



December 14, 2023
Agenda & Meeting Materials

Agenda

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA

**Thursday, December 14, 2023, Tour 9:30 a.m. & Business Meeting 10:00 a.m.
Prime F. Osborn III Convention Center**

TDC Members: City Council President Ron Salem (Chair), City Council Vice President Randy White (Vice Chair), City Council Member Terrance Freeman (*excused*), Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson, Mark VanLoh

TDC Staff: Carol Brock (Executive Director), Brett Nolan (Administrator), Heather Reber (Auditor), Reece Wilson (Office of General Counsel)

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| I. Call to Order and Welcome | Chair Salem |
| II. Public Comments Including Action Items | Chair Salem |
| III. Approval of Minutes* <ul style="list-style-type: none"><i>October 19, 2023 – TDC Regular Board Meeting</i> | Chair Salem |
| IV. TDC Grants <ul style="list-style-type: none"><i>Visitor Television Channel *</i><i>100th Year Anniversary of MOCA *</i> | Chair Salem/Carol Brock
Kate Strickland
Caitlin Doherty |
| V. Visit Jacksonville FY 22-23 Annual Evaluation * | Carol Brock/Michael Corrigan |
| VI. Visit Jacksonville Update | Michael Corrigan |
| VII. Strategic Market Analysis Update | Erin Dinkel |
| VIII. Sports Tourism Budget Increase | Chair Salem/Michael Corrigan |
| IX. Financial Report | Heather Reber |
| X. New Business, Closing Comments, and Adjournment | Chair Salem |

**** Denotes motion needed***

Informational Material Included in Meeting Packet:

- 2014 – 2023 Monthly Trends (Occupancy, ADR, TDC Revenue/Collections Data)**
- Florida First Coast of Golf October 2023 Update**

Next Meeting: Thursday, February 22, 10:00 a.m., City Hall – Lynwood Roberts Room

Meeting Minutes

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, October 19, 2023, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Ron Salem (Chair), City Council Vice President Randy White (Vice Chair), City Council Member Terrance Freeman (*excused*), Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson (*via phone*), Mark VanLoh

TDC Staff: Carol Brock (Executive Director), Brett Nolan (Administrator), Phillip Peterson (Auditor), and Reece Wilson (Office of General Counsel)

I. Welcome and Call to Order

Chair Salem

The meeting was called to order by Chairman Salem at 10:02 a.m. and the attendees introduced themselves for the record. The Chair announced that Council Member Freeman had an excused absence and Board Member Thompson would be joining by phone. Chair Salem congratulated Mr. Chan for his reappointment to the TDC for his second and final four-year term.

II. Public Comments Including Action Items

Chair Salem

Public Comments: Caitlín Doherty, Museum of Contemporary Art (MOCA), Executive Director.

Ms. Doherty shared that in 2024 MOCA will be celebrating its 100th anniversary and let the board know that she will be working to submit a proposal to the TDC to support their centennial initiatives at a future meeting. Ms. Brock provided some background information regarding this grant request which would total \$150,000 over two years. In Fiscal Year 2024, MOCA would use \$100,000 to enable the museum to expand its capacity through the support of an advertising/PR agency and to enable a regional and national advertising buy that is currently beyond the museum's budget capacity. In Fiscal Year 2025, MOCA would use \$50,000 to support the museum's ongoing advertising targeting regional and national audiences.

Ms. Phillips asked what the marketing and PR would be like, if it was focused on transient guests or school groups. She would like to see more school groups stop in Jacksonville for cultural and learning enrichment, instead of them just passing through to get to St. Augustine. Ms. Doherty answered saying it would focus on both transient guests and school groups and shared they have a robust school program within Duval County and beyond.

Chair Salem shared that traditionally the TDC looks at out-of-town visitors and hotel rooms when making decisions on grants, he suggested to find a way to quantify that number for their proposal.

Mr. Kuverji asked for clarification on what the money would be spent on, preferring it to go towards just advertising and promotion. Ms. Doherty explained that while their original conversations did mention some infrastructure improvements, their proposal now would be solely focused on advertising and promotion to attract audiences on a regional and national level. The TDC directed Ms. Brock to work with them on a proposal to present at the December meeting.

III. Approval of Minutes

Chair Salem

The minutes of the August 24, 2023 Regular TDC meeting were **approved unanimously as distributed**.

IV. TDC Grants

Chair Salem / Carol Brock

A. The Players Championship Update

Lee Smith

The Chair introduced Lee Smith, the new executive director with The Players Championship, to give a recap of the TPC event held in March 2023. Mr. Smith shared that the multi-year commitment from the TDC has really strengthened the ability to have marketing year round, in both drive in and fly in markets to maximum the spending in Northeast Florida. He highlighted some of the impacts to the region in three main components, which were (1) economic impact, (2) media and broadcasting impact, and (3) charitable impact. Mr. Smith shared that 72% of ticket buyers were visitors from outside of Duval County and 61% of the visitors were from outside Florida. During the week of the Players Championship, the hotel occupancy rate was at almost 90%. Viewers spent over 50 million hours tuned into the Players Championship. Proceeds from The Players have

benefited Northeast Florida charities and totaled more than \$100 million since it began in 1974. This year, notable charitable gifts totaled \$7 million to area hospitals and the P.A.C.E Center for Girls.

Mr. VanLoh commented that while passenger traffic skyrockets during the week of The Players, the golf community utilizes corporate aircraft as well, which benefits all four of the airport facilities in the county and commended Mr. Smith for a great event.

Prior to Ms. Brock introducing each of the applicants, she provided context to how applications were scored. Being the first set of grant applications using the new guidelines, the TDC has worked to make the scoring process objective rather than subjective by creating scoring rubrics. The scored categories include: (1) Advertising and Promotion; (2) Tourism Impact; (3) Need Period and Venue Utilization; and (4) Quality of Life. Additionally, there are lower tiers for tourists guarantees, now allowing smaller events to apply.

B. 2024 DONNA Marathon

Amanda Napolitano

Ms. Brock introduced Amanda Napolitano, Executive Director of the DONNA Foundation, Inc., and gave a summary of the event. Important to note, Ms. Brock shared that The Donna Foundation applying for and receiving a TDC grant does not raise a conflict of interest under state ethics laws because Mayor Donna Deegan is not a board member, officer, employee, or member of The Donna Foundation and not paid by The Donna Foundation. This determination has been confirmed through research of prior State Ethics Commission opinions and consultation with the State Ethics Commission General Counsel. The Donna Foundation is applying for Grant Category C, which has a hotel room night requirement of 900, a tourist guarantee of 4001-5000, and a maximum grant amount of \$50,000, and the application scored 91 out of 100 points. Ms. Napolitano shared her excitement of the event to end breast cancer since she first started with the foundation 16 years ago and looks forward to the continued partnership with the City of Jacksonville. She explained that registration levels are rising but haven't returned to normal pre-pandemic levels yet, in addition to that, costs to put on this destination race have increased by almost 40%. The funding from the TDC will help offset this discrepancy.

Motion (VanLoh/ 2nd Phillips): Approve The DONNA Foundation, Inc. to receive a special event grant for \$50,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2024 DONNA Marathon Weekend. – **approved unanimously.**

C. 2024 AAU Primary Nationals & Club Championship

Jeanne Goldschmidt

Ms. Brock introduced Jeanne Goldschmidt with Visit Jacksonville to present on behalf of the applicant as they were unable to attend due to a business leadership conference and she gave an overview of the event. Ms. Brock shared that AAU has outgrown their facilities in Orlando and due to the recent upgrades funded by the TDC at the University of North Florida's Hodges Stadium, they would like to relocate to Jacksonville. The event serves as a qualifier for the AAU Junior Olympic Games and will have athletes from ages five to eighteen that come from all over the country to compete. The AAU is applying for Grant Category D, which has a hotel room night requirement of 1100, a tourist guarantee of 5001-6000, and a maximum grant amount of \$60,000, and the application scored 74 out of 100 points. Ms. Goldschmidt shared that the applicant has been working closely with Visit Jacksonville throughout the application process and they are excited to host this event in Duval County for hopefully many years to come.

Motion (White/ 2nd VanLoh): Approve The Amateur Athletic Union of the United States, Inc. to receive a special event grant for \$60,000 from the Tourist Development Council FY 22-23 Event Grants account for the 2024 AAU Primary Nationals & Club Championship. – **approved unanimously.**

D. 2024 Jacksonville College Baseball Classic

Zack Nelson

Ms. Brock welcomed Mr. Zack Nelson with Peak Events and gave a summary of the event. The organization is a first time applicant before the TDC and looks to host the 2024 Jacksonville College Baseball Classic at the 121 Financial Ballpark in Downtown. They will be bringing four varsity baseball teams, including players from Auburn University, University of Virginia, University of Iowa, and Wichita State University, for a NCAA Division 1 baseball tournament. Using one of the new grant tier options, Peak Events is applying for Grant Category B, which has a hotel room night requirement of 700, a tourist guarantee of 3001-4000, and a maximum grant amount of \$40,000, and the application scored 78 out of 100 points. Mr. Nelson shared that this event would be their first venture outside of the state of Texas and have been working on expanding outside of the Lonestar state since 2019. He shared that the Jacksonville Jumbo Shrimp team has been very helpful with getting this event started in Jacksonville.

Chair Salem shared that J. P. Small Memorial Baseball Park on the Northside is undergoing renovations and would like to see in the future if events such as this one could be held there.

Motion (White/ 2nd Chan): Approve Peak Events, LLC to receive a special event grant for \$40,000 from the Tourist Development Council FY 22-23 Event Grants account for the 2024 Jacksonville College Baseball Classic. – **approved unanimously.**

E. 2024 Southeast Flag Football Championships

Alan Verlander

Ms. Brock introduced the last applicant, Alan Verlander, Executive Director of Airstream Ventures, LLC., and gave an overview of the application. This event would use the new grant tier at the lowest level, which aids in attracting smaller events to Jacksonville. The location is also one that has not been utilized in recent years, Fort Family Regional Park. The 2024 Southeast Flag Football Championships is a highly anticipated event that showcases the best flag football teams in the region and the organization is looking for a location to make this championships game home for each year to come. The event will bring in over 185 teams from all over the Southeast. Airstream Ventures is applying for Grant Category A, which has a hotel room night requirement of 500, a tourist guarantee of 2000-3000, and a maximum grant amount of \$30,000, and the application scored 79 out of 100 points. Mr. Verlander commented that flag football was added to the Olympics, making an increased spike of interest for the sport in the coming years. He shared the event would be a great opportunity to draw more people to the city as the organizers would like to have Jacksonville be the southeastern hub for flag football.

Motion (White/ 2nd VanLoh): Approve Airstream Ventures, LLC. to receive a special event grant for \$30,000 from the Tourist Development Council FY 22-23 Event Grants account for the 2024 Southeast Flag Football Championships.

Chair Salem asked for clarification that, since the applicant is applying for Grant Category A, if they don't meet the requirement, what happens to their award amount. Ms. Brock answered that they would still need to meet a minimum of 250 room nights and the applicant could receive half of the funding (\$15,000). If they don't meet this, the applicant would get no funding.

The motion was **approved unanimously.**

V. Visit Jacksonville Update

Michael Corrigan

Michael Corrigan, CEO of Visit Jacksonville, shared his thanks and appreciation for the new grant process and is thrilled for the opportunities for Jacksonville. He also updated the board that the visitors survey conducted by Downs and St. Germain is almost prepared to be out on the street for research to begin. Mr. Corrigan introduced Jen Carlisle and Brett Gordon with Madden Media, Visit Jacksonville's agency of record for all their media and PR campaigns, to give an overall performance update presentation.

A. Madden Media Presentation

Jen Carlisle / Brett Gordon

Mr. Gordon and Ms. Carlisle provided a high level overview of their media performance which highlights Jacksonville and its new "Flip Side of Florida" campaign. They compared data from previous years prior to the new campaign roll out and compared it with new data collected from this past fiscal year. They shared information on leisure travel, convention and meeting sales, and public relations. Website traffic has increased, with nearly six million impressions via Google search and Meta display ads. Ms. Carlisle updated the board on how they target visitors in certain markets to strategically sell Jacksonville as a destination city for everyone.

B. Black Heritage Trail Presentation

Katie Mitura

Katie Mitura, Chief Marketing Officer of Visit Jacksonville, provided the historical background on the Black Heritage Trail initiative from as far back as 2013. Visit Jacksonville works to amplify the stories of the city to form itineraries for individuals who have an interest in the African American history of Duval County. Key pieces of content include several self-guided tours, listings of black-owned businesses and restaurants, and blogs and videos on related topics. Visit Jacksonville has partnered with several organizations to help promote Jacksonville's black history and continues the work to improve the Black Heritage trail.

Chair Salem asked about the Bethune-Cookman Football Game at EverBank Stadium in Jacksonville, more specifically how Visit Jacksonville is promoting these components of the Black Heritage Trail to visitors. Ms. Mitura explained they do things similarly to how Visit Jacksonville promotes the city during the Florida Georgia football game through additional postings of blogs and other itineraries. Mr. Salem asked for data on the measurable activity of the Black Heritage Trail through the various sites during the Bethune-Cookman Football Game.

Mr. Corrigan provided the board with the new Jacksonville Visitor Magazines, which highlights a local artist on the cover of the printed media. Ms. Phillips commented on how nice the magazine looked, commending Visit Jacksonville on a fantastic job, and would like electronic copies.

VI. TIPSA Presentation

Jitan Kuverji

Mr. Kuverji gave a presentation on the Tourism Industry and Public Safety Alliance (TIPSA) which is collaboration between the Florida Restaurant & Lodging Association (FRLA) Northeast Chapter in partnership with Visit Jacksonville and the Jacksonville Sheriff's Office (JSO). The goal is to be proactive in fighting crime to keep guests and visitors safe while providing an open line of communication between Hotel General Managers and JSO. Mr. Kuverji explained the program has three parts: (1) best practices between hoteliers, (2) commitment from JSO, and (3) providing a place to share information.

VII. Financial Report

Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending September 2023 were \$10,091,317.17, a 5.67% increase over the 12 months ending September 2022. Revenue for September 2023 was \$10,663,231.46, up 5.67% from the same month in 2022. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by \$1,063,231.46.

Mr. Peterson reviewed the budgetary balances as of September remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$214,356.16; Marketing - \$(170,025.98); Convention/Group Sales - \$657,822.16; Convention Grants, Sponsorships, and Promotions - \$319,520.15; Planning and Research - \$0; Event Grants - \$14,380.85; Development Account - \$1,871,075.63; Contingency Account - \$1,006,060; Equestrian Center Promotion - \$24,956.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$2,195,596; TDC Administration - \$14,943.81; and the Special Revenue Fund - \$131,267.50.

Chair Salem asked Mr. Peterson about the interest drawn on the money in these various TDC accounts. Mr. Peterson answered that any interest that is earned goes directly towards the TDC fund balance and stays within the TDC.

VIII. Closing Comments and Adjournment

Chair Salem

The Chair shared new business with the board regarding the University of North Florida's infrastructure projects. UNF reported at the last TDC board meeting they were experiencing higher than expected costs for the clerking station and equipment storage; they need additional time to secure other sources of funding. The TDC needs to amend their contract to extend the date for one additional year. The grant amount of \$150,000 will remain the same.

Motion (White/ 2nd VanLoh): Amend the contract between the TDC and UNF for the clerking station and equipment storage facility to extend the date for one additional year with the grant amount remaining the same.

Public Comments: *None.*

The motion was **approved unanimously.**

In closing, Council President Salem reminded the members that the next regular meeting will be on December 14, 2023 with the location tentatively set for the Prime Osborn Convention Center

The meeting was adjourned at 11:23 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator.

TDC Grants

Grant Request Summary



Representative: Kate Strickland, Wander Media Company
Media Campaign: Destination Marketing Television Channel

Campaign Overview: Wander Media Company proposes a collaboration with Visit Jacksonville that would not only rebrand the in-room hotel television channels as the Visit Jacksonville Network, but also build out a companion channel that would live stream on Roku, Apple TV, YouTube TV, and Amazon Fire, effectively creating a communications platform that would drive brand exposure and influence travel buying decisions among in-market and out-of-market viewers alike.

Funding Request: \$98,500 per 12-Month Agreement

Funding to Support: *Months 1-2:* Conduct discovery meeting and site inspection with facilities, marketing, and technology departments; develop installation and launch timelines for both closed feed and digital streaming outlets.

Months 2-6: Obtain and catalogue video content library; create video production strategy and schedule; develop custom branding components of network; collaborate with cable providers and technicians to refine launch strategy.

Months 6-12: Launch private beta channel and conduct ongoing quality assurance tests; integrate channel with third party applications, including social media, websites, and intranet platforms.

Month 12+: Launch live channel and conduct ongoing viewership and engagement rates; oversee tech support and maintenance; aid in the development of growth strategies, marketing campaigns, and monetization opportunities.

Past TDC Support: None

Grant Request Summary



Representative: Caitlín Doherty, Museum of Contemporary Art Jacksonville

Media Campaign: MOCA 100th Year Anniversary

Campaign Overview: MOCA celebrates its 100th year anniversary in 2024, as the oldest art museum in the region and the second contemporary art museum to be established in the United States. In celebration of this milestone, MOCA will present blockbuster exhibitions that bring works from some of the most influential and widely known artists of the last 100 years to Jacksonville, while highlighting the city's cultural history and thriving arts scene. The ultimate goal is to engage the community and elevate Jacksonville as a regional destination for arts and cultural tourism into the future.

Funding Request: \$80,000

Guarantee: 7,000 additional tourists compared to previous year

Funding to Support: Should MOCA receive its full funding request, it will designate \$30,000 toward strategy, photography, branding, and design, leaving \$50,000 for regional and national advertising. MOCA would direct \$15,000-\$20,000 toward regional and \$30,000-\$35,000 toward national ads. MOCA would focus on digital ads because of their ability to track engagement. Beyond that, MOCA will employ a combination of print, digital, and display advertising in target markets around the country, with a focus on drivable destinations, the top 5+ cities with direct flights to Jacksonville, cultural councils in cities with a high level of travel to the area, targeted arts advertising opportunities, and advertising directed toward school group and university recruitment audiences. Promotional strategies will be based on collaboration and guidance from VJ and will be complemented by an aggressive national PR campaign that includes journalist travel for local art and culture tours featuring MOCA Jacksonville and highlighting Jacksonville as a cultural destination.

Past TDC Support: None



100 YEARS OF IMPACT

MOCA Jacksonville has been a leading visual arts organization for the past 100 years. MOCA's 100th anniversary plans have the potential to draw huge regional, national, and international audiences to Jacksonville's core, enlivening the city center through cultural tourism.

DRIVING CULTURAL TOURISM

In 2024, MOCA will present **groundbreaking exhibitions and programs**, providing a unique opportunity to **attract tourists** by positioning Jacksonville as a **regional destination for arts and culture**. **Great museums are a sign of a destination city** with the ability to attract a range of tourists who contribute to the local economy. To drive cultural tourism, MOCA will:

- Highlight Jacksonville's cultural history and thriving arts scene
- Feature exhibitions highlighting art by popular artists such as Frank Stella, Andy Warhol, David Bowie, Phillip Glass, Robert Mapplethorpe, Yoko Ono, and more!
- Bring attention through influential and widely known artists - including **two brand new works from internationally renowned artists** who have **sold out or broken attendance records at museums around the world**, including in NYC, Buenos Aires, Mexico City, DC, and Manchester.
- Provide a robust slate of public programs that offer multiple points of entry and layers of understanding
- Host the 3-day **Southeastern Art Museum Directors Conference in 2024, bringing 50-70 professionals** to Jacksonville, benefiting local hotels and restaurants
- Create destination through cultural placemaking

Together, MOCA's anniversary exhibitions and featured events have the power to **take Jacksonville to the next level as a driver of cultural tourism**. Support from the Tourist Development Council will increase MOCA's marketing capacity, enabling:

- **Advertising/PR Agency** - campaign design, advertising strategy and implementation
- **Regional and National Advertising** - currently beyond the museum's budget capacity
- **Deeper Visit Jacksonville Partnership** - national PR campaign, journalist travel opportunities, increased earned media coverage.

VISITATION & TOURISM

MOCA has seen a significant post-pandemic resurgence in visitation.

- **Visitors:** 52k annual visitors in FY23, a 70% inc.
- **Tourists:** >14k annual visitors from outside NEFL

TDC support will enable MOCA to bringing increased visibility and visitation downtown, serving as a boon to Jacksonville tourism and businesses.

- **Projected Visitors:** Anticipated **25-50% increase** in visitors in the next two years
- **Projected Tourists:** 20k in 2024

ECONOMIC IMPACT

- **>65%** of Florida visitors enjoy **at least one cultural activity**¹
- Cultural tourists **spend 60% more per trip**, stay longer, and travel more often²
- Estimated **\$6.6m in annual local economic impact** from MOCA³

2024 PROGRAM SCHEDULE



A WALK ON THE WILD SIDE: '70s NEW YORK THE NORMAN E. FISHER COLLECTION

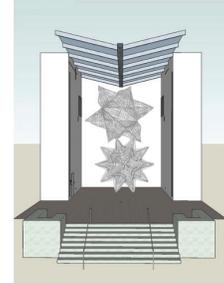
OPENING EVENT JANUARY 18, 2024

- From the collection of Jacksonville native Norman Fisher
- Multimedia exhibition featuring compelling works by **Andy Warhol, Phillip Glass, Yoko Ono, Robert Mapplethorpe, David Bowie, and many others**

PROJECT ATRIUM FRANK STELLA: JACKSONVILLE STACKED STARS

OPENING EVENT FEBRUARY 15, 2024

- One of the **most influential artists** of the 20th century
- 60 years of art creation with **international impacts** on art history
- Debut of **new work** in artist's iconic star sculpture series



FILL MY HEART WITH HOPE: WORKS FROM THE GORDON W. BAILEY COLLECTION

OPENING EVENT JULY 11, 2024

- Gordon Bailey is a **highly notable collector** of contemporary art
- Features artists who overcame discrimination pursuing their art
- Welcomes all into the experience of creative exploration

PROJECT ATRIUM RAFAEL LOZANO-HEMMER: SPECTRAL SUBJECTS

OPENING EVENT AUGUST 8, 2024

- Cutting-edge media artist debuting an **experiential** work of art
- Infrared technology and projections **bring attention to human impacts on the environment**
- Activated by human presence - recreates itself with every interaction, creating **one-of-a-kind experiences** for viewers



PROGRAM SCHEDULE



CENTENNIAL GALA - APRIL 6, 2025

This New York in the '70s themed dance party will celebrate 100 years of MOCA in an extraordinary evening that brings together art, music, dancing, and spectacle with artful moments and delicious displays of food and drinks for up to 450 guests.

FALL FAMILY DAY BLOCK PARTY - SEPTEMBER 2024

MOCA's twice annual Family Day events highlight the quality and variety of Jacksonville attractions (MOCA + partner orgs) to 2300+ visitors, half of whom came from outside NEFL last year. This year's birthday celebration will expand capacity by moving into the streets for a block party celebration!

CENTENNIAL PROGRAMS - THROUGHOUT 2024

A robust and engaging calendar of public programming will accompany exhibitions to reach the widest possible audience and activate Downtown, including lectures, art classes, culinary events, and more!

Visit Jacksonville FY 22-23 Annual Evaluation



2022-2023



ANNUAL EVALUATION

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EVALUATION PROCESS

The fiscal year began October 1, 2022, and ended September 30, 2023, which serves as the evaluation period for this annual review. Carol Brock, Executive Director of the Duval County Tourist Development Council, worked extensively with Michael Corrigan, President and CEO of Visit Jacksonville, along with his teams to account for all deliverables outlined in the contract for tourism marketing, sales, experiences, and promotion services. This is the first annual evaluation for the new ten-year contract with Visit Jacksonville, which commenced on October 1, 2022 and will end on September 30, 2032.

Strategies used to evaluate Visit Jacksonville's annual plan components included:

- Assessment of records and documentation provided by Visit Jacksonville on a monthly and quarterly basis;
- Monitoring success of products, services, and programs offered by Visit Jacksonville; and
- Anecdotal evidence based on personal observations and conversations with the Visit Jacksonville team, stakeholders, and visitors.

This summary offers TDC members and Visit Jacksonville staff time to review the evaluation with the intention of approving the evaluation at the TDC meeting on December 14, 2023. All itemized details reflecting the individual deliverable scores for each component of the annual plan are included in the attached document:

1. VJ Advertising & Promotion FY 22-23 Deliverables Evaluation
2. VJ Visitor Interaction & Information FY 22-23 Deliverables Evaluation
3. VJ Meetings & Conventions FY 22-23 Deliverables Evaluation
4. VJ Experience Development FY 22-23 Deliverables Evaluation
5. VJ Community Outreach & Engagement FY 22-23 Deliverables Evaluation

For any questions regarding results or conclusions presented in this overview or the deliverables evaluation detail sheets provided, please contact:

Carol Brock, Executive Director
Duval County Tourist Development Council
CarolBrock@COJ.net
904-255-5504

ADVERTISING & PROMOTION

Deliverables Score: 100 (A+)

Fiscal year 2022-2023 saw the launch of a new advertising and branding campaign for both leisure travelers and group travelers, which includes meetings and conventions.

Statements regarding the Advertising & Promotion plan component include:

- **New Advertising Campaign.** Working with both Wingard and Madden Media, the *Jacksonville - The Flip Side of Florida* campaign was created and launched this year. All print and digital materials were updated to reflect the new campaign.
- **Jacksonville's Ten Trip Worthy Events.** Visit Jacksonville identified top ten trip worthy events to market using various means including hosting media, freelance writers, podcast hosts, and influencers at these events. There were paid quarterly ads highlighting trip worthy events, ongoing social media posts, coverage in monthly leisure newsletters, and live videos from these events. Included were smaller neighborhood events such as the Springfield's Porchfest and larger events such as the Jazz Festival and the Jax River City Pride.
- **Multiplatform Advertising.** The media plan garnered almost 540,000 impressions through advertising in five Jacksonville International Airport nonstop flight markets which included Los Angeles, New York, Charlotte, Chicago, and Washington D.C. Visit Jacksonville expanded its marketing presence in the UK surrounding two Jaguars games. This included meetings with Gatwick Airport leadership to explore potential opportunities for nonstop flights between Jacksonville and the UK.
- **Targeted Media Coverage.** Media hitlists from more than 120 outlets were identified for placement of paid and unpaid promotions. The promotional pitches were sent quarterly with 30% of them placing either paid or unpaid coverage. Engagement on Facebook and Twitter, now known as X, grew by more than 20% and Instagram grew by 227%. The team participated in six media missions which included New York City, Fairbanks, and Washington D.C.
- **"Bring It Home Jax" Campaign.** The campaign was rebranded and promoted to local markets to make Jacksonville the first choice for meetings and conventions. Local media included stories in *Jacksonville Business Journal*, *The Daily Record*, and *Residents*, explaining why meeting in Jacksonville matters.
- **Expanded Coverage on Other Websites.** More than 50 new videos were created for use on various media to include TikTok, YouTube, and more; far surpassing their goal of 20. At the close of 2022-23 there were 19 Insiders, who on a regular basis, promoted the city to various interest groups including sports enthusiast, LGBTQ+, families, and ale lovers.

VISITOR INTERACTION & INFORMATION

Deliverables Score: 99 (A+)

Fiscal year 2022-2023 focused on increasing visitor interaction at a multitude of locations and providing information through various means.

Statements regarding the Visitor Interaction & Information plan component include:

- **Increased Interaction at Visitor Centers.** All visitor centers saw an increase with the greatest percentage being at the beaches visitor center. The airport visitor center realized the smallest gains with just slightly more than last year. The mobile visitor center, known as Seymour Jax, appeared at 131 events and had almost 25,000 visitor interactions. The Visit Florida welcome center location experienced 74,163 interactions, up by almost 8,700 from the previous year.
- **Visit Jax Staff Training.** The Destination Experience and Marketing teams expanded knowledge of “things to do” in order to provide tailored recommendations and itineraries for guests. This included biweekly review of new opportunities, quarterly on-site visits of old and new attractions, and endless hours of research. Training was documented and shared with all Visit Jacksonville team members.
- **Enhanced Visitor Experience Through Website and App.** The Visit Jacksonville website and app were meticulously updated with the latest events, tours, business listings, and more. This included content improvement for top attractions, best bites, family fun, nightlife, sports, and accessibility and inclusion activities. New travel guides were created for visitors interested in 24-hour stays, 48-hour stays, first time stays, and bachelor/bachelorette weekend stays. Quarterly cleaning of all databases ensured accurate website information for our visitors.
- **Enhanced Visitor Experience Through Print.** While digital content remains preferred by many visitors, print material is still desired. Visit Jacksonville redesigned and printed a first class visitors magazine which featured the work of a local artist on the cover, titled “Still Unfolding” with the original art on display at the downtown visitor center. Three seasonal rack cards were created and distributed to hotels and attractions highlighting spring events, summer events, and fall events. Numerous maps were updated including a full map of Jacksonville, a Places to Shop map, a map of our beaches, and a map of Jacksonville parks.
- **Video Creation.** With the increasing desire from visitors to see videos of “things to do,” Visit Jacksonville created numerous videos available on a variety of platforms. These included videos on the Jaguars game day experience, the Jacksonville International Airport travel experience, the boat-to-restaurant-to-plate Mayport shrimp experience, and five additional videos about Jacksonville’s robust history.

MEETINGS & CONVENTIONS

Deliverables Score: 92 (A-)

Fiscal year 2022-2023 concentrated efforts on increasing bookings and enhancing customer experience.

Statements regarding the Meetings & Conventions plan component include:

- **Exceptional Customer Service.** The entire Visit Jacksonville team was dedicated to ensuring convention groups, meetings, and planners felt a warm welcome to our city. Customer satisfaction surveys averaged 4.95 out of a 5 point score. An updated meeting planner toolkit on the Visit Jacksonville website included a site visit plan, collateral materials, calendar of events, team building activities, photo library, and many more resources.
- **Bookings for Meetings, Sporting Events, Conferences, Special Events.** With a goal of 75,000 room night bookings, the team was just slightly below their goal with 74,198 rooms. The national account managers attended 18 tradeshow, targeting primary markets for bookings such as the Coalition of Black Meeting Planners, the Connect Corporate Association, the Fraternity Executives Association, and the Military Reunion Network. Additionally, the team attended eight client and sales missions with our local hotel partners, which was 160% of their goal.
- **Enhanced Partnership with ASM Global.** Visit Jacksonville continued to work closely with the Prime F. Osborn III Convention Center to increase the number of bookings. The team fell short with two new bookings out of a goal of six. The team completed 12 site visits with a goal of 14. The convention center has recently been renovated with the hope that the venue will be more attractive in years to come.
- **Updated Convention Sales Materials.** In addition to updating current materials, the team created new brochures for running and walking routes near conference hotels, military reunions, medical meetings, and accessibility travel. Travel guides for conference attendees were built for a two-hour itinerary, four-hour itinerary, and stay-an-extra-day itinerary.
- **Website Improvement and Content Distribution.** All new and updated meeting planning content was distributed to well over 5,000 convention and meeting planners on a quarterly basis via e-mail and social media. This distribution list included 351 new contacts, which was 140% of their goal. New content on the meeting planners site included Jacksonville International Airport updates, caterers available for off-site events, and infrastructure developments for meetings and groups.

EXPERIENCE DEVELOPMENT

Deliverables Score: 95 (A)

Fiscal year 2022-2023 centered around our city's assets and uniqueness, also focusing on accessibility and inclusion.

Statements regarding the Experience Development plan component include:

- **Accessibility Travel Experience.** Visit Jacksonville continued to make our city a welcoming and accommodating place for travelers with differing abilities. They created a new brochure for use by the sales team highlighting the many venues and activities perfect for all abilities. Added to the website was a feature that users can click, allowing them access to an accessibility menu with a variety of options to make the site more user-friendly based on their needs. Visit Jacksonville proudly became the first DMO in Florida to earn the Certified Autism Center designation. Of note, a goal was to add resources for blind travelers but the team was not able to secure new content. The team will continue working on this for the upcoming year.
- **Diversity, Equity, and Inclusion Travel Experience.** A committee of community participants was established to focus on diversity, equity, and inclusion as it relates to visitor experiences. This committee met four times and worked to promote diverse events and develop cross promotional opportunities. Fifty-four percent of the photos in the new visitors magazine represented people of diversity. Restaurant and tourism partner listings included at least 15 new partners in each of these categories: Asian American and Pacific Islander, Black, Latino, and LGBTQ+.
- **Gullah Geechee Corridor Travel Experience.** This corridor continues to be an important part of Jacksonville's history and a new webpage was created within the Black History section of the Visit Jacksonville website. A three-day Gullah Geechee itinerary was developed featuring historical sites, activities, and restaurants along the corridor. Five new social media posts focused on Gullah Geechee content.
- **Local Makers Travel Experience.** Recognizing the importance of our local makers, Visit Jacksonville created a "Take a Piece of Jax Home" campaign to support local artisans. Each month, local makers exhibited at the downtown visitor center during ArtWalk providing exposure to visitors as well as the local community. The website was updated to include an expanded listing of local creators, farmers markets, breweries, art shows, and more.

COMMUNITY OUTREACH & ENGAGEMENT

Deliverables Score: 100 (A+)

Fiscal year 2022-2023 experienced the creation of innovative programs designed to have a broader reach in our community.

Statements regarding the Community Outreach & Engagement plan component include:

- **Jacksonville Tourism Ambassador Program Launch.** Visit Jacksonville crafted a certification program designed to equip community members with tools and resources to promote tourism. A dozen leaders including representatives from the TDC and the Visit Jacksonville board of directors participated in this program. The website features an Ambassador Program section that has all the training materials and additional resources readily available for future reference
- **Expansion of Jax Ale Trail.** The Jax Ale Trail continued to be a hot item and the Visit Jacksonville team took advantage of this by expanding the program to include more breweries and promotional opportunities. The Jax Ale Trail has a dedicated section on the website including a list of all participants, beer tours and events, and a tool kit for breweries to use to further market the program. A new ad was used in drive markets and on social media posts. Numerous blogs continued to showcase the Jax Ale Trail. Custom LED signage was placed in participating businesses.
- **Beach Explorers Program Launch.** The Destination Experience team developed this program to target vacationers at our beaches. Working with businesses and community members, four events were scheduled and facilitated by Visit Jacksonville staff and partners: March – fishing clinic at the Jacksonville Beach pier; May – sandcastle building competition; June – sound bath relaxation demonstration; and July – silent disco on the Jacksonville Beach pier.
- **Grants, Sponsorships, and Promotional Offerings.** The Sunkissed Savings program was implemented to entice meetings and conferences to receive an incentive payment to be used toward events held in Duval County hotels. More than \$177,000 was awarded in convention grants to 23 groups. Visit Jacksonville expanded offerings and opportunities to the hotel community to include concierge services during peak periods, distribution of QR codes and collateral materials, and STR Notes reports. Each quarter Visit Jacksonville held Director of Sales meetings with hotels to stay current on the most needed information and provided resources as needed.

CONTRACT ADMINISTRATION

Fiscal year 2022-2023 was the first year of the single comprehensive ten-year contract between Visit Jacksonville and the Duval County Tourist Development Council, replacing older contracts that were renewable every three to five years. The new contract effective date began October 1, 2022, and runs through September 30, 2032. Of significant note, this past fiscal year was the first full year in which there were no pandemic restrictions.

Nearly 70% of the fiscal year 2022-2023 TDC budget was dedicated to Visit Jacksonville's management of tourism marketing, sales, experiences, and promotion services. The last few years have demonstrated how a constantly changing tourism-related environment dramatically affects the industry. Visit Jacksonville's performance, along with a strong working relationship with the Duval County Tourist Development Council, positioned it to increase the economic impact of tourism within Jacksonville.

Statements regarding fiscal year 2022-2023 include:

- **Stabilization.** The new ten-year contract allows for long range planning, staffing stabilization, and more effective procedural implementations, creating a much stronger partnership. The Visit Jacksonville team involved the TDC staff and members in broad planning as well as day-to-day operations when needed. Beginning October 1, 2022, the payment process changed to include twelve equal monthly payments to Visit Jacksonville, dramatically reducing administration time while maintaining a high level of accountability. Visit Jacksonville staff worked diligently to maintain consistent operating procedures and communications with TDC staff and members.
- **Adaptability.** Visit Jacksonville implemented bold plans this past year while also remaining vigilant in meeting the changing demands and needs of tourists and our hospitality-related partners. During the fiscal year 2022-2023, the team focused on making community interactions more inclusive and diverse for Jacksonville's tourists. The team's creativity, innovation, and response - sometimes at a moment's notice - positioned Duval County to be a tourist destination, creating returning visitors. The coming fiscal year must build on this momentum.
- **Relationships.** Visit Jacksonville has maintained strong relationships with stakeholders, hospitality partners, residents, and elected officials, fostering support for local tourism. Fiscal year 2022-2023 was a transition year as Jacksonville's former Mayor ended eight years of service and a new Mayor began a four-year term. There were many new City Council members taking office during this same time. The Visit Jacksonville team was proactive in cultivating these new relationships and bolstering understanding of the role tourism plays in our city and their respective neighborhoods.

VISIT JACKSONVILLE RESPONSE

Visit Jacksonville would like to thank both the Executive Director, Carol Brock, as well as her Administrator, Brett Nolan, for their never-ending support and assistance this year in kicking off a new contract with the Tourist Development Council (TDC) for tourism services for Duval County. Ms. Brock started the year serving on the committee to evaluate bidders on four separate RFPs for tourism marketing services with Visit Jacksonville leadership as well as community marketing stakeholders. At the conclusion, two agencies were brought on board and established a new campaign for TDC approval that has already seen significant success and has been embraced by the community. Jacksonville - The Flip Side of Florida was approved in March 2023 with ads launching in April. To date, we have seen unprecedented results for this campaign that focuses on showcasing the unexpected aspects of our city.

This year has operated smoothly and efficiently between the Visit Jacksonville team and the TDC team. The hard work put in to making adjustments to improve prior administrative burdens has greatly paid off. The payment model of the new contract ensured that Visit Jacksonville had the ability to be fiscally responsible and timely with all vendor relationships. In addition, TDC staff audited and verified travel and other transactions as needed to ensure that we continued to adhere to all procedures and protocol the TDC previously established.

Visit Jacksonville is pleased with the scoring and complimentary comments associated with our evaluation. Our team worked tirelessly on executing 277 deliverables over five categories of service as well as executing day-to-day tasks, inquiries, and operations. We love the work that we do, and our small team makes sure to execute all our work while keeping the visitor's experience top of mind – whether someone is visiting for vacation or a conference. A few of the things we were most proud of this year included: our new campaign; taking our mobile visitor center, Seymour Jax, on the road to festivals outside of Jacksonville; launching an Explorers Program as well as Tourism Ambassador Training Program; receiving Mayoral and City Council recognition for the amazing local tourism community during National Travel and Tourism Week; and achieving room night bookings at nearly 75,000 room nights with only two sales managers for the majority of the fiscal year. We hope you will look through our compilation of all our achievements and reach out to us to learn more about anything of interest as we continue to strategize the best ways to promote Jacksonville to attract increased visitation.

Respectfully Submitted,



Michael Corrigan

President & CEO, Visit Jacksonville

I. Advertising and Promotion			FINAL YEAR-END RESULTS
LEISURE FOCUSED INITIATIVES			
Goal		Deliverable/Measurement	
1	Launch new advertising/branding campaigns to spark new interest in Jacksonville as a tourist destination.	A Create a new campaign for leisure tourists and launch by March 2023. (Approval by TDC in February 2023)	Approved by TDC in March and launched in April.
		B Using the new campaigns, develop new email templates for distributions for leisure tourism.	These were completed in April 2023, link to support.
2	Execute a multi-platform Advertising Plan for leisure tourist efforts and initiatives.	A Adhere to the advertising plan for Leisure as approved by the TDC.	Complete; link to support.
		B Advertise in 5 JIA non-stop flight markets.	Complete - ran ads in over 20 cities - link to support.
		C Purchase social media ads in 5 non-stop flight markets to achieve 60,000 impressions in each.	Complete; link to memo.
		D Execute a Jaguars Season long promotion targeting visitation to Jacksonville during Jaguars games and achieve 7,500 visitor entries into the contest.	Complete; link to support.
		E Continue advertising with WJXT's Jax Best Monthly Polls.	Complete; link to memo.
3	Entice visitor's to Jacksonville through a focus on Jacksonville's 10 Trip Worthy Events.	A Highlight the following Trip Worthy Events to Jacksonville: (1) Furyk & Friends, (2) Florida-Georgia, (3) Porchfest, (4) Super Girl Surf Festival, (5) Kids Free November, (6) Deck the Chairs, (7) Gator Bowl, (8) Jax River Run, (9) Jazz Festival, (10) Jax River City Pride.	Completed 10 Trip Worthy Events.
		B Execute paid ads quarterly that include each of the 10 Trip Worthy Events.	Complete
		C Execute paid social media ads for the 10 Trip Worthy Events.	Complete; link to support.
		D Pitch the 10 Trip Worthy Events for media coverage.	Complete - see spreadsheet at link for each event effort.
		E Improve the number of visitors to 4 of the 10 Trip Worthy Events as compared to the prior year; generated from data tracking information.	Complete; link to support.
		F Meet with at least 5 of the managers of the 10 Trip Worthy Events during 2022-23 to expand relationships.	Complete; link to support.
		G Update and revise the Event Toolkit for partners by October 2022.	Complete; link to support.
		H Host media, freelance writers, podcast hosts, bloggers or influencers to visit during at least 4 of the 10 Trip Worthy Events.	Complete; link to support.
		I Post at least 1 Live videos on Facebook and/or Instagram from each of the 10 Trip Worthy Events (10 total Live Videos).	Posted 10 videos for the Trip Worthy Events 100%; link to support.
4	Target media coverage to expand the focus of Jacksonville as a destination.	A Create targeted media and freelance writer, blogger, influencer lists containing at least 60 outlets and update each quarter to include the following topics: food & beverage, hotels, family travel, LGBTQ+ travel, beer, accessibility travel, general travel and regional outlets.	Complete; link to support.

Goal	Deliverable/Measurement	
	B Send pitches quarterly to the targeted list.	Complete; link to support.
	C Secure placements in 30% of media hitlist outlets through both paid and unpaid efforts.	Complete; link to support.
	D Write and distribute a quarterly media/news release.	Complete; link to support.
	E Leverage media relations by attending 6 tradeshows/media missions representing Jacksonville.	Complete; link to support.
	F Host 2 Media FAMS in Jacksonville:	
	i. Diversity, Equity and Inclusion Travel.	Complete - both FAM report in same memo
	ii. Meeting/Conventions focused.	Complete - both FAM report in same memo
	G Host media, freelance writers, podcast hosts, bloggers or influencers in Jacksonville that highlight unique and current trends in the travel and tourism industry to include the following:	Complete - all 5 below in one memo at this link.
	i. Beer Travel	
	ii. Food Travel	
	iii. Sports Travel	
	iv. Outdoor Travel/Adventure	
	v. Solo Travel	
Execute social media campaigns and efforts to improve the appeal of Jacksonville as a destination.	A Increase engagement with followers on social media by 10% on each platform above the prior year's engagement rates.	We grew three channels by more than 10%: Facebook by 36.9%, Twitter by 20.3% and Instagram by 22.7%. LinkedIn fell short on the 10% goal and totaled 5.5%.
	B Share at least 4 "Best Of" contests on social media to increase voting on Jacksonville's assets in the destination (I.e. Conde Nast Traveler's Reader's Choice Survey, Lonely Planet Best in Travel Awards, etc.).	Complete; link to support.
	C Post 20 new videos to TikTok and/or Instagram Reels.	We completed 52 new reels/videos surpassing our goal and hitting 260%!.
	D Maintain a minimum of 15 Social Media Insiders posting content with Visit Jacksonville hashtags.	We currently have 19 Visit Jacksonville Insiders as we close 2022-23.
	E Add 4 new Social Media Insiders with the following focuses:	Link to support for 4 completed below.
	i. Golf	Lily Morrison
	ii. Beer	Kaitlyn Elizabeth
	iii. Sports	JAXFRAY
	iv. Meetings (in section below)	Hana Ferguson
	F Coordinate access for Social Media Insiders to 4 special events or festivals to increase coverage and reach.	We completed 19 event coordinations, exceeding the goal and hitting 475%!.
	G Post all WJXT's JaxBest Monthly Poll winners through Instagram and TikTok.	Complete; link to support.

Goal		Deliverable/Measurement	
		H Feature a tourism photo/video of the quarter contest and promote on social.	Complete; link to memo.
		I Visit and promote through social 15 new or existing attractions not previously promoted by Visit Jacksonville.	Complete 17 to a goal of 15 (113%); link to support.
		J Execute a staff contest for uploads of social media content from local events and attractions.	Complete; link to support.
		K Update and leverage Instagram through the addition of 2 new highlights categories.	Two new categories were added: Winter on the Water & Jax Ale Trail.
		L Create 5 new videos for Instagram and TikTok using our existing blog articles (22 Top Attractions, Top Bites, etc.) and share on social media.	Complete; link to support.
		M Create 7 new videos for Instagram and TikTok use focusing on Jacksonville's hidden gems.	Complete; link to support.
		N Continue leverage of Bicentennial through 2022 by posting weekly through calendar year end on Jacksonville history; minimum of 10 posts.	Complete; link to support.
		O Add a Visit Jacksonville BeReal account and post a minimum of 12 times.	Complete; link to support.
	Expand coverage on other websites of Jacksonville's presence and influence.	A Create and post 30 new Google story videos.	Complete; link to support.
6		B Add Reels/TikTok videos created into at least 5 YouTube playlists.	Complete; link to support. Added to 6 of 5 playlists for 120%.
		C Edit YouTube titles and descriptions to optimize for SEO on 30 existing and all new Visit Jacksonville YouTube videos.	Complete; link to support.
		D Execute and run at least 4 ads featuring paid influencer generated content.	Complete; link to support.
		E Add 12 videos uploaded to the YouTube platform with a goal of 200 views/video.	Complete; link to support.
		F Add 8 total new Boards to Pinterest with at least 10 pins per Board; 5 will be created from existing blogs on Visit Jacksonville's website.	Complete; link to support.
7	Expand efforts of bi-weekly newsletter distributed through email.	A Share at least 10 pieces of Visit Jacksonville content written during 2022-23.	Complete; link to support. We shared 79 new/updated content pieces created 27 times in the newsletter in FY 22-23, 790% achievement.
		B Modify LiveChat FAQ into a "did you know segment" and feature quarterly in Only in Jax Facts newsletter for education of tourism partners and subscribers.	Complete; link to support.
		C Share new business openings through bi-weekly newsletter.	Complete; link to support.

Goal	Deliverable/Measurement	
	Distribute WJXT's Jax Best Monthly Polls voting information in the bi-weekly newsletter.	Complete; link to support.
8 Execute promotional contests to entice tourist to visit Jacksonville for a get-away.	A Run 3 promotional contests with a trip to Jacksonville as the prize.	Complete; link to support.
MEETINGS FOCUSED INITIATIVES		
Goal	Deliverable/Measurement	
1 Launch new advertising/branding campaigns to spark new interest in Jacksonville as a meeting destination.	A Create a new campaign for meetings business and launch by March 2023 (approval by TDC in February 2023).	Approved by TDC in March and launched in April.
	B Using the new campaigns, develop new email templates for distributions for meetings business.	Complete - see examples at link.
2 Execute a multi-platform Advertising Plan for Convention Sales efforts and initiatives.	A Adhere to the advertising plan for Convention Sales as approved by the TDC.	Complete; link to report by Madden with annual results.
	B Advertise annually to key industry partners through 7 e-newsletters (i.e. MPI, HelmsBriscoe, others as determined throughout year).	Completed 11 of 7 goal or 157%.
	C Utilize pre and post tradeshow geofencing to target planners and direct them to our website for a minimum of 6 tradeshows.	Complete; link to support.
	D Execute paid search/SEO keyword advertising strategy. Review and adjust a minimum of quarterly for optimization of results.	Complete; link to report from Madden with keyword search.
	E Send pre/post emails for at least 75% of tradeshows using the travel calendar for 2022-2023.	Complete; link to support.
3 Rebrand and launch the "Bring it Home Jax!" campaign for meetings.	A Launch new campaign and run advertising in the local market to target groups.	Complete; link to support.
	B Present at least once per quarter to local groups and provide information on Visit Jacksonville and the City as a meetings destination.	Completed presentations in all 4 quarters; support for completion in link.
	C Create a brochure for distribution and use by the Convention Sales Team.	Complete; link to support.
	D Secure placement of Bring It Home Jax in at least 3 local media outlets.	Complete; link to support.
4 Execute a social media campaign for Meetings & Conventions.	A Execute the following initiatives/posts through LinkedIn:	Complete - Year end results, all numbers for next six items all located in support link.
	i. 100 annual minimum posts for 2022-23.	See link above; 117 posts of 100 totaling 117% completion.
	ii. 10 annual group welcome posts.	See above link; 17 group welcome posts of 10 totaling 140% completion.
	iii. 12 articles shared (1 per month) on industry news/trends.	See above link; 13 articles shared of 12 totaling 108% completion.
	iv. 24 posts annual that highlight venues and services.	See above link; 24 posts highlighting venues and services totaling 100% completion.
	v. 8 annual posts highlighting Convention Sales team at tradeshows or hosting sales missions/client events.	See above link; 9 posts highlighting tradeshows/client of 8 totaling 113%.
	vi. 12 annual posts highlighting the local business community and economic development news.	See above link; 12 posts of 12 totaling 100% completion.
	B Execute 24 annual posts (2 per month) with a focus on images of venues, teambuilding and services through Facebook or Instagram.	Complete; link to support.

Goal	Deliverable/Measurement	
	C	Execute the following initiatives/posts through Twitter: i. 1 post per week; 52 annual posts. ii. 10 annual group welcomes posted. iii. 12 posts highlighting services.
		Complete; link to support for all numbers for next 3 here.
		Complete; see above link.
		Complete; see above link.
		Complete; see above link.
	D	Create a story highlight button on Instagram for meetings related social stories.
		Complete; link to support.
	E	Add a Local Social Media Insider for Meetings/Groups.
		Complete; link to support.
5	A	Execute a public relations campaign for Jacksonville meetings in media outlets. Establish a hitlist of meetings, conventions, trade publications and freelance writers and pitch to a minimum of 10 writers per quarter.
		Complete; link to support. Pitched quarterly to anywhere from 49 to 72 writers.
	B	Secure placements in 20% of pitched media/hitlist.
		Complete achieved 120% of goal with 6 placements (26% of hitlist versus just 20%); link to support.
	C	Send 4 annual press releases pertaining to meetings and what's new in Jacksonville.
		Completed 5 of 4 for 125% completion to goal.
6	A	Create 2 new videos for use in advertising and promotion. New video for Meetings for testimonials from meeting and event planners.
		Complete; link to support.
	B	Military focused.
		Complete; link to support.
II. Visitor Interaction & Information		
Goal	Deliverable/Measurement	
1	A	Increase the outreach to visitors in Downtown Jacksonville. Increase all interactions in Downtown by 5% above the prior year totals. (Chat, Email, Web, Phone and In-person)
		Annual Goal: 14,973 Final: 15,763 (105% to Goal)
	B	Increase in-person interactions in Downtown by 5% above prior year totals.
		Annual Goal: 9,266 Final: 10,018 (108% to Goal)
	C	Participate in 10 Downtown outreach opportunities around events and happenings.
		81 Downtown Events were participated in for the year; 810% of goal; supporting report at link.
	D	Expand the TRIP referral program to offer monthly prize opportunities for hotel staff referring visitors to Downtown center.
		Achieved 3 of 12 winners (25%) for the program; converted based on response to quarterly. Support at link.
	E	Participate in monthly ArtWalk and invite 3 vendors to utilize visitor center space each month for set-up.
		A total of 49 vendors participated in ArtWalk this year exceeding goal of 36; 136% completion. Support at link.
	F	Set-up easily accessible brochure displays in downtown center.
		Completed; link to support.
	G	Add 1 additional tour company to Visit Jacksonville's relationships to incorporate a stop at the Downtown center into the tour and offer small amenity to group participants.
		Completed; link to support.
2	A	Increase the outreach to visitors at Jacksonville International Airport. Increase all interactions at JIA by 5% above the prior year totals. (Phone and In-person)
		Annual Goal: 118,642 Final: 119,153 (100% to Goal)
	B	Increase in-person interactions at JIA by 5% above prior year totals.
		Annual Goal: 118,003 Final: 118,856 (101% to Goal)

Goal	Deliverable/Measurement	
	C Participate in JIA's Airport Traveler Appreciation Day and provide visitors a small amenity.	Complete with National Aviation Day on Saturday, 8/19; link to support.
	D Meet with JIA staff to collaborate on the highest traffic days and staff with an extra team member a minimum of 5 days to move around the area surrounding the center and distribute collateral (app card) in high traffic locations.	Completed 6 of 5 requirement; 120%. Link to support.
	E Present at least annually the data gathered from the data tracking platform for the airport as well as updates regarding tourism and Visit Jacksonville to JIA staff.	Complete; link to support.
3 Increase the outreach to visitors in the Beaches communities.	A Increase all interactions in the beaches community by 5% above the prior year totals. (Chat, Phone and In-person)	Annual Goal: 5,064 Final: 6,129 (121% to Goal)
	B Increase in-person interactions in the beaches by 5% above prior year totals.	Annual Goal: 4,705 Final: 5,847 (124% to Goal)
	C Participate and enhance presentation at Beaches Opening Day parade.	Completed in Q2; link to support.
	D Participate in 4 new events in the beaches area.	Completed participation in 5 new events, 125%; link to support.
	E Partner with Beaches Museum to kick-off and promote their new Tourism exhibit.	Completed; link to support.
	F Expand the TRIP referral program to offer monthly prize opportunities for hotel staff referring visitors to Beaches center.	Expansion to beaches hotels was complete and one winner was achieved as a result; link to support.
	G Execute the Beaches Explorer Program; see Community Outreach & Engagement.	Completed 4 Beaches Explorers events; link to support.
4 Increase the outreach to visitors at the VISIT FLORIDA welcome center.	A Increase in-person interactions at the VF welcome center by 5% above prior year totals.	Annual Goal: 65,480 Final: 74,163 (113% to Goal)
	B Identify and participate in at least 2 VISIT FLORIDA events to interact with high visitor traffic periods.	We completed participation in 3 events, 150%; link to support.
	C Identify and procure advertising opportunities in the VISIT FLORIDA I-95 Welcome Center.	Complete; link to support.
5 Increase the outreach of the Mobile Visitor Center (Seymour Jax).	A Increase the participation of Seymour Jax (or a staffed event table) at local events and community initiatives to a minimum of 3 per month.	GRAND TOTAL: 131 Events; link to support.
	B Seymour Jax will be featured in a minimum of 4 Trip Worthy Live event posts.	Complete; link to support.
	C Staff Seymour Jax at all TDC grant recipient and signature City of Jacksonville events as allowed.	A total of (15) TDC grant recipient or signature City of Jacksonville events were staffed; link to support.
	D Staff Seymour Jax at a minimum of 3 events or festivals outside of the City of Jacksonville to promote visitation to Jax.	Staffed at 3 festivals out of county; link to support.

Goal	Deliverable/Measurement	
	E Staff Seymour Jax with an additional team member for large events to expand coverage and distribute materials or amenities.	16 total events staffed with an extra team member; link to support.
6 Improve outreach and resources available to visitors as a result of LiveChat.	A Increase LiveChat interactions by 5% above prior year totals.	Annual Goal: 3,982; Final: 4,474 (112% to Goal); link to support.
	B Increase performance results by upgrading LiveChat subscriptions and monitoring quarterly reporting. Establish standards of performance for employees and evaluate annually.	Complete; link to support.
	C Utilize LiveChat to receive Google ratings.	
	i. Get total number of Google reviews to 200.	Achieved 214 Google reviews; link to support.
	ii. Maintain a star rating of 4.6 or higher.	Average star rating of 4.8; link to support.
	D Create a Relocation Guide microsite to improve and expand references to visitors as a result of FAQ on LiveChat and utilize in responses.	Complete; link to support.
	E Create a Medical Facilities microsite to improve and expand references to visitors as a result of FAQ on LiveChat and utilize in responses.	Complete; link to support.
	F Create a Jacksonville Parks microsite to improve and expand references to visitors as a result of FAQ on LiveChat and utilize in responses.	Complete; link to support.
7 Expand knowledge of Visit Jacksonville staff for visitor recommendations.	A Team members from DE and MKG staff partner to visit 15 new tourism businesses, parks, restaurants or attractions not previously targeted or marketed.	Complete; link to support.
	B Marketing department will prepare content from visit for website, social, etc. and share with all VJ staff including part-time employees.	Complete; link to support.
	C Quarterly trainings for Destination Experience team members targeting tourism businesses. Training will include minimum: 1 hotel, 1 "only in Jax" attraction, 1 "only in Jax" restaurant and 1 venue. A summary of points from training will be distributed to all VJ staff.	Complete; support for folder for each Quarter at link.
	D Prepare bi-weekly training information focused on new business openings, seasonal opportunities, event happenings, etc. and distribute to all Visit Jacksonville staff.	Complete; link to support.
8 Enhance visitor information and experiences by maintenance and improvement of the content and quality on the Visit Jacksonville website.	A Achieve an increase in visitors to the website of 5% above the prior year.	Website traffic increased 15.7% from the prior year; link to support.
	B Add the following content improvements:	Complete Memo on all updates made; link to support.
	i. 22 Top Attractions	Complete; link to support.
	ii. Food & Drink; Best Bites, Best Drinks	Complete; link to support.

Goal	Deliverable/Measurement	
	iii. Family Fun	Complete; link to support.
	iv. Nightlife	Complete; link to support.
	C Add 40 new videos to the 360 videos available on the website.	Completed 44 of 40 new videos, 110%; link to support.
	D Update the database weekly with new and closed tourism businesses to post to website.	Completed - (88) New, (18) Updated, (79) Closed this year; link to support.
	E Create a new sub-page containing all Visit Jacksonville maps within the brochures page of the website and distribute to staff for LiveChat.	Complete; link to support.
	F Add "Local Tips from the Insiders" to the top 20 visited website pages or blogs.	Complete; link to support.
	G Visit 15 new and existing attractions not previously promoted and update website content.	Complete; link to support.
	H Enhance Latino, Black and LGBTQ+ traveler guides on the website through input from social followers.	Complete; link to support.
	I Add 200 new photos to the website from Visit Jacksonville staff at events or other attractions in Jacksonville.	Over 626 of 200 staff photos utilized 313%; link to support.
	J Improve content on Jaguars Gameday experience by updating the page and blog and video.	Complete; link to support.
	K Create the following new blogs:	
	i. Quarterly blog focused on seasonal happenings in Jacksonville.	Complete; link to support.
	ii. Quarterly What's New in Jax.	Complete; link to support.
	iii. 4 New Openings Tourism Related Businesses.	Complete; link to support.
	L Convert the following webpages into travel guides on the website:	
	i. Art	Complete; link to support.
	ii. Music	Complete; link to support.
	iii. Foodie	Complete; link to support.
	iv. Sports	Complete; link to support.
	M Create the following new travel guides:	
	i. 24/48 Hours in Jax	Complete; link to support.
	ii. First Time in Jax	Complete; link to support.
	iii. Bachelor(ette) Weekend	Complete; link to support.
	N Quarterly monitoring and cleaning of database to ensure accurate website information for businesses.	Complete; link to support.
	O Maintain calendar of events on website with all current events in Jacksonville.	Complete; link to support.
9 Enhance visitor information and experiences by maintenance and improvement of the content and quality on the Visit Jacksonville app.	A Add 15 new discount partners to the Deals on the App. (Maintain minimum of 25 total partners)	16 total businesses added to the app this year; 75 total deals. Support at link.
	B Update tour information available on the app to be more easily accessible for all travelers.	Complete; link to support.
	C Ensure all business listings on the app have a photo on the listing information page.	Complete; link to support.

Goal	Deliverable/Measurement	
	D Add beach access points for users to include parking, accessibility and rentals.	Complete; link to support.
10 Enhance visitor information through improvements and availability of print materials.	A Reprint new Jacksonville Destination maps by July 2023.	Complete; link to support.
	B Review all maps and update at least 5 for 2022-23.	Complete; link to support.
	C Create 4 new maps in 2022-23.	Complete; link to support.
	D Print community and tourist-oriented brochures. Criteria for evaluation of print requests will be created.	Completed 11 projects for 8 different groups; link to support.
	E Redesign and reprint the Visitor Magazine by August 2023.	Complete; link to support.
	F Create a tracking system for brochure management to ensure materials are always available on hand for visitors.	Completed; link to support.
	G Create 3 seasonal "rack cards" and distribute to hotels and attractions.	Complete; link to support.
11 Expand visitor information through new video creation.	A Create the following new videos:	Memo with links to all videos below.
	i. The JIA Travel Experience	Complete; link to support.
	ii. 24 Hours in Jax	Complete; link to support.
	iii. 2 Local Celebrities to participate in Local Celebrity Video.	Complete; link to support.
	iv. Jaguars Gameday Experience	Complete; link to support.
	v. Mayport Shrimp (boat to restaurant to plate)	Complete; link to support.
	vi. 5 new videos on Jacksonville history continuing Bicentennial campaign efforts through 2022.	Complete; link to support.
III. Meetings & Conventions		
Goal	Deliverable/Measurement	
1 Increase bookings to Jacksonville by meetings, groups, sporting events, conferences and special events.	A Achieve 75,000 definite room night bookings for 2022-23.	Annual Goal: 75,000 Q4 Goal: 21,250 Q4 Actual: 17,330 (82%) YTD: 74,198 (99%; link to support)
	B Conduct a minimum of 5 site visits per quarter per National Accounts Manager.	Two National Accounts Managers throughout the FY; 1 NAM had 5 site visits per quarter, 1 did not. 50% achievement of goal; link to support.
	C Attend tradeshows and conferences targeting primary markets for bookings.	YTD: Attended (18) Tradeshows and Conferences; link to support.
	D Partner with area hotels for attendance at 5 tradeshows, client events or sales missions for 2022-23.	YTD: 8 of 5 (160% of goal for attendance at events with our area hotel partners); link to support.
	E Host 4 sales missions or client events in key target markets for 2022-23.	YTD: 4 of 4 (100% of goal of hosting client events in target markets); link to support.
	F Book 10 groups to host meetings during Jacksonville's historic need periods of July, August, September, November, December and early January.	YTD: 31 of 10 (310% of goal for events booked during need months); link to support.

Goal		Deliverable/Measurement	
	G	Each National Accounts Manager will host 5 clients in 2022-23 that have not been to Jacksonville previously.	Bob YTD: 13 of 5 (260% of annual goal for new clients to Jacksonville); Karen YTD: 7 of 5 (140% of annual goal for new clients to Jacksonville); link to support.
	H	Secure 4 total RFPs from Local businesses through relaunch of Bring It Home Jax campaign.	YTD: 4 of 4 (100% to Goal); link to support.
Enhance the partnership with ASM Global at the Prime Osborn Convention Center.	A	Book 6 new groups to the POCC for 2022-23.	YTD: 2 of 6 (33% of annual goal of new bookings for the POCC) booked; link to support.
	B	Include the POCC in at least 2 of the 5 site visits each quarter by each National Accounts Manager.	This was achieved fully 1 of 4 quarters; other quarters achieved 50% of goal; link to support.
	C	Hold quarterly meetings with the POCC team to determine improvements and strategize on sales initiatives.	Complete; link to support.
	D	Re-establish the memorandum of understanding with the POCC regarding Visit Jacksonville efforts and expectations.	Finalized the MOU for signature; link to support.
	E	Create a Destination Package for use by National Accounts Managers as well as hoteliers providing a city packet offering multiple facilities and the POCC.	Complete; link to support.
3 Expand familiarization with Jacksonville as a meetings destination.	A	Host a minimum of one FAM targeting a minimum of 7 meeting professionals/planners.	Completed in Q1; link to support.
	B	Secure a minimum of 3 RFPs as a result of the FAM attendees.	YTD: 4 of 3 (133% of goal of securing RFP's from FAM attendees); link to support.
	C	Add 250 new meeting professional contacts to our database.	YTD: 351 of 250 (140% of goal to add new contacts to our database); link to support.
4 Target key planners to increase awareness of Jacksonville as a meetings destination.	A	National Accounts Managers to create a Hit List of top desired meeting planners (minimum 20).	Completed in Q1
	B	Achieve results with 25% from Hit List. Results can include: booking a group, receiving an RFP from planner, attendance by planner at a FAM, attendance by planner on a site visit, attendance by planner at a client event or sales mission.	NAM 1- YTD: 12 results achieved (60% of hit list) (240% of Goal); NAM 2- YTD: 15 results achieved (75% of hit list) (300% of Goal); link to support.
5 Provide exceptional customer service to convention groups, meetings and planners.	A	Achieve average survey results of 4.5/5 for services provided to groups for the 2022-23 year.	Achieved; Total of 36 Surveys and 4.95/5 average survey results. Link to support.
	B	Provide 1 new concession offering for 2022-23.	Complete; link to support.

Goal		Deliverable/Measurement	
		C Create a survey for site visit planning and execution. Achieve 4.5/5 for site visit services survey results for the year.	YTD: 7 surveys returned and achieved a 5 out of 5 rating for the year.; link to support.
		D Increase referrals made by Destination Experience team by 5% above prior year referral totals.	Annual Goal: 587. Annual Total: 606 (103% to Goal); link to support.
		E Update and redesign the meeting planner toolkit on the website.	Complete; link to support.
6	Maintain and improve Convention Sales materials and photos.	A Review brochures and collateral and update as needed to align with current campaigns and promotions.	Complete; link to support.
		B Quarterly updates to the sales presentations to include custom edits as needed for specific segments.	Complete; link to support.
		C Create the following new brochures:	
		i. Running routes near conference hotels.	Complete; link to support.
		ii. Other brochures listed in experience development: military reunion, intellectual capital, medical meetings, accessibility travel.	Complete; link to support.
		D Build the following travel guides for conference attendees:	All three itineraries below were combined into one travel guide page that outlines various activities, outings, and meal options based on timeframe for each. Also noted are links to hotel information, full day itinerary suggestions, etc. Link to page.
		i. 2-Hour Itinerary	Complete; see above link.
		ii. 4-Hour Itinerary	Complete; see above link.
		iii. Stay an Extra Day Itinerary	Complete; see above link.
		E Expand photo library for meetings and conventions:	
		i. Add 200 professional photos to the collection of meetings photos.	Complete; 260 photos added, 130% to goal. Link to support.
		ii. Require staff to attend local conferences to take photos.	Complete; link to support.
7	Enhance the Meetings section of the website and share new content through social media and e-distributions as appropriate.	A Create the following new blogs:	
		i. Airport experience.	Complete; link to support.
		ii. Caterers and restaurants available for off-site events.	Complete; link to support.
		iii. Running routes for conference attendees.	Complete; link to support.
		B Add a section on building and infrastructure development in Jacksonville for meetings/groups.	Complete; link to support.
		C Distribute all new content created through e-blast and/or social media a minimum of quarterly.	Complete; link to support.

Goal	Deliverable/Measurement		
IV. Experience Development			
LEISURE FOCUSED INITIATIVES			
Goal	Deliverable/Measurement		
1 Accessibility Travel Focus	A	Create an itinerary focused on accessibility travel for meeting planners.	Complete; link to support.
	B	Create a new brochure for use by the Convention Sales Team.	Complete; link to support.
	C	Research the Society for Accessibility Travel & Hospitality and pursue sponsorship opportunities.	Research was complete, but we were not able to secure a sponsorship after numerous outreach attempts; link to support.
	D	Host at least 1 media, freelance writer, podcast host, blogger or influencer in Jacksonville that highlights accessible travel.	Complete; link to support.
	E	Enhance the website for accessibility travel with the following improvements:	
		i. Completion of website integration for disabled users.	Added to the website in November; link to support.
		ii. Add 3 new pieces of content for blind travelers to the website.	Not completed, even though we reached out to several creators we never secured new content
		iii. Add 3 new pieces of content for travelers with autistic co-travelers.	Complete; link to support.
		iv. Expand listings to include accessibility options for restaurant/dining.	Complete; link to support.
		v. Expand listings to include accessible meeting and venue options.	Complete; link to support.
	vi. Add feature to website for additional options pertaining to accessibility in drop-down selections.	Complete , we also added all of these categories to other dropdown menus across the website; link to support.	
	F	Visitor Center staff to become Autism Certified.	Complete; link to support.
2 Diversity, Equity and Inclusion Tourism Focus	A	Establish a committee of local community participants focused on diversity, equality and inclusion that meets quarterly to discuss City improvements.	Complete; link to support.
	B	Add at least 15 new restaurant or tourism partner listings for each of the following categories:	Complete; link to support.

Goal	Deliverable/Measurement	
	i. Asian American Pacific Islander (AAPI)	Complete; link to support.
	ii. Black	Complete; link to support.
	iii. Latino	Complete; link to support.
	iv. LGBTQ+	Complete; link to support.
	C Host at least 1 media, freelance writer, podcast host, blogger or influencer in Jacksonville that highlights diversity, equity and inclusion.	Complete; link to support.
	D Ensure 30% of hosted media, freelance writers, podcast hosts, bloggers or influencers are diverse for 2022-23.	Complete at 80% diversity; link to support.
	E Add a new Local Social Media Insider within the AAPI niche.	Complete; link to support.
	F The new visitor magazine will include at least 40% of photos with persons will include a focus on: age, accessibility and race diversity.	Complete; 54% of the photos with persons were diverse; link to support.
	G Join the Black Traveler Alliance.	Complete; link to support.
3 Gullah Geechee Corridor Focus	A Create new webpages within the Black History section of the Visit Jacksonville website.	Complete; link to support.
	B Develop a Gullah Geechee itinerary.	Complete; link to support.
	C Create 5 new social media posts focused on Gullah Geechee content.	Complete; link to support.
	D Advertise Gullah Geechee Corridor through Visit Jacksonville social media.	Complete; link to support.
4 Jacksonville Local Makers Focus	A Review and expand the Makers content on the Visit Jacksonville website.	Complete; link to support.
	B Produce 2 new blogs on local Makers for the website.	Complete; link to support.
	C Feature Makers content monthly (12 annual posts) on our social media channels.	Complete; link to support.
	D Secure 5 Local Social Media Insiders to feature local Makers in at least 2 posts.	Complete; link to support.
	E Create a new video: Take a Piece of Jax Home.	Complete; link to support.
	F Expand the meetings section of the website with Local Makers that can host team building/outings.	Complete; link to support.
	G Use a local Maker in Visit Jacksonville collateral by:	
	i. commission a local artist to create a postcard or small piece of art for welcome bags.	Complete; link to support.
	ii. commission a local artist to design the cover of the new Visitor Magazine.	Complete; link to support.
MEETINGS FOCUSED INITIATIVES		
Goal	Deliverable/Measurement	

	Goal		Deliverable/Measurement	
	1 Military Reunion Focus	A	Create a military reunion planning guide on the Visit Jacksonville website.	Complete; link to support.
		B	Create an itinerary focused on military groups for meeting planners.	Complete; link to support.
		C	Create an advertising campaign focused on Military Reunions and run ads with 3 outlets.	Ran ads in two of three outlets; 67%; support and explanation at link.
		D	Create a new brochure for use by the Convention Sales team.	Complete; link to support.
	2 City Intellectual Capital Focus	A	Create a webpage showcasing Jacksonville's Intellectual Capital connecting meeting planners to information on the City's economic sectors of focus.	Complete; link to support.
		B	Create a new brochure for use by the Convention Sales Team.	Complete; link to support.
	3 Medical Meetings Focus	A	Build new medical meetings pages on meetings section of website.	Complete; link to support.
		B	Create a new brochure for use by the Convention Sales Team.	Complete; link to support.
V. Community Outreach & Engagement				
	Goal		Deliverable/Measurement	
	1 Launch a Beach Explorers Program	A	Develop a program targeted towards vacationers to the beaches for participation in an activity facilitated by Visit Jacksonville staff and/or an area partner.	Complete; link to support.
		B	Visit beaches hotels and provide information on the program and dates.	Complete; link to support.
		C	Execute at least 4 weekend activities through the Explorers program, minimum 1 per month during the peak months of March, May, June & July.	Complete; link to support.
	2 Launch a Jacksonville Tourism Ambassador Program for the Community.	A	Craft training material to obtain Jacksonville Tourism Ambassador certification.	Complete; Link to presentation and all materials at link.
		B	Procure award, sticker, certification mechanism for display by Tourism Ambassador.	Complete; link to support.
		C	Train and certify at least 10 persons of community influence as Tourism Ambassadors for 2022-23.	Complete 12 of 10 or 120%; link to support.
		D	Create a webpage for the Tourism Ambassadors program and post certified members.	Complete; link to support.
		E	Post on social media channels all newly certified Jacksonville Tourism Ambassadors.	Complete; link to support.

	Goal	Deliverable/Measurement	
3	Promote and expand Jacksonville Ale Trail efforts.	A Create a new ad for the Ale Trail and promote in the drive market.	Complete; link to support.
		B Create an Ale Trail Marketing Kit for breweries to use and launch by January 2023.	Complete; link to support.
		C Create an Ale Trail Welcome Kit for new breweries launched by November 2022.	Complete; link to support.
		D Create custom signage for all Ale Trail participating breweries.	Complete; link to support.
4	Promote and expand Kids Free November efforts.	A Increase participants in 2023 Kids Free November by 30%.	Complete added 5 new businesses, 35% increase; link to support.
		B Create 3 new videos for social media and ads featuring kids focused on attractions that participate in Kids Free November offers.	Complete; link to support.
		C Develop and distribute a Kids Free November partner marketing kit and distribute to participating businesses with offers.	Complete; link to support.
5	Promote National Travel & Tourism Week in the local community.	A Host a reception in the Downtown Visitor Center thanking tourism and hospitality workers.	Complete; link to support.
		B Distribute a thank you item at JIA to tourism workers.	Complete; link to support.
		C Receive Mayoral Proclamation recognizing Jacksonville tourism.	Complete; TDC Executive Director received a framed copy of the proclamation.
		D Secure placement in 3 media outlets discussing the impact of tourism in the community.	Complete; link to support.
		E Host a training session for additional Jacksonville Tourism Ambassadors and recognize certified ambassadors in the community.	Complete; link to support.
6	Offer Grant, Sponsorship and Promotional offerings to expand tourism revenue and opportunities in the City.	A Offer a co-op to tourism related businesses to offset cost of placing brochures and materials at the Visit Florida I-95 Welcome Center.	Complete; link to support.
		B Create a new promotional opportunity for use by National Accounts Managers in selling Jacksonville as a meetings destination targeting groups that may not qualify for a traditional convention grant.	Complete - Sunkissed Savings; link to support.
		C Create a lost business promo targeting groups that did not select Jacksonville as a location for their business over the prior 5 years.	Complete; link to support.
		D Offer CVB Grants consistent with TDC Grant guidelines to secure business.	YTD: 66 groups for a total of \$532,633.50; Link to support.
		E Continue video co-op with Wander Media for video production and advertising for tourism businesses.	Complete; link to support.

Goal	Deliverable/Measurement	
7 Expand offerings and opportunities in the Hotel community to increase tourism for the City.	A Continue offering of Concierge Services during peak and need periods to hotels.	Complete; link to support.
	B Distribute VJ QR Code for app (digital or collateral depending on hotel need) to at least 15 hotel properties.	Complete; link to support.
	C Deliver Visit Jacksonville collateral to hotels at least 3 times per year.	Complete; link to support.
	D Post and distribute pipeline development report quarterly.	Complete; link to support.
	F Continue distribution of weekly and monthly STR Notes.	Completed weekly and monthly emails; also available on website: https://www.visitjacksonville.com/about/research-information/ .
	G Hold Quarterly DOS Meetings to ensure Visit Jacksonville stays current on the most needed information and is a resource to the hotel community.	YTD: 4 out of 4 DOS Meetings were held (100% of goal), link to support.
8 Expand offerings and opportunities in the tourism community to increase tourism business for the City.	A Expand the Front Line Employees' Attraction Program (FLEAP) by adding 3 new offers.	Added 5 of 3, 167% of goal for new businesses this year; link to support.
	B Distribute FLEAP information to a minimum of 40 hotels/attractions in coordination with TRIP outreach.	Complete to a total of 182 of 40 goal 455%; link to support.
	C Promote FLEAP to local hotels in eblasts quarterly.	Complete; link to support.

Strategic Market Analysis Update

Visit Jacksonville Strategic Market Analysis and Visitor Tracking & Economic Impact Study

On October 1, 2023, Visit Jacksonville began a year-long Visitor Tracking and Economic Impact Study of visitors to the Jacksonville area conducted by Downs & St. Germain Research to ensure an insight driven research approach to maximize marketing and media initiatives to better understand our destination and the profile of a visitor to the area.

Strategic Market Analysis:

- SWOT Market Analysis pertaining to attractions, accommodations, infrastructure marketing efforts, visitor experience, perceived value and meeting/conference/event/sporting facilities.
- Identification of top 5 domestic competitive markets for tourists
- Identification of top 5 domestic flight feeder markets for visitation
- Identification of top 5 domestic drive feeder markets for visitation
- Identification of top 5 domestic markets for meetings and group business in Jacksonville

Visitor Tracing & Economic Impact Study

Purpose:

Visit Jacksonville desired research that would develop a comprehensive profile of visitors to the area, including total visitor spending and total economic impact, trip booking timeline, trip booking resources, primary trip purposes, visitor origin markets, demographic visitor profile, travel party composition and characteristics, length of stay per trip, accommodation choices, spending per day and per trip (categorized and total), in-market visitor activities, satisfaction with in-market activities, satisfaction with trip, likelihood of returning to destination, and perceptions of quality and value of destination attributes.

Research Methods:

2,000 annual surveys (500 per quarter) will be completed with visitors to the Jacksonville area online and in-person during their visits using a multi-stage stratified random sampling process, where the first stage of strata are the different neighborhoods of the Jacksonville area and the second stage of strata are geographic disparate interview locations at public and private entities such as hotels, parks, attractions, beaches, etc.

This study will be completed on an annual basis with quarterly reports to allow Visit Jacksonville to understand seasonal differences of visitors to the area. Each survey takes 5-7 minutes to complete.

Partner Participation:

As part of this study, we need assistance from properties/businesses like yours to collect the data we need and could really benefit from your participation - help us, help you!

In return for participating, you will receive a FREE, customized report providing useful data specifically about YOUR customers. This individual report will only be shared with YOU and will come from the visitors at your location.

You can get involved in one of three ways:

1. **Sending out a survey invitation by email to your guests monthly or quarterly**, whichever is easier for you. Downs & St. Germain Research will put together the invitation (you can adjust as

needed) which will include the link to the online survey. We will remind you to send it out to your guests each month/quarter.

2. **Sending your email database of guests each month or quarter to Downs & St. Germain Research and we will send out the survey.** This list will only be used to send out the survey and not shared with any other entity. We realize this option is not viable for all properties/businesses but want to mention it as an option.
3. **Allowing Downs & St. Germain to have an interviewer come to your property and conduct surveys with your guests on the days and times that work best for you.** (We like this option in terms of capturing visitors in the destination!)

Please let Downs & St. Germain Research know if any of these options work for your property.

If you'd like to discuss this research in more detail, please reach out to Erin Dinkel, Director of Research of Downs & St. Germain Research by phone 904-304-8832 or email erin@dsg-research.com or on my team, Sarina Wiechens at swiechens@visitjacksonville.com. If you know you would like to participate, please reply to all with which option works best for you as well as opportune dates/times if selecting in person surveys.

Thank you for your consideration!

Sports Tourism Budget Increase

1 Introduced by Council President Salem:
2
3

4 **ORDINANCE 2023-869**

5 AN ORDINANCE APPROPRIATING \$1,500,000.00 FROM
6 TOURIST DEVELOPMENT COUNCIL FUND BALANCE TO
7 PROVIDE ADDITIONAL FUNDING TO JACKSONVILLE AND
8 THE BEACHES CONVENTION & VISITORS BUREAU, INC.
9 D/B/A "VISIT JACKSONVILLE" TO INCREASE
10 SUBSTANTIALLY THE CITY'S INVESTMENT IN THE
11 PROMOTION OF SPORTS TOURISM TO THE CITY;
12 APPROVING AND AUTHORIZING THE MAYOR AND
13 CORPORATION SECRETARY TO EXECUTE AND DELIVER,
14 FOR AND ON BEHALF OF THE CITY, AMENDMENTS TO THE
15 EXISTING SPORTS TOURISM CONTRACT BETWEEN THE
16 CITY AND VISIT JACKSONVILLE TO REFLECT SUCH
17 ADDITIONAL FUNDING AND OTHER CHANGES AS MAY BE
18 NECESSARY, PROVIDED THE TOURIST DEVELOPMENT
19 COUNCIL SHALL FIRST APPROVE THE TERMS THEREOF;
20 AMENDING REVISED SCHEDULE W TO ORDINANCE 2023-
21 504-E; PROVIDING FOR OVERSIGHT BY THE TDC;
22 PROVIDING FOR AN EFFECTIVE DATE.
23
24

25 **WHEREAS**, the City Council recognizes the financial and civic
26 benefits of bringing high-profile sporting events to Jacksonville and
27 desires to refocus and renew the City's efforts in this area; and

28 **WHEREAS**, the City and Visit Jacksonville are currently parties
29 to an existing sports tourism agreement with a maximum City
30 indebtedness of \$182,544.89 authorized pursuant to Ordinance 2020-
31 318-E (the "Sports Tourism Agreement"); and

1 **Section 3. Purpose.** The purpose of the appropriation in
2 Section 1 is to provide additional funding to Visit Jacksonville
3 under the Sports Tourism Agreement to pursue and attract sporting
4 events of regional and national significance to Jacksonville.

5 **Section 4. Authority to execute amendments to the Sports**
6 **Tourism Agreement.** The Mayor, or her designee, and the Corporation
7 Secretary are hereby authorized to execute and deliver an amendment
8 to the Sports Tourism Agreement between the City and Visit
9 Jacksonville (the "Amendment"), reflecting the additional funding of
10 \$1,500,000 and any other changes consistent with this Ordinance,
11 provided that the TDC shall first approve the terms of the Amendment,
12 including changes to the scopes of services to be provided by Visit
13 Jacksonville and approved budget. The Amendment may include such
14 additions, deletions, and changes as may be reasonable, necessary,
15 and incidental for carrying out the purpose thereof, as may be
16 acceptable to the Mayor or her designee, with such inclusion and
17 acceptance being evidenced by execution of the Amendment by the Mayor
18 or her designee, provided no modification of the Amendment may
19 increase the financial obligations or the liability of City authorized
20 herein and any such modification shall be technical only and shall
21 be subject to appropriate legal review and approval of the General
22 Counsel or his or her designee and all other appropriate action
23 required by law. For the purposes of this Ordinance, "technical
24 changes" is defined as those changes having no financial impact to
25 the City, and other non-substantive changes that do not substantively
26 increase the duties and responsibilities of the City under the
27 provisions of the Agreement. The Mayor, or her designee, and the
28 Corporation Secretary, are also authorized to execute any subsequent
29 amendments or renewals to the Sports Tourism Agreement, as may be
30 approved by the TDC, that do not increase the financial obligations
31 of the City.

1 **Section 5. Amending Revised Schedule W to Ordinance 2023-504-E.**

2 There is hereby amended for the fiscal year 2023-2024 budget for TDC
3 by substituting in the place of the Revised Schedule W, approved by
4 Ordinance 2023-504-E, the Second Revised Schedule W, attached hereto
5 as **Exhibit 2** and incorporated herein by this reference. The Second
6 Revised Schedule W reflects the funds appropriated herein.

7 **Section 6. Oversight.** The TDC shall oversee the funds
8 appropriated herein.

9 **Section 7. Effective Date.** This Ordinance shall become
10 effective upon signature by the Mayor or upon becoming effective
11 without the Mayor's signature.

12
13 Form Approved:

14
15 /s/ Harry M. Wilson, IV

16 Office of General Counsel

17 Legislation prepared by: Harry M. Wilson, IV

18 GC-#1601869-v1-TDC_VJ_Sports_Tourism_Appropriation_Bill_.docx
19

**City of Jacksonville, Florida
Request for Budget Transfer Form**

Tourist Development Council
Department or Area Responsible for Contract / Compliance / Oversight

All
Council District(s)

Reversion of Funds: _____
(if applicable) Fund / Center / Account / Project * / Activity / Interfund / Future

N/A
Fiscal Yr(s) of carry over (all-years funds do not require a carryover)

Section of Code Being Waived (if applicable): _____

CIP (yes or no): No

Justification for Waiver _____

Justification for / Description of Transfer: _____

Appropriate \$1,500,000 from Tourist Development Council (TDC) fund balance to the Remaining to Spend plan component for a future sports tourism initiative.

Net Amount Appropriated and/or Transferred: _____ \$1,500,000.00

* This element of the account string is titled project but it houses both projects and grants.

CITY COUNCIL

Requesting Council Member: _____ CP Salem

CM's District: _____ AL Group 2

Requesting Council Member: _____

CM's District: _____

Prepared By: _____

Ordinance: _____

OFFICE OF THE MAYOR

BUDGET ORDINANCE TRANSFER DIRECTIVE

TD / BT Number: _____

	Date Rec'd.	Date Fwd.	Approved	Disapproved
Department Head				
Mayor's Office				
Accounting Division				
Budget Division				

Date of Action By Mayor: _____ Approved: _____

Division Chief: _____

Date Initiated: _____

Prepared By: _____

Phone Number: _____

Initiated / Requested By (if other than Department): _____

Duval County Tourist Development Council FY 23/24 Budget

REVENUE

Tourist Development Taxes	\$ 10,940,075
Interest Earnings	254,519
Transfer from Fund Balance	1,500,000
Total Revenue	\$ 12,694,594

EXPENDITURES

Plan Components

(1) Tourism Marketing, Sales, Experiences and Promotion	
Destination Experience	\$ 1,249,694
Marketing Services	4,543,525
Convention and Group Sales	1,664,747
Convention Grants, Sponsorships and Promotion	290,000
Total Tourism Marketing, Sales, Experiences and Promotion	7,747,966
(2) Planning and Research	150,000
(3) Event Grants	1,441,250
(4) Development Account	250,000
(5) Contingency Account	250,000
(6) Promotion of the Equestrian Center	1
Remaining to be spent in accordance with any Tourist Development Plan Component (i.e., 1-6 listed above)	2,553,820
Total Plan Components	\$ 12,393,037
Administration	301,557
Total Expenditures	\$ 12,694,594

Financial Report

Duval County Tourist Development Council Financial Report - November 30, 2023

Summary of Amounts Remitted to Trust Fund

Collections Received In	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24
October	466,406.79	672,056.13	731,410.03	777,131.56
November	416,220.96	604,936.96	910,588.08	870,150.79
December	446,841.04	907,233.95	775,754.01	
January	429,324.90	784,956.19	802,672.65	
February	475,347.90	660,296.47	831,280.63	
March	503,963.26	786,953.62	898,033.42	
April	730,334.02	1,042,260.73	1,196,791.89	
May	799,298.79	1,083,987.32	969,070.87	
June	799,025.75	910,004.15	939,202.73	
July	856,827.09	896,077.60	886,091.39	
August	877,609.93	924,781.34	942,669.76	
September	749,119.57	817,772.71	779,666.00	
Totals	\$ 7,550,320.00	\$ 10,091,317.17	\$ 10,663,231.46	\$ 1,647,282.35

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending November 2023	\$ 10,668,515.70
12 months ending November 2022	10,456,322.19
Change over prior 12 months	<u>\$ 212,193.51</u>
Percentage change	2.03%

Comparison of Collections, Fiscal Year to Date vs. Prior Fiscal Year to Date

2 months ending November 2023	\$ 1,647,282.35
2 months ending November 2022	1,641,998.11
Change over prior year to date	<u>\$ 5,284.24</u>
Percentage change	0.32%

Comparison of Collections, This Month vs. Same Month Last Year

November 2023	\$ 870,150.79
November 2022	910,588.08
Change over prior year	<u>\$ (40,437.29)</u>
Percentage change	-4.44%

Comparison of Actual Collections to Average Revenues Received

Actual Collections, November 2023	\$ 1,647,282.35
Average Revenues to Budget, November 2023	1,449,559.94
Average Revenues Difference	<u>\$ 197,722.41</u>

Duval County Tourist Development Council Financial Report - October 31, 2023

	FY 2023/24
(1) Tourism Marketing, Sales, Experiences and Promotion	
(A) Destination Services	\$ 1,249,694.00
Disbursements	(169,061.32)
Obligations: Visit Jacksonville Contract	(1,053,068.68)
Obligations: STR Report	(27,564.00)
Budgetary Balance Available	\$ -
(B) Marketing	\$ 4,543,525.00
Disbursements	(604,616.96)
Obligations: Visit Jacksonville Contract	(3,766,108.04)
Obligations: Florida's First Coast of Golf	(172,800.00)
Budgetary Balance Available	\$ -
(C) Convention and Group Sales	\$ 1,664,747.00
Disbursements	(180,790.00)
Obligations: Visit Jacksonville Contract	(1,123,957.00)
Obligations: Gator Bowl	(360,000.00)
Budgetary Balance Available	\$ -
(D) Convention Grants, Sponsorships and Promotion*	\$ 290,000.00
Prior Year's Balances	552,144.65
Disbursements	(6,176.00)
Commitments	(301,641.00)
Budgetary Balance Available	\$ 534,327.65
(2) Planning and Research	\$ 150,000.00
Carryovers	150,000.00
Disbursements	-
Obligations: Strategic Market Analysis and Visitor Profile	(150,000.00)
Budgetary Balance Available	\$ 150,000.00
(3) Event Grants	\$ 1,441,250.00
Carryovers	333,670.00
Disbursements	(60,000.00)
Obligations: Sandlot Jax Fitness Festival 2023 Marketing Grant	(1,670.00)
Obligations: WasabiCon 2023 Marketing Grant	(12,000.00)
Obligations: Constellation Furyk & Friends 2023 Marketing Grant	(20,000.00)
Obligations: Constellation Furyk & Friends 2023 Special Event Grant	(60,000.00)
Obligations: Spartan US Championship 2024 Marketing Grant	(55,000.00)
Obligations: Spartan US Championship 2024 Special Event Grant	(75,000.00)
Obligations: Taco & Tequila Festival 2023 Special Event Grant	(50,000.00)
Obligations: 2024 Donna Marathon Weekend Special Event Grant	(50,000.00)
Obligations: 2024 AAU Primary Nationals & Club Championship Special Event Grant	(60,000.00)
Obligations: 2024 Jacksonville College Baseball Classic Special Event Grant	(40,000.00)
Obligations: 2024 Southeast Flag Football Championships Event Grant	(30,000.00)
Budgetary Balance Available	\$ 1,261,250.00

Duval County Tourist Development Council Financial Report - October 31, 2023

(4) Development Account*	\$	250,000.00
Prior Year's Balances		1,871,075.63
Disbursements		-
Budgetary Balance Available	\$	<u>2,121,075.63</u>
(5) Contingency Account*	\$	250,000.00
Prior Year's Balances		2,456,060.00
Disbursements: UNF Track & Field Improvements		(450,000.00)
Obligations: International Flight Marketing		(1,000,000.00)
Budgetary Balance Available	\$	<u>1,256,060.00</u>
(6) Promotion of the Equestrian Center*	\$	1.00
Prior Year's Balances		24,956.05
Disbursements		-
Commitments		(16,595.00)
Budgetary Balance Available	\$	<u>8,362.05</u>
Remaining to Spend in Accordance with TDC Plan - TDC Operations	\$	1,053,820.00
Carryovers		337,716.57
Disbursements		(50,000.00)
Obligations: Visit Jacksonville Sports Tourism		(127,716.57)
Obligations: UNF Track & Field Improvements		(150,000.00)
Obligations: 2023 Beaches Oktoberfest Marketing Grant		(10,000.00)
Budgetary Balance Available	\$	<u>1,053,820.00</u>
TDC Administrative Budget	\$	301,557.00
Disbursements		(23,299.68)
Budgetary Balance Available	\$	<u>278,257.32</u>
Tourist Development Special Revenue Fund*		
Prior Year's Balances	\$	131,267.50
Disbursements		-
Budgetary Balance Available	\$	<u>131,267.50</u>

*Indicates accounts that carryforward each year

Informational Material

2014 – 2023 Monthly Trends

Occupancy (%)													
	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
2014	58.4	70.5	72.5	71.3	71.8	69.3	68.6	65.3	60.7	68.0	63.3	57.2	66.4
2015	66.0	72.5	74.8	73.1	69.9	68.8	73.6	64.6	64.2	66.9	63.0	59.2	68.1
2016	66.4	74.5	78.6	76.2	75.2	73.5	74.4	67.6	64.9	74.0	68.6	62.9	71.4
2017	66.9	76.0	80.3	76.1	73.8	72.0	73.0	69.4	73.7	78.8	72.0	66.3	73.2
2018	72.1	79.5	81.9	79.4	75.8	75.7	73.7	74.9	71.9	74.0	66.5	62.7	74.0
2019	66.6	78.1	85.7	77.8	76.4	76.1	76.2	70.4	65.9	72.1	70.5	62.7	73.2
2020	71.7	78.2	22.0	29.7	43.6	53.7	54.5	53.8	57.3	56.1	55.1	52.5	52.4
2021	61.8	67.5	78.2	80.7	76.5	76.8	76.5	66.7	65.1	70.8	70.2	65.1	71.3
2022	65.4	74.2	82.5	79.3	73.4	74.7	73.7	71.6	65.7	72.7	68.9	67.7	72.5
2023	69.4	77.1	81.6	73.5	69.6	70.2	68.9	65.0	66.1	68.7			
10 yr Avg	66.5	74.8	73.8	71.7	70.6	71.1	71.3	66.9	65.6	70.2	66.5	61.8	69.2

ADR (\$)													
	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
2014	\$72	\$76	\$76	\$79	\$81	\$79	\$77	\$75	\$76	\$81	\$78	\$72	\$77
2015	\$79	\$80	\$84	\$85	\$87	\$84	\$84	\$80	\$80	\$85	\$79	\$75	\$82
2016	\$82	\$87	\$89	\$90	\$93	\$88	\$88	\$84	\$84	\$93	\$86	\$85	\$87
2017	\$88	\$92	\$95	\$94	\$98	\$91	\$91	\$88	\$92	\$97	\$92	\$88	\$92
2018	\$93	\$98	\$99	\$103	\$104	\$97	\$96	\$94	\$96	\$102	\$92	\$89	\$97
2019	\$92	\$99	\$111	\$102	\$104	\$98	\$99	\$94	\$95	\$97	\$100	\$89	\$98
2020	\$97	\$101	\$80	\$65	\$76	\$82	\$82	\$79	\$79	\$78	\$78	\$75	\$81
2021	\$79	\$81	\$91	\$100	\$105	\$106	\$113	\$98	\$98	\$105	\$100	\$97	\$98
2022	\$98	\$106	\$126	\$121	\$115	\$114	\$114	\$107	\$107	\$120	\$109	\$113	\$112
2023	\$110	\$119	\$137	\$123	\$123	\$116	\$115	\$109	\$112	\$119			
10 yr Avg	\$89	\$94	\$99	\$96	\$99	\$95	\$96	\$91	\$92	\$98	\$91	\$87	\$94

TDC Revenue/Collections													
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year
2014	\$373,106	\$425,695	\$483,577	\$567,572	\$560,224	\$585,090	\$542,750	\$547,880	\$501,821	\$431,802	\$573,437	\$481,193	\$6,074,146
2015	\$429,455	\$515,053	\$531,359	\$630,863	\$622,788	\$613,152	\$562,867	\$616,882	\$529,196	\$496,949	\$605,465	\$495,703	\$6,649,733
2016	\$453,379	\$551,386	\$626,218	\$712,789	\$675,913	\$679,850	\$662,553	\$675,029	\$581,582	\$541,605	\$587,941	\$699,596	\$7,447,841
2017	\$530,509	\$592,967	\$653,411	\$769,115	\$710,688	\$723,941	\$656,112	\$713,000	\$610,751	\$668,044	\$637,037	\$763,527	\$8,029,102
2018	\$602,791	\$664,396	\$708,907	\$804,786	\$786,615	\$785,964	\$720,412	\$715,962	\$710,094	\$661,289	\$769,617	\$559,640	\$8,490,472
2019	\$592,677	\$630,201	\$707,493	\$949,015	\$793,963	\$791,225	\$716,940	\$768,698	\$656,739	\$590,918	\$680,003	\$648,659	\$8,526,530
2020	\$614,776	\$705,145	\$626,965	\$372,295	\$279,311	\$434,139	\$430,792	\$502,107	\$418,715	\$466,407	\$416,221	\$446,841	\$5,713,714
2021	\$429,325	\$475,348	\$503,963	\$730,334	\$799,299	\$799,026	\$856,827	\$877,610	\$749,120	\$668,070	\$760,461	\$795,585	\$8,444,968
2022	\$749,480	\$667,143	\$775,853	\$1,042,102	\$1,083,987	\$910,004	\$896,077	\$924,781	\$817,773	\$731,410	\$910,588	\$775,754	\$10,284,952
2023	\$802,673	\$831,281	\$898,016	\$1,196,808	\$969,071	\$939,203	\$886,091	\$896,240	\$776,666	\$777,132			
10yr Average	\$557,817	\$605,861	\$651,576	\$777,568	\$728,186	\$726,159	\$693,142	\$723,819	\$635,246	\$603,362	\$660,086	\$629,611	\$666,036

GOLF TOURIST ACTIVITY



Oct-23

2022 FFCG TOP 10 STATE DEMAND MARKETS

1	Florida	6	California
2	Georgia	7	Texas
3	New York	8	New Jersey
4	North Carolina	9	Virginia
5	Illinois	10	Pennsylvania

TOP 5 DEMAND MARKETS (DIGITAL USERS)

UNITED STATES

England
Florida
Georgia
New York
Virginia



INTERNATIONAL

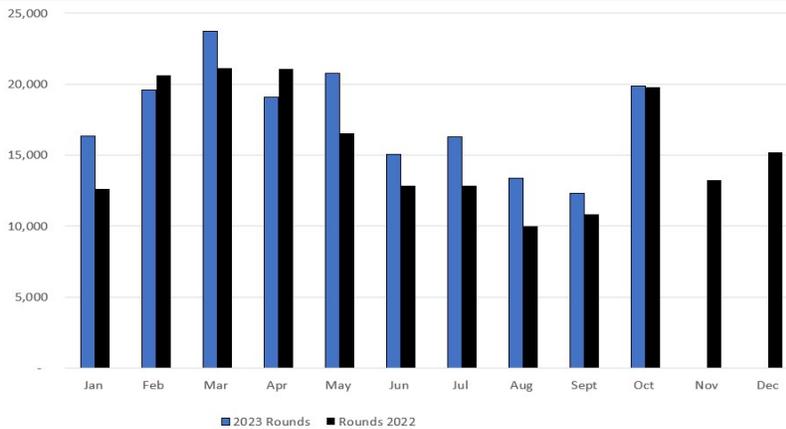
United Kingdom
United States
Canada
Germany
Estonia

DIGITAL TRAFFIC

	2023	2022	CHANGE
MONTHLY	16,017	11,941	34%
YEAR TO DATE	188,335	144,563	30%



DUVAL TOURIST ROUNDS TREND



OCT 1%
YTD 12%

PRECIPITATION

2023	2022	CHANGE
2.63	1.60	1.03



AVERAGE TEMP

2023	2022	CHANGE
70	67	3



FY24 EARNED MEDIA

VALUE	\$18,100
IMPRESSIONS	2,158,000



ADDITIONAL METRICS AVAILABLE ON REQUEST