

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
STRATEGIC PLAN SUBCOMMITTEE MEETING AGENDA**

**Thursday, May 11, 2023, 10:30 a.m.
City Hall – Conference Room 2D**

TDC Members: Angela Phillips (Chair), Jitan Kuverji, Dennis Thompson

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

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| I. Welcome and Call to Order | Chair Phillips |
| II. Public Comments Including Action Items | Chair Phillips |
| III. Finalizing Scope of Work* | Chair Phillips |
| IV. Closing Comments and Adjournment | Chair Phillips |

*** Denotes motion needed**

Next Subcommittee Meeting: TBD

SCOPE: JACKSONVILLE STRATEGIC MARKET ANALYSIS AND VISITOR PROFILE

Visit Jacksonville is looking to procure a detailed research analysis and visitor profile that will achieve the following primary goals and objectives:

- I. Identify our current market position for the purpose of future investments to include the following components:
 - a. A market analysis of current strengths, weaknesses, opportunities and threats pertaining to attractions, accommodations, infrastructure, marketing efforts, visitor experience, perceived value and meeting/conference/event/sporting facilities.
 - b. Identification of top 5 domestic competitive markets for tourists.
 - c. Identification of top 5 domestic flight feeder markets for visitation.
 - d. Identification of top 5 domestic drive feeder markets for visitation.
 - e. Identification of top 5 domestic markets for meetings and group business in Jacksonville.

- II. Analysis and identification of Duval County/Jacksonville's perception as a destination:
 - a. Determine visitors' primary reasons for coming to Jacksonville.
 - b. Determine visitor activities while in the destination by the following minimal categories: retail, sports, parks/nature, water (beaches, river), arts/museums, history.
 - c. Establish a profile for visitor to include party size, length of stay, frequency of visitation.
 - d. Determine the likelihood of return visitation.
 - e. Establish perception of quality and value of accommodations.
 - f. Establish perception of quality and value of attractions.
 - g. Establish perception of level of safety and security in destination.
 - h. Define mode of transportation.
 - i. Calculate daily expenditures and expenditures by category.
 - j. Determine trip planning information.
 - k. Create a demographic profile of visitors to the area.
 - l. Assess perception of value of trip investment by activity.
 - m. Establish the total estimated visitors during a 1-year period.
 - n. Establish the total economic impact generated by tourism during a 1-year period.

- III. Analysis of Duval County/Jacksonville competitive advantages and opportunities
 - a. Using I. and II. provide/project top 3-5 generalities or considerations for growth in tourism within the destination.
 - b. Using I. and II. provide 3-5 areas/tourism sectors where investments over the next 3-5 years should not be focused (i.e. not enough current traction or evidence to support).