporting Assets

- Story Ideas
- Photography
- Video

## Bradenton Area Contacts

- CVB Press Contacts
- PR Agency Press Contacts

## For More Information

- Media Site
- Press Trip Requests

## TABLE OF CONTENTS

# Area Overview

---

## Overview Video

A quick, easy and enjoyable way to get a bird's eye introduction to the Bradenton/Anna Maria Island/Longboat Key area.



## Area Overview

Background  
Overview Video  
Fast Facts  
Area Map  
Upcoming Events  
Website & Social Media  
Direct Flights

## Reporting Assets

Story Ideas  
Photography  
Video

## Bradenton Area Contacts

CVB Press Contacts  
PR Agency Press Contacts

## For More Information

Media Site  
Press Trip Requests

## TABLE OF CONTENTS

# Area Overview

## Fast Facts

### Location

On the Gulf of Mexico, south of Tampa Bay

### Major Towns

- |                     |                  |
|---------------------|------------------|
| ■ Bradenton         | ■ Cortez         |
| ■ Anna Maria Island | ■ Ellenton       |
| ■ Longboat Key      | ■ Myakka City    |
| ■ Palmetto          | ■ Ft. Hamer      |
| ■ Holmes Beach      | ■ Lakewood Ranch |
| ■ Bradenton Beach   | ■ Parrish        |

### Recent Accolades and Awards

- Top 10 Island Beaches for Perfect Sand, Conde Nast Traveler: Coquina Beach on Anna Maria Island
- Ten Best Little Beach Town in Florida, Coastal Living: Anna Maria Island
- Best Beach for Families, Family Vacation Critic / Trip Advisor: Manatee County Beach
- Top 30 Island in the World, Conde Nast Traveler: Anna Maria Island
- Top 25 Happiest Cities in the US, National Geographic: Bradenton
- One of America's Happiest Seaside Towns: Coastal Living Magazine

### Did You Know...

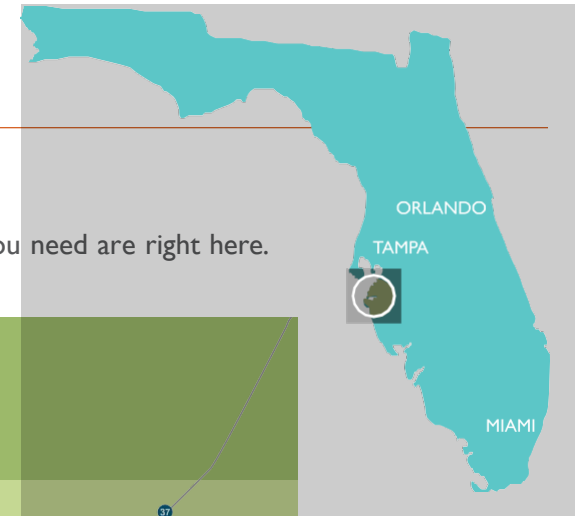
- The Bradenton Area has its own airport: Sarasota Bradenton International Airport (SRQ) offering non-stop service on Delta, JetBlue, United, American, Frontier, Allegiant, Air Canada, Elite Airways, Southwest Airlines, Sun Country and Avelo Airlines.
- Cortez Historic Fishing Village is the oldest working fishing village in Florida and home to The Florida Maritime Museum offering programs for guests to immerse themselves in the activities of our settlers and ancestors, including quilting, soap-making, woodcrafting, net mending, fish filleting and more.
- You won't find chain restaurants or sky-rise buildings on Anna Maria Island. In fact, all buildings measure three stories or less.
- Anna Maria Island boasts seven miles of uninterrupted beach.
- Tropicana's juice production facilities are located in Bradenton.
- Bradenton's LECOM Park (formerly McKechnie Field) has been the Spring Training home to the Pittsburgh Pirates since 1969.
- IMG Academy in Bradenton is the world's largest and most advanced multi-sport training and educational institution.
- Pine Avenue on Anna Maria Island is "The Greenest Little Mainstreet in America" and Florida's first LEED Platinum and Net Zero Energy Retail Park.
- Village of the Arts in Bradenton is Florida's largest live-work art community with over 49 businesses calling the Village home.
- Premier Sports Campus features 140 acres of pristine fields perfect for hosting anything from tournaments and practices to outdoor festivals and movie nights.

# Area Overview






## Area Map

Wondering where we are? Need to show others? Need to get around? The maps you need are right here.

[Google map here](#)



### Map Symbols Key:

-  Airport
-  Port
-  Major Attractions
-  Beaches
-  Parks

### Area Overview

- Background
- Overview Video
- Fast Facts
- Area Map
- Upcoming Events
- Website & Social Media
- Direct Flights

### Reporting Assets

- Story Ideas
- Photography
- Video

### Bradenton Area Contacts

- CVB Press Contacts
- PR Agency Press Contacts

### For More Information

- Media Site
- Press Trip Requests

### TABLE OF CONTENTS

## Area Overview

Background  
Overview Video  
Fast Facts  
Area Map  
Upcoming Events  
Website & Social Media  
Direct Flights

## Reporting Assets

Story Ideas  
Photography  
Video

## Bradenton Area Contacts

CVB Press Contacts  
PR Agency Press Contacts

## For More Information

Media Site  
Press Trip Requests

## TABLE OF CONTENTS

# Area Overview

## Upcoming Events

For a full calendar of events taking place throughout the Bradenton Area, visit our [Events Page](#).

## Website & Social Media

Want to take a deeper dive into the Bradenton Area without actually getting your feet wet? Take a look at our destination website and social media pages. “Old Florida” is just a click away...

Website [www.BradentonGulfIslands.com](http://www.BradentonGulfIslands.com)

 Facebook [www.Facebook.com/VisitBradentonGulfIslands](http://www.Facebook.com/VisitBradentonGulfIslands)

 Instagram [www.Instagram.com/visit\\_bradenton](http://www.Instagram.com/visit_bradenton)

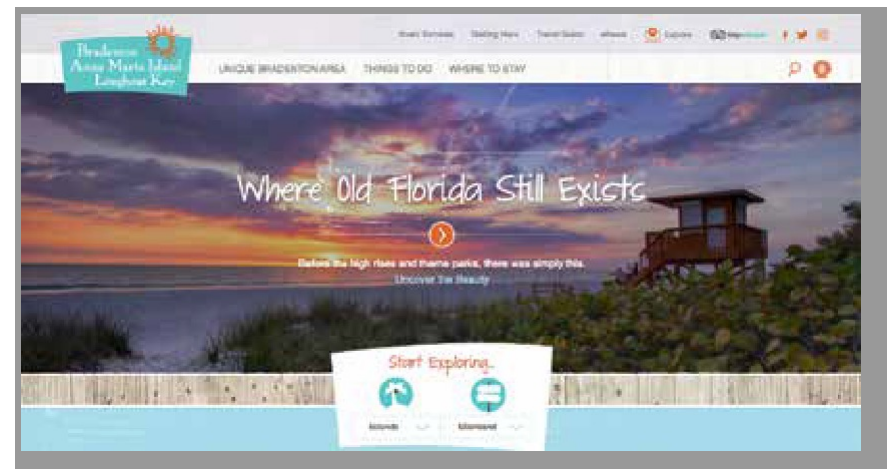
 Twitter [www.Twitter.com/VisitBradenton](http://www.Twitter.com/VisitBradenton)

 Youtube [www.youtube.com/user/BradentonGulfIslands](http://www.youtube.com/user/BradentonGulfIslands)

 Pinterest [www.pinterest.com/visitbradenton](http://www.pinterest.com/visitbradenton)

 Foodie Instagram [www.Instagram.com/dinebradenton](http://www.Instagram.com/dinebradenton)

**Hashtags to use** - #BradentonArea #LoveAMI  
#VisitBradenton #LoveltLikeALocal





## Area Overview

Background  
Overview Video  
Fast Facts  
Area Map  
Upcoming Events  
Website & Social Media  
Direct Flights

## Reporting Assets

Story Ideas  
Photography  
Video

## Bradenton Area Contacts

CVB Press Contacts  
PR Agency Press Contacts

## For More Information

Media Site  
Press Trip Requests

## TABLE OF CONTENTS

# Area Overview

## SRQ Non-Stop Service

The Bradenton Area is mere minutes from the Sarasota Bradenton International Airport (SRQ), which offers the following non-stop service. And, new routes are always in the works, so it's hard to keep up! Visit [srq-airport.com/nonstop-destinations-served](http://srq-airport.com/nonstop-destinations-served) for the most up-to-date list.





## Area Overview

Background  
Overview Video  
Fast Facts  
Area Map  
Upcoming Events  
Website & Social Media  
Direct Flights

## Reporting Assets

Story Ideas  
Photography  
Video

## Bradenton Area Contacts

CVB Press Contacts  
PR Agency Press Contacts

## For More Information

Media Site  
Press Trip Requests

## TABLE OF CONTENTS

# Reporting Assets

## Story Ideas

Though there are countless stories to be told about the Bradenton Area, each as unique as the destination itself, here are just a few to explore. And this is just scratching the surface. With a call or email, we can help find contacts, sources, background and more to help you share our story!

### Soft Adventures Hard to Beat

While planning a family vacation can be a wild ride when selecting a destination, parents and children alike are in search of real adventures, during which lifelong memories are made. For those looking for the perfect family vacation, packed with thrills for all ages, the Bradenton Area is hard to beat. Top options include:

- [Kayaking](#)
- [Treeumph! Adventure Course](#)
- [Segs by the Sea](#)
- [Stand Up Paddleboard](#)
- [NEST at Robinson Preserve](#)
- [Canopy Zone at Robinson Preserve](#)

### Size Up Our Signature Events

Year after year, the Bradenton Area comes together to bring unique events to the destination, providing its visitors with world-class activities to enjoy (and return for) time and time again. Top one-of-a-kind events include the following. All can be found [here](#).

- [The Bradenton Area River Regatta](#)
- [Symphony on the Sand](#)
- [Hunsader Pumpkin Festival](#)
- [The Bradenton Blues Festival](#)
- [Bradenton Gulf Islands Concert Series](#)
- [Cortez Fishing Festival](#)

### Setting the Bar for Sustainability (and Agritourism)

As sustainable tourism grows in popularity, the Bradenton Area is setting the bar, thanks in part to sustainable operations like:

- [Bunker Hill Vineyard and Winery](#)
- [Pine Avenue](#)
- [Gamble Creek Farm](#)
- [Hunsader Farms](#)
- [Love It Like A Local](#)

## Area Overview

Background  
Overview Video  
Fast Facts  
Area Map  
Upcoming Events  
Website & Social Media  
Direct Flights

## Reporting Assets

Story Ideas  
Photography  
Video

## Bradenton Area Contacts

CVB Press Contacts  
PR Agency Press Contacts

## For More Information

Media Site  
Press Trip Requests

## TABLE OF CONTENTS

### All-Star Destination for Sports

With perfectly manicured grounds and open-air stadiums, Florida is a perennial favorite for top athletes, teams and coaches year-round. But not all areas of the state are on an even playing field. The Bradenton Area is emerging as the all-star sports destination in the state thanks to:

- [IMG Academy](#)
- [Premier Sports Campus](#)
- [LECOM Park \(formerly McKechnie Field\)](#)
- [Ellenton Ice and Sports Complex](#)
- [Nathan Benderson Park](#)
- [Bradenton Area Convention Center](#)

### Dining: We Do It Differently

The Bradenton Area offers arguably the best opportunities to partake in two Old Florida culinary traditions – Dock and Dine and Hook and Cook.

Dock and Dine: Visitors spending the day on the open water and looking for a place to dock their boats just steps from a restaurant serving the freshest, seasonal seafood around can dock and dine at restaurants also offering the best food and views in the state. They include:

- [Riverhouse Waterfront Restaurant](#)
- [Seafood Shack](#)
- [Mar Vista](#)
- [Star Fish Company](#)
- [Pier 22](#)
- [Anna Maria Oyster Bar](#)
- [Linger Lodge](#)

Hook and Cook: Those who catch something delicious (the destination is known for its redfish, snook, and tarpon) can bring their catch to many of these restaurants to be prepared to their liking. Top stops include:

- [Mar Vista](#)
- [Star Fish Company](#)
- [Pier 22](#)
- [Anna Maria Oyster Bar](#)
- [Beach House Restaurant](#)
- [Sandbar](#)



## Area Overview

Background  
Overview Video  
Fast Facts  
Area Map  
Upcoming Events  
Website & Social Media  
Direct Flights

## Reporting Assets

Story Ideas  
Photography  
Video

## Bradenton Area Contacts

CVB Press Contacts  
PR Agency Press Contacts

## For More Information

Media Site  
Press Trip Requests

## TABLE OF CONTENTS

### Unexpected Historical Charm

From the site where De Soto came ashore and began his conquest and exploration of America, to the last standing antebellum plantation house in South Florida, the Bradenton Area is the perfect spot for families in search of a unexpected historical destination. Top historical events, sites and activities include:

- [Manatee Village Historical Park](#)
- [Palmetto Historical Park](#)
- [De Soto National Memorial](#)
- [The Bishop Museum of Science and Nature](#)
- [Florida Railroad Museum](#)
- [The Fishing Village of Cortez and Florida Maritime Museum](#)
- [Anna Maria Island Historical Society](#)

### Superior Shopping Sites

Those who get nostalgic for the time when chain restaurants and department stores were not on every street corner should look no further than the Bradenton Area where local shops, general stores, boutiques and cafés line the streets instead and offer one-of-a-kind items for purchase. Top stops to shop are:

- [Pine Avenue](#)
- [Main Street at Lakewood Ranch](#)
- [Historic Bridge Street](#)
- [The Village of the Arts in Bradenton](#)
- [Downtown Bradenton and Old Manatee](#)
- [Ellenton Premium Outlet Mall](#)

### Craft Breweries are Bubbling Up

As the craft beer scene across the globe continues brewing, the Bradenton Area is bubbling up as a top destination for those in search of a place to enjoy the local flavors – all thanks to:

- [Motorworks Brewing](#)
- [3 Car Garage Brewing](#)
- [Corporate Ladder Brewing Company](#)
- [3 Keys Brewing](#)
- [Loaded Cannon Distillery](#)
- 



## Area Overview

Background  
Overview Video  
Fast Facts  
Area Map  
Upcoming Events  
Website & Social Media  
Direct Flights

## Reporting Assets

Story Ideas  
Photography  
Video

## Bradenton Area Contacts

CVB Press Contacts  
PR Agency Press Contacts

## For More Information

Media Site  
Press Trip Requests

## TABLE OF CONTENTS

### Unbeatable Beaches

Found on the area's barrier islands on the Gulf of Mexico, area beaches offer 16 miles of sugar-white sand with convenient public access.

- [Anna Maria Beach](#)
- [Bean Point](#)
- [Beer Can Island](#)
- [Coquina Beach](#)
- [Cortez Beach](#)
- [Holmes Beach](#)
- [Manatee Beach](#)
- [Whitney Beach](#)

### Eco-Tourism Soars

Known for its pristine beaches, cultural activities, untouched nature preserves and ongoing efforts to preserve its "Old Florida" charm, the Bradenton Area is a top destination for eco-tourism. Just a few of the many experiences follow:

- [Robinson Nature Preserve](#)
- [Emerson Point Preserve](#)
- [The Fishing Village of Cortez](#)
- [Kayak Tours at Beach Bums](#)

### There's More than the Shore

Though the destination is known for its beaches, for years Downtown Bradenton has been developing into one of the finest small downtowns in the country, helping to set the Bradenton Area apart from other beach destinations in the state thanks to the following downtown stops:

- [Old Main Street](#)
- [The Riverwalk](#)
- [The Bishop Museum of Science and Nature](#)
- [The Village of the Arts in Bradenton](#)
- [Manatee Performance Art Center](#)
- [Art Center Manatee](#)
- [Pirates Spring Training at LECOM Park](#)



## Area Overview

- Background
- Overview Video
- Fast Facts
- Area Map
- Upcoming Events
- Website & Social Media
- Direct Flights

## Reporting Assets

- Story Ideas
- Photography
- Video

## Bradenton Area Contacts

- CVB Press Contacts
- PR Agency Press Contacts

## For More Information

- Media Site
- Press Trip Requests

## TABLE OF CONTENTS

# Reporting Assets

## Key Still Photography

A large library of exceptional photography is available showing a wide variety of subjects in the area. To see and order shots for your use, [click here](#).



## Area Overview

Background  
Overview Video  
Fast Facts  
Area Map  
Upcoming Events  
Website & Social Media  
Direct Flights

## Reporting Assets

Story Ideas  
Photography  
Video

## Bradenton Area Contacts

CVB Press Contacts  
PR Agency Press Contacts

## For More Information

Media Site  
Press Trip Requests

## TABLE OF CONTENTS

# Reporting Assets

There are a number of assets available to help you tell your story or assist you in your research. If you don't see what you need here, [contact us](#).

## Video

We have tons of video that almost do the Bradenton Area justice. To view the entire b-roll or to order specific files, visit the destination's webpage [here](#). B-roll available upon request.



Water Activities



Shopping



Sunsets



Accommodations



Beaches



Dining



Parks and Preserves



Anna Maria Island



Riverwalk



Marina District



Arts & Culture



Attractions

Area Overview

Background  
Overview Video  
Fast Facts  
Area Map  
Upcoming Events  
Website & Social Media  
Direct Flights

Reporting Assets

Story Ideas  
Photography  
Video

Bradenton Area  
Contacts

CVB Press Contacts  
PR Agency Press Contacts

For More  
Information

Media Site  
Press Trip Requests

TABLE OF CONTENTS

# Vital Area Contacts

## Bradenton Area Convention & Visitors Bureau Press Contact

Kolby Gayson, Marketing and Communications Director, APR  
Bradenton Area Convention & Visitors Bureau  
One Haben Blvd.  
Palmetto, FL 34221  
941.729.9177 Ext. 3956  
[Kolby.Gayson@BACVB.com](mailto:Kolby.Gayson@BACVB.com)

## Domestic Public Relations Agency Press Contact

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Meghan Gearino  
PR Strategist, Madden Media  
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[mgearino@maddenmedia.com](mailto:mgearino@maddenmedia.com)

## International Press Contacts

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Area Overview

Background  
Overview Video  
Fast Facts  
Area Map  
Upcoming Events  
Website & Social Media  
Direct Flights

Reporting Assets

Story Ideas  
Photography  
Video

Bradenton Area  
Contacts

CVB Press Contacts  
PR Agency Press Contacts

For More  
Information

Media Site  
Press Trip Requests

TABLE OF CONTENTS

# For More Information

---

## Bradenton Area Media Site

Facts, figures, story ideas, area contacts and more are right at your fingertips at the destination's [media site](#).

Of course, if that's not enough, simply email us at [Kolby.Gayson@BACVB.com](mailto:Kolby.Gayson@BACVB.com) or give us a call at 941.729.9177 Ext. 3956.

## Press Trip Requests

There's no better way to see and understand an area than to visit it firsthand. We can help you plan every step of your visit, making sure your time is well invested. For qualified representatives of the media, we may also be able to arrange travel, accommodations and more.