

Small Team, Big Output: AI Automation



WHAT WE'LL COVER

WHAT THIS SESSION IS ABOUT

We use AI automations to streamline PR, social, and web workflows — freeing time for storytelling and visitor engagement.

WHAT YOU'LL SEE

Automations we've built

WHAT YOU'LL GET

Practical tools any DMO can adopt, regardless of size

WHY IT MATTERS

Less manual workload means more time for strategy

MORE WORK, SAME TEAM

THE CHALLENGE

The work has expanded. The team hasn't.



58%

of marketers feel overwhelmed
and 50% emotionally exhausted

Source: Marketing Week 2025



10+ hrs

per week on routine manual work

Source: DoubleVerify 2025



1 person

is often the entire “marketing
department”

The answer isn't working more hours — it's letting software do the parts that don't need a human.

TIME TO AUTOMATE

OUR ANSWER

Automate the operational work. Reclaim time for the meaningful work.

BEFORE AUTOMATION

Time spent on tasks

- Copying data between systems
- Manually filing documents
- Scanning through each article
- Pulling weekly reports
- Chasing the right logo file

AFTER AUTOMATION

Time spent on impact

- Crafting better stories
- Building partner relationships
- Strategy and planning
- Engaging real visitors
- Creating memorable content

Same team. More output. Better work.

AI AUTOMATION, IN PLAIN ENGLISH

✓ It IS

- A workflow that runs without you, with AI doing the thinking work in between.
- Tools talking to each other — your form, your spreadsheet, your inbox.
- A teammate that never sleeps and never forgets a step.

✗ It ISN'T

- A chatbot you need to interact with.
- Replacing your team.
- Magic. It does what you tell it, very precisely.

If you've ever said "I wish this just happened automatically" — that's the use case.

WHAT WE BUILT, MAPPED TO YOUR ORG CHART

AUTOMATIONS WE'LL WALK THROUGH, BY DEPARTMENT

01

PR

WORKFLOWS

Mention tracking

02

Social Media

WORKFLOWS

Events aggregation

03

Web

WORKFLOWS

*AI Share of Voice
Transparency portal*

04

Internal Tools

WORKFLOWS

*Logo selector
Accolades
Weekly Guide Reports*

Seven automations. All real, all running.

DEPARTMENT 01

PR

Press mentions on autopilot. AI presence under watch.

Two automations that let our PR team focus on relationships and pitches — not data entry.

PR AUTOMATION 1: PARTNER MENTIONS TRACKING

WHAT IT DOES

Every press article, every partner mention, captured automatically.

PR vendor submits each press hit through a single form. The workflow scrapes the article, asks AI to identify every Visit Sarasota partner mentioned, logs the result in Airtable, and updates a public-facing partner dashboard — all in under two minutes.

INPUT

1 form per article

EXTRACTION

AI reads, identifies

OUTPUT

Live dashboard

WHAT THE AUTOMATION LOOKS LIKE

Coverage Update

Publication Date *

Article URL

Publication *

Publication Title *


UVM *

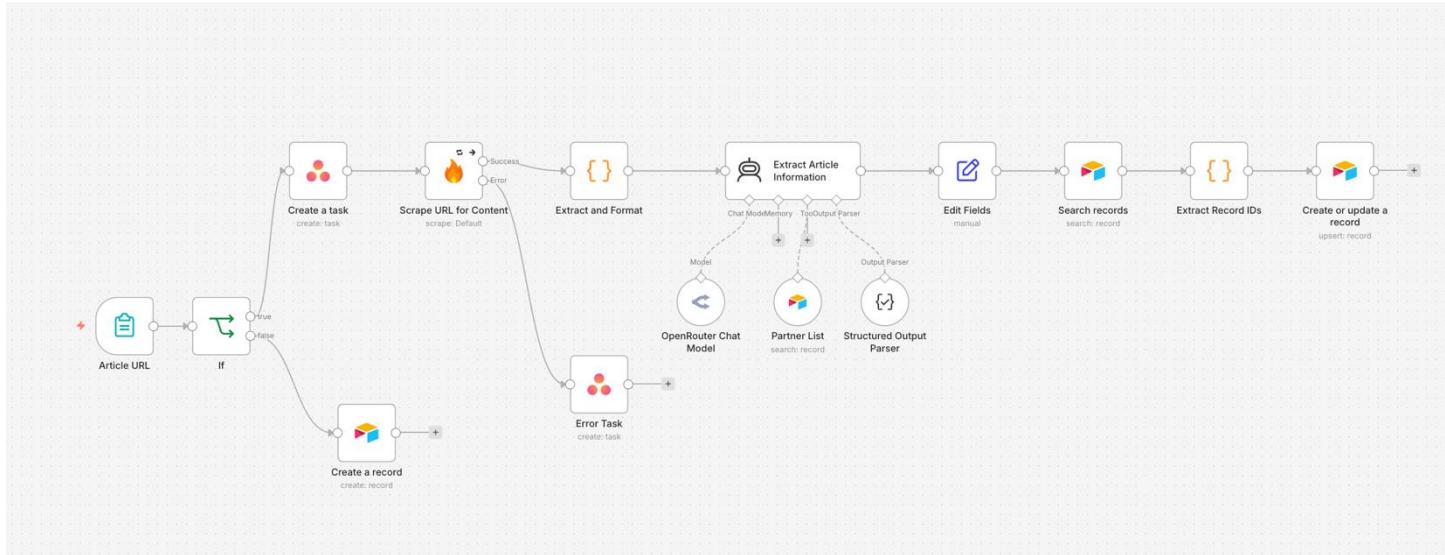
Description

Coverage Type *

PR Vendor *

Country *

Form automated with  n8n



WHAT STAKEHOLDERS SEE

FY26 PR Mentions

To better serve our community, we use AI-powered automations to help identify and capture partner names across media mentions. While this streamlines our tracking, it may occasionally result in minor discrepancies. If you spot something that looks off, feel free to let us know so we can update it.

Search

Region Category Led/Assisted PR Vendor Country

Publis...	T Publication	T Title	Audience	T Partner Name	Category	Region	URL	PR Vendor	Lead/Support	Country
5/5/2026	Conde Nast Traveler	This Florida Gem Is the Only US Beach to...	3,363,490	St Regis Longboat Ke...	Lodging Shopping T	Siesta Key Longboat Ke	cntraveler.com/story/...	LHG	For Awareness	USA
5/5/2026	TravelMag	11 Florida Restaurants Where The View Is...	17,788	Dry Dock Waterfront...	Dining	Longboat Key	travelmag.com/florid...	LHG	For Awareness	USA
5/5/2026	Southern Living	5 Under-The-Radar Southern Trips Travel...	16,338,406	St Regis Longboat Ke...	Lodging Arts	Longboat Key Saras...	southernliving.com/b...	LHG	For Awareness	USA
5/1/2026	Good Grit	On the Edge of Adventure	300,000					LHG	For Awareness	USA
4/30/2026	Travel And Tour Worl...	Die schönsten Strände der USA für 2026:...	1,153				travelandtourworld.d...	Gosh	For Awareness	Germany
4/30/2026	Travel And Tour Worl...	Waldorf Astoria Residences Sarasota...	1,153	Michael Saunders &...	Local Services	Sarasota	travelandtourworld.d...	Gosh	For Awareness	Germany
Open	Modern South	Spring Peak: 7 of the South's Best Parks an...	3,649	Marie Selby Botanica...	Things to Do	Sarasota	modernsouth.co/spri...	LHG	Led	USA
4/30/2026	Forbes	The 50 Best Beaches In The World For 202...	55,151,804				forbes.com/sites/laur...	LHG	For Awareness	USA
4/23/2026	Meetings Today	Take a Coast-to-Coast Tour of Florida's Ma...	19,545	The Ringling,...	Arts Things to Do L	Sarasota Longboat Key	meetingstoday.com/a...	LHG	Led	USA
4/23/2026	Meetings Today	Florida Catches the Food Hall Wave	19,545	Columbia Restaurant,...	Dining Lodging	Lido Key Sarasota S	meetingstoday.com/a...	LHG	Led	USA
4/23/2026	The Telegraph	The Florida gem that turns the beach holid...	62,600,000	Columbia Restaurant,...	Dining Things to Do	Lido Key Sarasota L	telegraph.co.uk/trave...	Gosh	Led	UK
4/22/2026	Travel And Tour Worl...	USA Sarasota Ritz-Carlton Pastry Chef...	1,153				travelandtourworld.d...	Gosh	For Awareness	Germany
4/22/2026	Williston Observer	Tripadvisor Summer Travel Index Shows Ea...	2,947				willistonobserver.co...	LHG	For Awareness	USA

WHAT WE LEARNED

LESSONS FROM THIS ONE

The dashboard changed the conversation.

01

Partners check it themselves now

They can check the public dashboard and see real time updates of PR mentions across our area.

02

We are continually enhancing it.

We have expanded to additional automations to automatically pull monthly reports for internal teams.

03

Building it for resident sentiment.

We copied our domestic PR automation to make it work for our local PR mentions, pulling out staff mentions and sentiment.

DEPARTMENT 02

Social Media

Eight event calendars, one weekly digest.

Knowing what's happening across the destination — without reading eight websites every Monday.

SOCIAL AUTOMATION: EVENTS AGGREGATION

WHAT IT DOES

One weekly digest from eight event calendars across the destination.

Each week, the workflow scrapes eight local event websites — from venues to small festivals to partner calendars — sends the content to AI, and asks for a structured list. We get a clean digest in Asana, ready to plan content around.

SOURCES

8 event sites

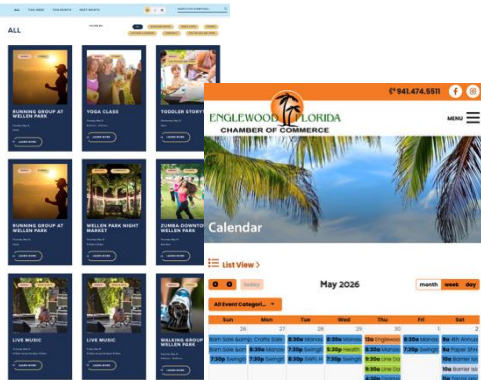
OUTPUT

Structured digest

CADENCE

Weekly, automatic

WHAT THE AUTOMATION LOOKS LIKE



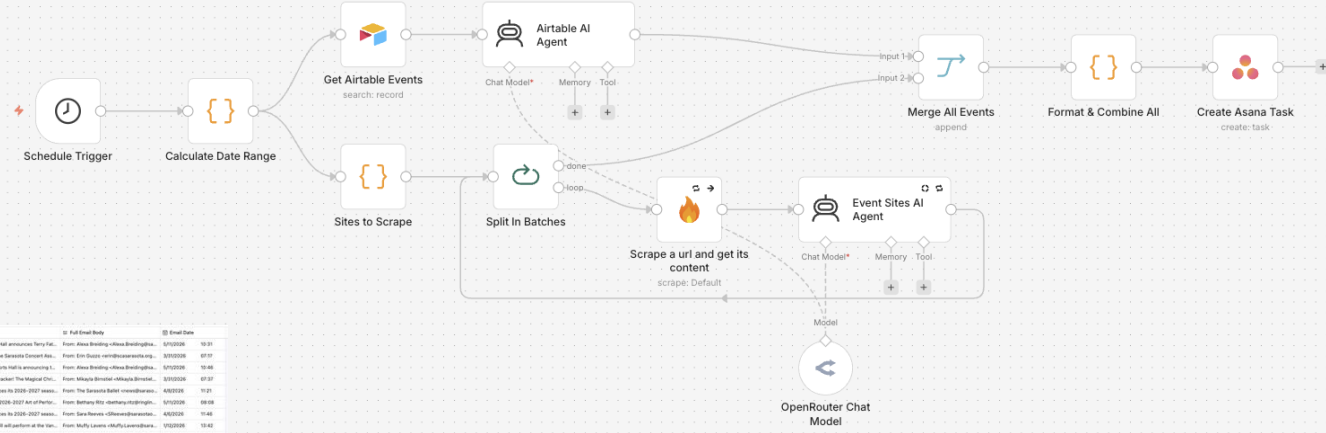
May 2026

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						


All Email Subject
 Date of Event
 Type
 Business Name
 Summary
 Full Email Body
 Email Date

Date	Subject	Business Name	Summary	Full Email Body	Email Date
2026-03-02	Van Weasel Performing Arts	Van Weasel Performing Arts	Van Weasel Performing Arts Fall announcements Terry Fal...	From: Alexa Brading <Alexa.Brading@va...>	07/02/26
2026-01-16	FOR MEMBERS ONLY	Sarasota Concert Assoc.	From: Wishes announcing the Sarasota Concert Ass...	From: Kim Davis <kimdavis@scara.org>	03/01/26
2026-01-04	For Central Support Act	Van Weasel Performing Arts	The Top Most Performing Arts Fall announcements	From: Alexa Brading <Alexa.Brading@va...>	01/01/26
2026-12-29	Nutcracker Press Release	Van Weasel Performing Arts	Tickets are on sale for Nutcracker! The Magical Chr...	From: Midge Kurat <Midge.Kurat@va...>	03/02/26
2026-10-23	The Sarasota Ballet Annou	The Sarasota Ballet	The Sarasota Ballet announces its 2026-2027 seas...	From: The Sarasota Ballet <info@sarasotab...>	03/02/26
2026-10-16	AMERICAN MUSIC AWARDS	AMERICAN MUSIC AWARDS	The 47th Annual AMERICAN MUSIC AWARDS will be h...	From: Barbara W. <barbaraw@amawards.com>	01/02/26
2026-09-27	FIVE SUNDAYS OF MUSIC A	Sarasota Orchestra	Sarasota Orchestra announces its 2026-2027 seas...	From: Sara Rivers <SaraRivers@sarasotaor...>	04/02/26
2026-08-26	Country Music from Vince	Van Weasel Performing Arts	Country music icon Vince Gill will perform at the Va...	From: Midge Kurat <Midge.Kurat@va...>	07/02/26
2026-08-22	Media Release - Multiple	Heritage Artist Festival	Heritage Artist Festival announces "Sings & Sings...	From: Heritage Media Relations <C...>	06/02/26
2026-08-16	WBFF announces auditions	Westcoast Black Theatre	Westcoast Black Theatre WBFF's auditions	From: Sharon Kurat <sharon@wbct.org>	04/02/26
2026-08-06	Sarasota Music Festival in	Sarasota Music Festival	Press release announcing the Sarasota Music Festi...	From: Sara Rivers <SaraRivers@sarasotaor...>	01/02/26
2026-05-15	Westcoast Black Theatre	Westcoast Black Theatre	Westcoast Black Theatre is presenting a 3rd...	From: Sharon Kurat <sharon@wbct.org>	05/02/26
2026-05-13	WBFF to present limited-t	Westcoast Black Theatre	Westcoast Black Theatre is presenting a 3rd...	From: Sharon Kurat <sharon@wbct.org>	05/02/26
2026-05-12	Press Release: FIVE SUND	Florida Studio Theatre	Florida Studio Theatre is opening its 2026 season	From: Wendy Klabanoff <wendy@studiot...>	01/02/26
2026-05-09	Just Legged: Heide Heine	Van Weasel Performing Arts	Heide Heine, a past legend, will perform at the Va...	From: Jami Bernick <Director of Web & Dig...>	01/02/26
2026-05-02	Art's Advocate	Art's Advocate	Art's Advocate announces its May 2026 events, star...	From: Kelly Form <kellyform@artadvocate.net>	01/02/26
2026-04-30	Media Release - Van We	Heritage Artist Festival	The Heritage Artist Festival announced new spring...	From: Heritage Media Relations <C...>	03/01/26
2026-04-28	The Sarasota Playoffs	The Sarasota Playoffs	The Sarasota Playoffs announced a production of th...	From: Amanda Hickey <amanda@sbplayoffs.com>	01/02/26
2026-04-24	WBFF marks 10th anniver	wBFF	wBFF celebrates its 10th anniversary with a special...	From: wBFF@wnews.com <wBFF@wnews.com>	01/02/26
2026-04-24	Area artists host an eBFF	wBFF	wBFF will perform Steve Reich's Mass for 18 Musi...	From: wBFF@wnews.com <wBFF@wnews.com>	03/02/26
2026-04-21	Press Release: WBFF mar	Florida Studio Theatre	Florida Studio Theatre is presenting a summer seas...	From: Wendy Klabanoff <wendy@studiot...>	06/02/26
2026-04-24	Press Release: FIVE SUND	Florida Studio Theatre	Florida Studio Theatre announces its 2026 Season	From: Wendy Klabanoff <wendy@studiot...>	01/02/26
2026-04-21	Artist Series Concerts of S.	Artist Series Concerts of Sarasota	Artist Series Concerts of Sarasota announces that A...	From: Kelly Form <kellyform@artadvocate.net>	03/02/26

Move by SOUL
 10:00AM - 11:00AM




WHAT STAFF SEES

 My tasks ▾

List Board Calendar Files Dashboard +

+ Add task ▾

Name	Due date ↕
 Weekly Tourist Events: May 14 - May 20	Today
Add task...	

📊 Summary

- **Total Events:** 18
- **Days with Events:** 6
- **Sources:** Airtable + 8 websites
- **Sites Needing Review:** 0
- **Sites with No Events:** 0

Events by Source:

- Englewood Chamber: 8
- Northport: 2
- Venice MainStreet: 2
- Wellen Park: 6

📅 Weekly Tourist Events: May 14 - May 20

Assignee  Jess Bertolini × My Tasks ▾

Due date  Today ×

Dependencies Add dependencies

Projects 1 +

▸ My tasks My Tasks ▾

 Website, Social & Marketing Untitled section ▾

[Send feedback](#)

Description

📅 Weekly Tourist Events: May 14 - May 20

****Compiled:**** May 12, 2026

Thursday, May 14, 2026


Live Music

 ****Time:**** 6:00 PM

 ****Location:**** Downtown Wellen Park

Outdoor live music in Downtown Wellen Park offering a casual concert experience for visitors; a good option for enjoying local performers while exploring the promenade and nearby dining.
Source: Wellen Park


Wellen Park Night Market

 ****Time:**** 6:00 PM - 9:00 PM

 ****Location:**** Downtown Wellen Park

An evening market featuring independent artists, makers, food vendors, and unique local goods—great for visitors looking for local crafts, street food, and a lively community atmosphere.
Source: Wellen Park


Zumba - Downtown Wellen Park

 ****Time:**** 8:00 AM - 9:00 AM

 ****Location:**** Downtown Wellen Park

A morning outdoor Zumba class open to the public—an energetic way for visitors to join a community fitness session and enjoy the park's outdoor setting.
Source: Wellen Park

Running Group at Wellen Park

 ****Location:**** Wellen Park

Community running meet-up open to the public; a flexible group run for visitors seeking an active way to see the neighborhood and connect with local runners.

MORE SOCIAL MEDIA AUTOMATIONS

More ways to help plan content.

01

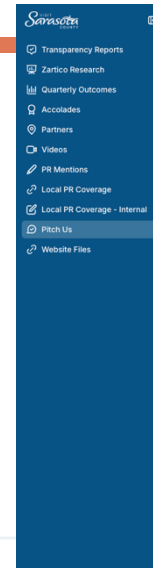
PR Mention Posts

Generating posts from the PR Mention automation.

02

Pitch Us Emails

Aggregating content that we receive from partners and stakeholders.



Pitch Us Emails

Date of Event	Business Name	Summary	Type	Email Subject
3/2/2027	Van Wezel Performin...	Van Wezel Performin...	Arts	Sarasota Welcomes...
1/16/2027	Sarasota Concert...	Press release an...		FOR IMMEDIATE...
1/14/2027	Van Wezel Performin...	The Van Wezel...	Arts	FW: Comedy Legend...
12/29/2026	Van Wezel Performin...	Tickets are on sale fo...	Arts	Nutcracker Press...
10/23/2026	The Sarasota Ballet	The Sarasota Ballet a...	Arts	The Sarasota Ballet...
10/16/2026	The Ringling	The Ringling an...	Arts	ANNOUNCING - ...
9/27/2026	Sarasota Orchestra	Sarasota Orchestra a...	Arts	FW: Sarasota...
6/26/2026	Van Wezel Performin...	Country music icon...	Arts	Country Music Icon...
6/22/2026	Hermitage Artist...	Hermitage Artist...	Arts	Media Release - ...
6/8/2026	Westcoast Black...	Westcoast Black...	Arts	WBTT announces au...
6/5/2026	Sarasota Music...	Press release an...	Arts	Sarasota Music...
5/13/2026	Westcoast Black...	Westcoast Black...	Arts	WBTT to present limit...
5/13/2026	Westcoast Black...	Westcoast Black...	Arts	WBTT to present limit...
5/12/2026	Florida Studio Theatre	Florida Studio Theatr...	Arts	Press Release: FST...
5/9/2026	Van Wezel Performin...	Herbie Hancock, a ja...	Arts	Jazz Legend Herbie...

DEPARTMENT 03

Web & Transparency

More automations to streamline our day.



AI SHARE OF VOICE

WHAT IT DOES

Knowing what ChatGPT, Gemini, and Perplexity say about Sarasota.

On a monthly schedule, the workflow asks three AI platforms 20+ traveler questions about our destination. It logs the full response and tracks when Sarasota appears, when competitors appear instead, and what the AI gets wrong about us.

PLATFORMS

**ChatGPT, Gemini,
Perplexity**

QUERIES

**20+ traveler
questions**

CADENCE

Monthly, automatic

TRANSPARENCY PORTAL

WHAT IT DOES

Drop a file in a folder. The public portal updates itself.

An easy link for staff to update reports, outcomes and results without needing to send to our web team. The portal stays updated and stakeholders have instant access.

INPUT

Drop in a form

OUTPUT

Public portal updates

ADDITIONAL

Saves to SharePoint

DEPARTMENT 04

Internal Tools

Build the small things your team keeps asking for.

Sometimes the highest-leverage automation is a tiny app that answers one question your team is tired of being asked.



LOGO SELECTOR

INTERNAL TOOL 1: LOGO SELECTOR WIDGET

Staff stopped asking what logo to use.


The image displays three sequential screenshots of the 'Logo Selection Guide' widget for Visit Sarasota County. The first screenshot, 'Step 1 of 3', asks 'Who are you talking to?' and lists options like 'In-State Visitors', 'Out-of-State Visitors', and 'International Visitors or Media'. The second screenshot, 'Step 2 of 3', asks 'Which color version do you need?' and offers 'Full Color', 'Black', and 'White' options. The third screenshot, 'Complete', shows the selected logo 'Beaches & Beyond — Full Color' and provides download options for various formats: JPG (Photo & Web Use), PDF (Print & Documents), PNG (Transparent Background), and EPS Vector (Scalable / Print Production). A 'Download All Formats (ZIP)' button and a 'Start Over' link are also visible.

Tiny app, big leverage. Built in a weekend, used every week.

ACCOLADES

INTERNAL TOOL 2: ACCOLADES

No more multiple steps.



- Transparency Reports
- Zartico Research
- Quarterly Outcomes
- Accolades**
- Partners
- Videos
- PR Mentions
- Local PR Coverage
- Local PR Coverage - Internal
- Pitch Us
- Website Files

Search

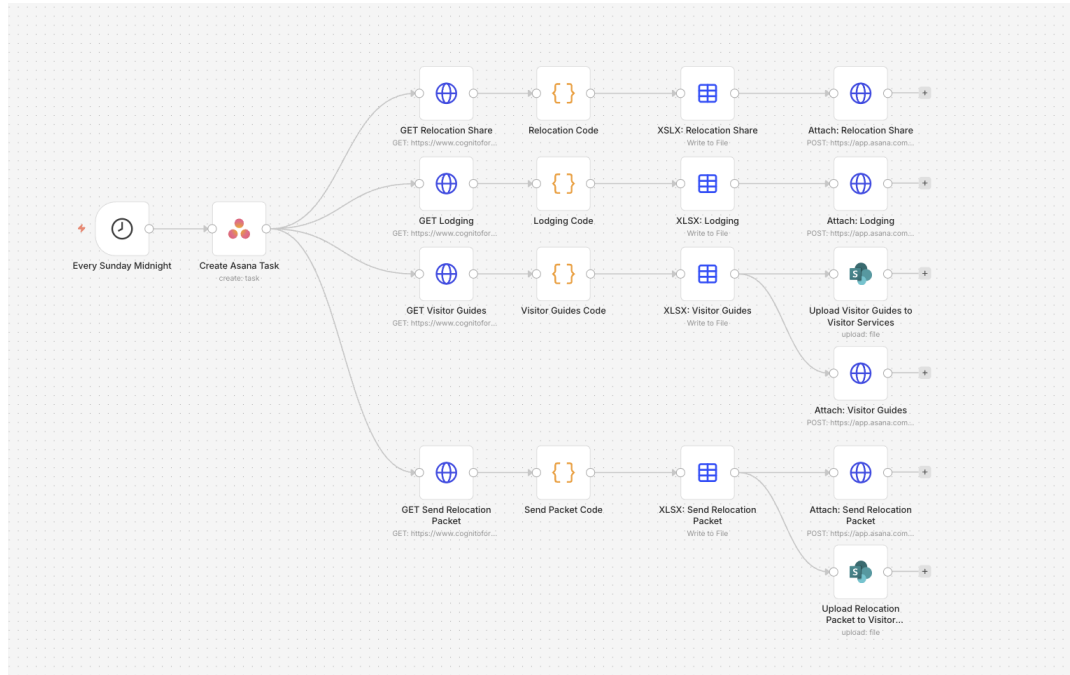
Year Type

#	Year	What	Organization...	Who/Where	Type	Article Link
	2026	10 Best Beer Bars in U.S.	USA Today	99 Bottles Taproom &...	Destination	https://10best.usatoday.com/awards/best-beer-bar/
	2026	Best Cities in the South	Southern Living	Sarasota	Destination	https://www.southernliving.com/best-cities-2026-11886554
	2026	South's Best 2026- Beach Getaways	Southern Living	Siesta Key Beach	Destination	https://www.southernliving.com/best-beach-getaways-2026-11916004
	2026	Best Beach in the U.S.	U.S. News and World...	Siesta Beach	Destination	https://travel.usnews.com/rankings/best-beaches-in-the-usa/
	2026	The 50 Best Beach Towns in the South	Southern Living	Siesta Key	Destination	https://promo.bedsnline.com/en/sarasota/foreverflorida/campaign/deals/
	2026	The 50 Best Beach Towns In The South	Southern Living	Siesta Key	Destination	https://www.southernliving.com/best-beach-towns-in-south-11942903?utm_campaign=southernliving_southernliving&u...
	2026	Worlds 50 Best Beaches	The World's Best, Inc.	Siesta Beach	Destination	https://worlds50beaches.com/siesta-beach/
	2025	10 Best Islands to Visit in the South	Travel + Leisure	Longboat Key, FL	Destination	https://www.travelandleisure.com/best-islands-to-visit-in-the-south-11678669
	2025	Traveler's Choice Awards Best of the Bes...	TripAdvisor	Siesta Key Beach	Destination	https://www.tripadvisor.com/TravelersChoice-Beaches-cWorld-g1
	2025	2025's Top 100 Romantic Restaurants	OpenTable	Michael's On East	Destination	https://www.opentable.com/c/top-restaurants/top-100-romantic/
	2025	Favorite Beach Town in Florida (West)	Trabee Travel	Sarasota	Destination	
	2025	The 50 Best Beach Towns in the South	Southern Living	Siesta Key	Destination	https://www.southernliving.com/best-beach-towns-2025-8774443
	2025	10 Best Beaches in Florida	USA Today	Siesta Key Beach	Destination	https://10best.usatoday.com/awards/best-beach-in-florida/
	2025	Traveler's Choice Awards Best of the Bes...	TripAdvisor	Siesta Key Beach	Destination	https://www.tripadvisor.com/TravelersChoice-Beaches-cUnitedStates-g191
	2025	The Best Beaches in the World, 2025	The World's Best, Inc.	Siesta Key Beach	Destination	https://worlds50beaches.com/top-50-worlds-best-beaches/
	2025	Smart Meetings Platinum Choice Award...	Smart Meetings	Visit Sarasota County	Sales	https://www.smartmeetings.com/platinum-choice-awards-2025
	2025	HSMIAI Adrian Awards	HSMIAI	Support the 941	VSC Award	

WEEKLY GUIDE REPORTS

INTERNAL TOOL 3: WEEKLY GUIDE REPORTS

Monday mornings are now more fun!



WHAT WE LEARNED ACROSS ALL OF THEM

LESSONS ACROSS EVERYTHING WE'VE BUILT

If I could only tell you four things, it would be these.

01

Automate workflows, not jobs

The best automations replace a step, not a person. Your team should keep judgment and creativity — give them back the copy-paste.

02

Start where it's painful, not where it's flashy

AI agents are exciting. But the highest-ROI automation in your org is probably the boring 30-minute weekly task nobody wants to own.

03

Make failure visible

A silent workflow that breaks is worse than no workflow. Status pages, error notifications, and small dashboards keep trust intact.

04

Deliver where the team already is

A dashboard nobody opens is worse than no dashboard. Push outputs into chat, email, the portal — wherever the work already happens.

TOOLS YOU CAN ACTUALLY AFFORD AND LEARN

None of this requires a developer. Most have free or low-cost tiers.



AUTOMATION GLUE

Connects your tools. Drag-and-drop, no code needed.

n8n, Make, Zapier



AI BRAIN

Reads, summarizes, drafts, decides. Pennies per task.

Claude, ChatGPT, Gemini



DATA HOME

Where the workflow stores and reads the data.

Airtable, Google Sheets



EDGE

How the information gets into the workflow from outside.

Cognito, Typeform

Pick one tool from each category. That's a working stack.

GETTING YOUR DMO STARTED

FOR THE DMO WALKING OUT OF THIS ROOM

How to start, if your team has never built one.

1

Find your champion

One curious person on staff is enough. Not a developer. Just someone willing to read documentation and try things.

2

Pick the boring workflow

Not the cool one. The annoying recurring task your team complains about. That's where the win is.

3

Build it. Test it.

Don't pitch leadership a vision. Build the smallest version, prove it saves time, then expand.



Questions?

Jess Bertolini

Director of Web & Digital Engagement



VISIT
Sarasota
beaches and beyond

