



September 4, 2025
Agenda & Meeting Materials

Agenda

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA

Thursday, September 4, 2025, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Carrico (Chair), City Council Vice President Howland (Vice Chair), City Council Member Randy White, Jitan Kuverji, Dennis Chan, Dennis Thompson, Mark VanLoh, Michael Jenkins, Shawn LaNoble

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

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| I. Welcome and Call to Order | Chair Carrico |
| II. Public Comments Including Action Items | Chair Carrico |
| III. Approval of Minutes <ul style="list-style-type: none">• June 5, 2025 – TDC Regular Meeting*• June 16, 2025 – TDC/VJ Board Special Meeting* | Chair Carrico |
| IV. TDC Grant <ul style="list-style-type: none">• 2025 Beaches Oktoberfest | Chair Carrico/Carol Brock
Niko Costas/Josué Cruz |
| V. Tourism Strategic Plan Update | Chair Carrico |
| VI. Jacksonville Sports Foundation Presentation | Sam Vance |
| VII. Sports Tourism Initiative Contract Renewal* | Chair Carrico |
| VIII. Visit Jacksonville <ul style="list-style-type: none">• FY 24-25 Budget Reallocation*• FY 25-26 Annual Plan*• FY 25-26 Media Plan*• FY 25-26 Travel Plan*• FY 25-26 Revised Budget to Reflect Marketing Updates*• FY 24-25 3rd Quarter Report + Upcoming Highlights | Michael Corrigan |
| IX. FY 25-26 Revised TDC Budget* | Chair Carrico |
| X. Financial Report | Phillip Peterson |
| XI. Short-Term Rental Tourist Development Tax | Carla Miller |
| XII. New Business | Chair Carrico |
| XIII. Closing Comments and Adjournment | Chair Carrico |

**** Denotes motion needed***

Informational Material Included in Meeting Packet:

- 2016 – 2025 Monthly Trends (Occupancy, ADR, TDC Revenue Data)
- Florida's First Coast of Golf Monthly Update

Next Meeting:

Thursday, October 23, 2025, 10:00 a.m., City Hall – Lynwood Roberts Room

Meeting Minutes

June 5, 2025 Regular TDC Meeting

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, June 5, 2025, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Randy White (Chair) – *Excused Absence*, City Council Vice President Kevin Carrico (Vice Chair) – *Excused Absence*, City Council Member Ron Salem (Acting Chair), Jitan Kuverji, Dennis Chan, Dennis Thompson, Mark VanLoh, Michael Jenkins, Shawn LaNoble – *Excused Absence*

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

I. Call to Order and Welcome

Dr. Salem

The Chair called the meeting to order at 10:00 a.m. and attendees introduced themselves for the record. He shared that Council President White, Council Vice President Carrico, and Shawn LaNoble were excused from the meeting due to other work conflicts. Dr. Salem congratulated Council President-Designate Carrico as he will be the next TDC Chair. He also extended his congratulations to Council Vice President-Designate Howland, who will be the next TDC Vice Chair. Ms. Brock read into the record a message from Mr. LaNoble expressing his support for the grant requests and the Visit Jacksonville fund reallocation. The Chair recognized Jacksonville Beach Mayor, Chris Hoffman, for her attendance at the meeting to speak in support of two grant applicants holding their special events in her district at the Seawalk Pavilion

II. Public Comments Including Action Items

Dr. Salem

Chris Hoffman, Jacksonville Beach Mayor

Mayor Hoffman expressed support for two upcoming beach events, highlighting the significant growth of Jacksonville Beach's downtown area, particularly since the inception of Spring in the Blues. Jacksonville beach has seen a substantial increase in businesses, restaurants, and hotels in the past five years. Florida Fin Fest and other newer events now strongly support local businesses, restaurants, and hotels, as well as attracting visitors. Jacksonville Beach is exploring ticketed events, with a project approved for March to test a fully ticketed event at the Seawalk Pavilion. This signifies a progression towards elevating special events in the downtown area. The Mayor thanked the TDC members for their time, commitment, and support.

John Nooney, Jacksonville Waterways Advocate

Mr. Nooney presented a request for a Tourist Development Council resolution recognizing his efforts in advancing Florida Inland Navigation District (FIND) potential land acquisition projects (158833-0000, 134059-0000, and 137044-0000). He explained that these projects would benefit Duval County citizens and improve tourism by increasing access to waterways. He mentioned having already sought similar resolutions from JTA and JEA, and plans to expand his outreach to other counties involved in FIND (12 total). Nooney emphasized the importance of these land acquisitions for tourism promotion, highlighting his personal involvement in promoting Jacksonville's waterways through activities like kayaking and fishing. He framed his request as an initial step in a larger effort to secure support for these FIND land acquisition projects.

III. Approval of Minutes

Dr. Salem

The minutes of the April 17, 2025 Regular TDC meeting were approved **unanimously as distributed**.

IV. TDC Grants

Dr. Salem/Carol Brock

The Chair asked Ms. Brock to share an overview of the six grant applicants applying to receive TDC grants. She shared that the total amount requested across all six applications was \$430,000, within the remaining \$498,000 budget for FY 24 -25 Special Events account.

2025-26 MOCA Cultural Tourism Promotion

Caitlín Doherty

Ms. Brock introduced Caitlín Doherty, Executive Director of the Museum of Contemporary Art (MOCA), and provided an overview of their grant application. MOCA celebrated its 100th year anniversary in 2024 and had record attendance, with a 151% increase of tourist traffic in part due to an investment by TDC, resulting in \$19.2M+ of economic impact. MOCA plans to build on the momentum in the next fiscal year. They are seeking a grant in the

amount of \$80,000, promising a very aggressive increase of 10,500 tourists. The funding will be disbursed quarterly, contingent upon meeting the guaranteed tourist increase. If the guarantee isn't met in a given quarter, the corresponding payment will be reduced. The grant's success will be closely monitored.

Ms. Doherty stated that this funding aims to build on the success of last year's program and the promotion will begin on July 1, 2025, and run through June 30, 2026. The museum anticipates a 30% increase in tourism visitation, from 35,000 to 45,500 tourists. The marketing strategy will utilize \$30,000 for photo/video content creation and a marketing firm to collaborate with Visit Jacksonville on messaging, ad design, and ad buys. The remaining \$50,000 will fund ad placement outside Duval County, targeting drivable destinations, top markets with direct flights to Jacksonville, and national arts-focused opportunities. MOCA will track tourist visitation using updated visitor demographic surveys including questions on visitor location and stay duration, as recommended by Ms. Brock. The museum aims to leverage this funding to continue the momentum from its 100th anniversary and create a long-term positive impact on the city's tourism landscape.

Motion (Thompson / 2nd VanLoh): Approve Museum of Contemporary Art Jacksonville to receive a special event grant for \$80,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025-2026 MOCA Cultural Tourism Promotion Campaign. – **approved unanimously.**

2025 International Women's Cup JAX

Tony Allegretti

Ms. Brock reviewed the next funding request for the International Women's Cup Jax, submitted by Tony Allegretti with Sporting Jax. She shared that this is the organization's first application, and they are requesting Category F funding: 1,500 room nights with 7,001+ tourists, totaling \$80,000. Their application scored 76/100, benefiting from being in a high-need period for hotel occupancy.

Mr. Allegretti shared that the 2025 International Women's Cup Jax presented by Sporting Jax is the first of its kind in Jacksonville. The match will be a seven-day event with professional female soccer players ranging in ages from 18 to 35 years old. The tournament is predicted to draw significant interest, with the women's match already having drawn over 38,000 fans. The presence of Celtic and Newcastle is expected to attract many visitors from their fan bases to Jacksonville, generating substantial economic impact through room nights and other spending. The tournament's timing during preseason allows for larger team capacities, with full coaching staff and extended player stays for training and evaluation. The event is highlighted as a significant, first-time event, expected to be well attended and enjoyable for visitors. Sporting Jax has already sold over 4,000 season tickets, a record for the USL Cambridge Super League.

Mr. Kuverji asked about lodging for this event with Mr. Allegretti sharing that those negotiations are focused on the Southside Marriott and a nearby Delta hotel for staff, coaches, and players. The possibility of expanding lodging options to other hotels through an RFP process was discussed, particularly for fans, potentially through a sales funnel and landing page in conjunction with Visit Jacksonville. Additionally, Steve Livingston, President and CEO of Sporting Jax, presented the results of an RFP process for hotel accommodations for two sporting events. Twelve hotels were considered, and the Marriott was selected due to its suitability and competitive pricing.

Motion (VanLoh / 2nd Jenkins): Approve Sporting Jax to receive a special event grant for \$80,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 International Women's Cup Jax. – **approved unanimously.**

2025 Florida Fin Fest

Niko Costas

Ms. Brock introduced the Florida Fin Fest application, a returning applicant requesting Category D funding (1,100 room nights, 5,001+ visitors, \$60,000 request). The application received a score of 68, slightly lowered due to previous funding. The event is considered a high needs period, falling within a peak demand period to fill more hotel room nights.

Niko Costas, owner of Real Time Entertainment & Management, spoke about the event's fifth year and its contribution to the Jacksonville community, highlighting their event production expertise and work with various clients. Mr. Costas detailed Florida Fin Fest, a four-year-old event celebrating the city's natural beauty, attracting over 20,000 attendees, including 6,000 visitors from outside of Duval County. The event focuses on education and conservation, providing hands-on learning experiences. Due to rising production costs and market volatility impacting sponsorship, Mr. Costas stressed the vital importance of TDC support for the event's future. He reiterated their commitment to a high-quality event benefiting both residents and visitors while supporting local natural resources.

Motion (VanLoh / 2nd Chan): Approve Real Time Entertainment & Management to receive a special event grant for \$60,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 Florida Fin Fest. – **approved unanimously.**

2025 Constellation Furyk & Friends**Adam Renfro**

Ms. Brock introduced the Adam Renfro, Tournament Director for the Constellation Furyk & Friends, and gave an overview of their application. She shared that they are requesting Category C funding, projecting 900 room nights and over 4,001 tourists, with a \$50,000 grant request. The event's relatively low score of 64, despite being in a moderately high-needs period, is due to the applicant receiving grant funding for the same event in years prior.

Mr. Renfro highlighted that the event, entering its fifth and final year at Timuquana Country Club, will be broadcast live on NBC Golf Channel for all three days of competition, including an extra hour and a half of Sunday coverage. This increased broadcast time is expected to boost ratings, exceeding the average for PGA Tour Champions events. Renfro also announced an extension of their partnership with Constellation, an energy company based in Baltimore, Maryland, through 2030. He views this extension as a testament to Jacksonville's appeal as a host city and a positive indicator for the tournament's future.

Chair Salem expressed his support for this event after attending it in person over the years.

Motion (Chan / 2nd Thompson): Approve Jim & Tabitha Furyk Foundation to receive a special event grant for \$50,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 Constellation Furyk & Friends. – **approved unanimously.**

2026 Jacksonville Spartan Weekend**Dan McDonald**

Ms. Brock introduced Dan McDonald with Spartan and gave an overview of their event, the 2026 Spartan Weekend. The event requests \$80,000 for 1500 room nights and 7001+ tourists, receiving the lowest score among applicants due to a 25-point deduction for prior funding and a moderately low-needs period. The event's timing is constrained by pre-existing race schedules.

Mr. McDonald from Spartan Race requested a \$80,000 grant to offset increased event costs. Rising costs affect travel, venue rental (Diamond D Ranch, a top 5% expensive venue requiring 500 acres), and marketing. The Diamond D Ranch is a key race, kicking off the East Coast season and serving as a qualifier for the US National Series (nearly 9,000 attendees in 2024) and the 2026 Kids World Championships. To accommodate the increased participation, Spartan Race needs to expand marketing efforts to attract participants from North Carolina, Tennessee, and the Florida panhandle. They hope to add a third distance to the race in 2027, mirroring a successful event in Sebring that draws over 10,000 attendees due to the additional distance option.

Motion (Jenkins / 2nd VanLoh): Approve Spartan Race, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2026 Jacksonville Spartan Weekend. – **approved unanimously.**

2026 Springing the Blues**Mitch Harbeson**

Ms. Brock presented the funding request for Springing the Blues, a 34-year-old event (missing one year due to COVID) and introduced Mitch Harbeson with Jax Beach Festivals. This would be their fourth year of TDC funding. They are requesting \$80,000 under Category F, anticipating 1,500 room nights and 7,001+ tourists. Their application score is 48, lower than usual because they fill many hotel rooms, thus artificially lowering their score, and a 15-point deduction for receiving funding in previous years.

Mr. Harbeson highlighted the festival's mission to bring families to the beaches through ocean activities and blues music, emphasizing its role in celebrating this American indigenous art form. He mentioned key figures involved, including Bruce Iglar (founder and CEO of Alligator Records), and Rick Booth (who has worked with the festival for 31 years and now represents a major talent agency). Mr. Harbeson described the festival's evolution, from humble beginnings with simple refreshments to its current state, featuring partnerships with major companies like Margaritaville and local restaurants providing catering for volunteers. Mr. Harbeson discussed the festival's 33-year history, marketing strategies across television, radio, social media, and cross-marketing partnerships with Visit Jacksonville. He highlighted the success of reaching audiences from California, New York, Texas, Savannah, and Valdosta. He noted the increased production costs since the festival's 1991 inception with the city of Jacksonville Beach, emphasizing the grant's importance for the festival's continued operation.

Motion (Jenkins / 2nd Chan): Approve Jax Beach Festivals, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2026 Springing the Blues Festival. – **approved unanimously.**

V. Visit Jacksonville FY 24-25 Budget Reallocation Request**Michael Corrigan**

The Chair introduced Michael Corrigan, CEO of Visit Jacksonville, to discuss a FY 24-25 budget reallocation request for Visit Jacksonville. The request, totaling three separate reallocations, does not change the overall approved budget. The first reallocation involves marketing and convention sales, shifting funds from underspent digital marketing and sales efforts to support the Charlotte activation in September. The second reallocation concerns

destination experience, adjusting funds from over- and under-spent areas to cover concessions, amenity purchases, additional outreach, and the purchase of a printer for welcome signage. Finally, the third reallocation focuses on marketing, addressing under-budget community brochure printing and exceeding expectations for conference registrations, all within the existing budget. Corrigan emphasized maximizing opportunities within the current fiscal year and explains that these reallocations are due to variances between planned and actual spending.

Motion (VanLoh / 2nd Chan): Approve the Visit Jacksonville FY 24-25 budget reallocation request as presented. – **approved unanimously.**

VI. Visit Jacksonville FY 25-26 Budget Presentation

Michael Corrigan

Michael Corrigan presented the detailed budget for FY 25-26, following the budget amount established in the last TDC meeting. Totaling \$8,913,603, the FY 25-26 Visit Jacksonville Budget is detailed in the June 5, 2025 TDC June Agenda Packet. Mr. Corrigan noted that details for digital marketing plan would be finalized in the August meeting, but the total budget would remain unchanged.

Motion (VanLoh / 2nd Chan): Approve the Visit Jacksonville FY 25-26 budget as presented. – **approved unanimously.**

VII. TDC FY 25-26 Budget Reflecting Visit Jacksonville Budget

Carol Brock

Ms. Brock explained that the TDC budget approved at the April meeting had to change to reflect the approval of the Visit Jacksonville budget. Ms. Brock noted that the original budget included \$900,000 in additional funding allocated across four categories. The current amendment reflects reallocations within these categories, not a change in the total amount. Increased projected tourist development revenue allows for a reduction in the fund balance transfer from \$900,000 to \$441,000, while the total budget for Visit Jacksonville remains unchanged. Increased TDT revenue projections resulted in a \$20,000 increase in total revenue. On the expense side, an approximately \$30,000 increase is noted due to unfunded pension liability, which is expected to be an ongoing expense. Ms. Brock clarified that the Visit Jacksonville contract allocations (destination experience, marketing services, convention and group sales, and convention grants, sponsorships and promotion) remain the same as the April approval, only redistributed within the four budget categories.

Mr. VanLoh expressed confusion about pension payments despite the TDC having no active pension members. Mr. Peterson explained that the city has an unfunded pension liability and that the budget allocation is based on the number of citywide employees, not just active TDC employees. This change in allocation, due to the existence of retirees who were former TDC employees, has caused a spike in the TDC's expenses. He shared that other divisions may see similar increases or decreases depending on the reallocation.

Motion (Jenkins / 2nd Chan): Approve the revised TDC FY 25-26 Budget reflecting the Visit Jacksonville Budget as presented. – **approved unanimously.**

VIII. Visit Jacksonville Update

Michael Corrigan

Mr. Corrigan provided a brief Visit Jacksonville update. He thanked the committee for the budget approval and explained that an annual plan will be built based on the approved line items. He shared that this year's process will involve a joint meeting with the Visit Jacksonville Board of Directors and the TDC to discuss the TDC's strategic plan. The information from this meeting, which will be held on June 16, will be incorporated into the annual plan. Mr. Corrigan expresses excitement about this collaborative approach and the upcoming meeting.

Furthermore, Mr. Corrigan highlighted the Jacksonville Sports Foundation's (JSF) one-year anniversary, thanking Councilmember Salen's leadership and the TDC's allocation that helped establish the foundation. He thanked the JSF's new executive director, Samantaha Vance, and her work in hosting the NCAA championships and the multi-year contract to host the ASUN basketball championship at UNF and VyStar Arena. Also, Mr. Corrigan stated that efforts to bring back the University of Florida versus University of South Florida basketball games are underway, seeking corporate support and collaboration.

Mr. Corrigan discussed a recent meeting with Council Members Rahman Johnson, Jimmy Peluso, and Ju'Coby Pittman regarding tourism marketing. The Council Members expressed a desire for more neighborhood-focused marketing, using the visitor magazine as a benchmark for current efforts. Mr. Corrigan explained the limitations of the print magazine compared to the more flexible website and app. While acknowledging the council's concerns, he noted the challenges of reaching all Jacksonville neighborhoods and the difficulty of sharing information effectively across such a large area. The Council Members' suggestions will be incorporated into the annual visitor guide, and ongoing collaboration will continue.

In closing, Mr. Corrigan introduced three new Visit Jacksonville employees to the board: Paloma Martin, a senior destination experience manager; Tess Chalifour-Drahman, the meetings marketing manager; and Becky Ballmer, the new assistant director of finance.

IX. Financial Report

Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending April 2025 were \$10,665,971.23, a 1.18% increase over the 12 months ending April 2024. Revenue from the start of FY 24-25 to date, ending in April 2025, was \$6,287,373.95, up 4.35% compared to the start of FY 23-24 to date, ending in April 2024. Revenue for March 2025 was \$1,144,956.33, up 4.41% from the same month in 2024. Actual collections for the fiscal year to date exceeded the average monthly budgeted amount by \$330,339.27.

Mr. Peterson reviewed the budgetary balances as of April 30, 2025 remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$0; Marketing - \$0; Convention/Group Sales - \$0; Convention Grants, Sponsorships, and Promotions - \$762,785.80; Planning and Research - \$0; Event Grants - \$ 498,000; Development Account - \$2,121,075.63; Contingency Account - \$1,006,060.00; Equestrian Center Promotion - \$3,643.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$269,544; TDC Administration - \$153,874.83; and the Special Revenue Fund - \$32,767.50.

X. Short-Term Rental Tourist Development Tax Update

Dr. Salem

The Chair shared with the board that a noticed meeting was held on May 27, 2025, between Council President White and Jitan Kuverji to discuss the short-term rental tourist development tax collection issues. Mr. Thompson was also present as well as Chief of Staff to Mayor Deegan, Mike Weinstein.

Mr. Kuverji expressed appreciation for the meeting with Mr. Weinstein, highlighting that many city leaders lack sufficient understanding of the issue. A three-page document, prepared by Kuverji, explaining short-term rentals, related problems, and their impact on the county was distributed to board members. Mr. Kuverji's efforts to educate stakeholders are ongoing. Mr. Kuverji shared that he was seeking a resolution or motion from the TDC to encourage City Council action or action from the Mayor's office but wanted advice on how to proceed from the board.

Mr. Kuverji shared he's been working on this for 14 months, engaging with various city officials. He requested the TDC's support to help move the initiative forward, highlighting his extensive involvement and the support from various organizations, including the Asian American Hotel Association, to educate city leaders and gain their support for the sales tax implementation. Clarification was sought on whether the TDC can force the City Council to act on this. It was determined that while a motion can be made and voted on within the TDC, it cannot force the City Council's hand. Alternatives were suggested, including having one of the three council members on the TDC sponsor the motion, or transmitting a communication to the council. Councilman Salem made a suggestion to avoid a forceful approach and instead educate the council through appearances before committees before presenting resolutions. Concerns are raised about navigating communication protocols and sunshine laws due to the presence of three city council members on the TDC board. Per Councilman Salem, educating the Council on this issue would be the best approach, especially given the new committee assignments forthcoming in July 2025.

Motion (VanLoh / 2nd Jenkins): Assign TDC Board Member Jitan Kuverji as the TDC Representative to educate the City Council on the short-term rental tourist development tax collection issues. – **approved unanimously.**

XI. Tourism Strategic Plan – Upcoming Presentation

Carol Brock

Ms. Brock provided an update on the tourism strategic plan, noting widespread participation. A joint meeting with the Visit Jacksonville board of directors and the TDC is scheduled for Monday, June 16th, at 3:00 PM to review the plan presented by Downs and Saint Germain, the consultants, in the Lynwood Roberts Room in City Hall. The final plan will be voted on at the August meeting.

XII. New Business

Dr. Salem

The Chair reminded the board about the next regular TDC Board Meeting which will meet on Monday, August 25, 2025, at 10:00 a.m., after the city's budget hearings conclude to ensure the TDC meeting meets a quorum.

XIII. Closing Comments and Adjournment

Dr. Salem

Following no further business, the Chair adjourned the meeting at 11:21 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator

CATEGORY	FY 25-26 BUDGET - Adjusted For TDC Approval 06/05/2025	FY 25-26 BUDGET TDC Approved 4/17/2025
REVENUE		
TDT Revenue as Projected by Budget Office	\$11,068,127	\$10,534,102
Transfer from Fund Balance	\$441,335	\$900,000
Interest	\$374,783	\$428,216
TOTAL REVENUE	\$11,884,245	\$11,862,318
EXPENSES		
Administration	\$333,992	\$312,065
Salaries + 5 Year Special Pay (\$116)	\$177,028	\$177,028
Unfunded Pension Liability & Defined Contribution Costs	\$50,314	\$21,243
Employer Provided Benefits	\$20,609	\$20,609
Internal Services Charges	\$42,138	\$49,282
Insurance Costs & Premiums	\$794	\$794
Professional Services & Contractual Services	\$2	\$2
Other Operating Services	\$16,680	\$16,680
Professional Development & Training & Travel	\$2	\$2
Indirect Costs	\$26,425	\$26,425
Destination Experience	\$1,467,517	\$1,488,823
Visit Jax Contract*	\$1,433,950	\$1,455,256
STR & CoStar Subscriptions	\$33,567	\$33,567
Marketing Services	\$5,429,453	\$5,506,706
Visit Jax Contract*	\$5,200,703	\$5,277,956
FL First Coast Golf Contract	\$228,750	\$228,750
Convention & Group Sales	\$1,688,950	\$1,755,391
Visit Jax Contract*	\$1,388,950	\$1,455,391
Gator Bowl Sports - TaxSlayer Gator Bowl	\$300,000	\$300,000
Visit Jax Convention Grants, Sponsorships, Promotions Contract*	\$890,000	\$725,000
Planning & Research	\$100,000	\$100,000
Event Grants	\$1,390,000	\$1,390,000
Special Event Grants	\$1,150,000	\$1,150,000
ASA - Super Girl Surf Pro	\$240,000	\$240,000
UNF - FHSAA T & F Championships	\$0	\$0
UNF - NCAA T & F East Preliminary	\$0	\$0
WasabiCon	\$0	\$0
Equestrian Center (H.O.R.S.E. Therapies Inc.) Grants Contract	\$20,000	\$20,000
Development	\$1	\$1
Contingency	\$1	\$1
Unallocated (Remaining to Spend)	\$564,331	\$564,331
TOTAL EXPENSES	\$11,884,245	\$11,862,318
* Total Visit Jax Contract - \$8,913,603 FY 25-26		
Combined total of Destination Experience, Marketing Services, Convention & Group Sales, and Convention Grants, Sponsorships, Promotions Contract; Excludes Sports Tourism Contract		
Updated 06/04/2025		

June 16, 2025 Special TDC Meeting

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
&
VISIT JACKSONVILLE BOARD OF DIRECTORS**

**TOURISM STRATEGIC PLAN PRESENTATION
MEETING MINUTES**

**Monday, June 16 2025, 3:00 p.m. - 4:00 p.m.
City Hall - Lynwood Roberts Room**

I. Welcome & Call to Order

**TDC Chair White
City Council President**

The Chair called the meeting to order at 3:00 p.m. and announced there would be a hard stop meeting time at 4:00 p.m.

II. Self-Introduction of TDC & VJ Board Members

TDC Chair White

Chair White welcomed the Visit Jacksonville board members and asked them to introduce themselves for the record. All other attendees then introduced themselves for the record.

III. Tourism Strategic Plan Presentation

**Joseph St. Germain, President
Erin Dinkle, Director of Research
Downs & St. Germain Research**

The Chair welcomed Joseph St. Germain, President of Downs & St. Germain Research, and Erin Dinkle, Director of Research with Downs & St. Germain Research, to provide the Tourism Strategic Plan Presentation.

Mr. St. Germain expressed personal and professional gratitude to Council President White, Visit Jacksonville, and the members of the TDC for their work over the course of this project that spanned approximately 18 months. Ms. Dinkle led the presentation and Mr. St. Germain provided additional commentary throughout as needed.

Ms. Dinkle began by explaining that the presented tourism plan is the result of an 18-month research process, heavily focused on the past few months. She emphasized the collaborative nature of the plan's development, highlighting the importance of stakeholder input. To achieve this, seven stakeholder focus groups with over 80 participants were held, supplemented by over 140 survey responses. Further research included a resident sentiment survey of 400+ local residents and a survey of 400+ past and potential visitors to gather diverse perspectives. This comprehensive engagement aimed to build a plan grounded in the views of stakeholders, residents, and visitors, providing a holistic approach. The culmination of this research identified six key investment opportunities.

Ms. Dinkle provided the six key investment opportunities for Jacksonville tourism, identified through various sources and aligned with the city's unique characteristics. These opportunities, designed to be feasible within the existing Tourist Development Council (TDC) and Visit Jacksonville structure, focus on enhancing visitor experience, supporting tourism growth, and ensuring local relevance. The six areas are: *destination marketing and messaging*; *event development and support*; *tourism infrastructure and capital investment*; *meetings, conventions, and group tourism*; *neighborhood and business engagement*; and *visitor experience enhancements*. These initiatives are intended to be implemented strategically over time, beginning with simpler, readily achievable tactics before progressing to larger-scale projects. The discussion emphasizes that marketing remains a crucial tool for Visit Jacksonville and should be expanded upon, as indicated by stakeholder feedback and potential visitor input.

Destination Marketing and Messaging:

The conversation under this area was centered around expanding the branding and storytelling of Jacksonville as a destination, focusing on neighborhood-based narratives. Ms. Dinkle shared that one action item that could be done and built on is to develop itineraries based on interests and traveler groups. Mr. St. Germain and Ms. Dinkle detailed that while it is understood that Jacksonville is very large and lacked a central “identity”, a tourism strength would be to position Jacksonville through its diverse neighborhoods.

Event Development and Support:

Ms. Dinkle stated that the development of the event grant structure and support should evolve to consider cultural relevance and geographic reach instead of just focusing on hotel room nights and tourist draw. Additionally, the TDC could consider micro grants for events to help incorporate this change in structure. She shared that the TDC should support and develop one or two iconic events to define Jacksonville. This would help shape the destination brand authentically and benefit both visitors and residents, fostering community pride.

Tourism Infrastructure and Capital Investment:

The next area focused on creating a framework to prioritize smaller-scale improvements that enhance the visitor experience, such as signage, pathways, and restroom access. It was also shared that the TDC should develop a capital improvement grant program for larger infrastructure projects. Applicants must demonstrate alignment with TDC goals and projected tourism outcomes, geographic diversity is encouraged (connecting neighborhoods), and clear application guidelines and evaluation criteria are necessary.

Meetings, Conventions, and Group Tourism:

Jacksonville can grow its meeting sector beyond convention center expansion. Ms. Dinkle emphasized showcasing nontraditional, community-based venues to disperse visitors and enhance the experience. It was said that a community-based venue strategy promotes immersive meeting experiences. This involves using unique venues like university auditoriums or art galleries. Visit Jacksonville should create a self-service portal for partners to upload venue

details. This standardized information will help with working with meeting planners and the RFP processes. This expands meeting options, creating more authentic experiences.

Neighborhood and Business Engagement:

This area expressed excitement about engagement and wanting more involvement in tourism. While appreciating existing Visit Jacksonville resources, some partners lacked awareness of them. Ms. Dinkle shared that with an expanded outreach and a formalized partnership program, this could help to ensure access to resources. Stakeholders suggested providing print materials (one-sheets) at their businesses, supplementing the Tourism Ambassador Program. This would allow businesses to directly answer visitor questions and enhance the visitor experience. The discussion highlighted the need to increase partner awareness of existing resources.

Visitor Experience Enhancements:

In this last section of the plan, it was shared that visitor experience enhancements culminate previous initiatives. Ms. Dinkle focused on showcasing progress and improvements to excite visitors. Immediate investments include improved lighting and signage in key areas. Activating the riverfront is a major interest, though its governance remains unclear. The TDC and Visit Jacksonville should collaborate to communicate ongoing changes and improvements. Larger-scale activations, potentially through the capital improvement grant, can be implemented later. This initiative aims to enhance the visitor experience at every touchpoint. The goal is to improve accessibility for visitors across the city's large and spread-out areas. The discussion focused on making various neighborhoods, including the downtown area, more accessible and appealing to visitors who may not have done prior research. The aim is to present a comprehensive overview of the city's attractions, highlighting different experiences offered in various areas like downtown and San Marco. It was emphasized that downtown revitalization efforts will continue, and this new strategy complements those efforts by integrating other aspects of the city's offerings.

IV. Discussion + Q&A

Joseph St. Germain
Erin Dinkle

With the conclusion of the presentation, Ms. Dinkle and Mr. St. Germain thanked everyone for their time and opened it up for comments and questions.

Mr. Kuverji raised concern about the accessibility of audio and video capabilities at city owned venues. Event organizers highlighted the significant cost of providing such accessibility. This was acknowledged as a potential area for future investment.

Mr. Thompson asked about ideas for new amenities and attractions, specifically regarding capital improvement grants and microgrants. Responses include riverfront attractions like a river cruise, pathway improvements with lighting, and shaded areas along the riverfront.

Amber Sesnick, Museum of Contemporary Art, asked about incorporating downtown into the neighborhood-focused strategy, given its current state of transition. Ms. Dinkle shared that

Downtown is still considered a neighborhood, but the strategy aims to make the broader city more accessible to visitors.

A question from Mr. Thompson was raised about the plan's potential impact on sports tourism funding, given the TDC's past focus. Ms. Dinkle clarified that the plan doesn't diminish sports tourism but complements it.

Mr. Nooney highlighted the omission of a new kayak launch from a downtown map, suggesting its inclusion in future neighborhood-focused initiatives.

Ms. Dinkle shared that music and food festivals, such as Gastrofest, are highlighted as potential iconic events.

V. Next Steps

TDC Chair White

The presentation concluded with a discussion on the next steps. Suggestions included creating a one-pager summarizing key items, incorporating the plan into TDC decision-making, especially grant processes, and using it to guide Visit Jacksonville's annual budget and marketing strategy. A more user-friendly document with measurable goals was also proposed, with a plan to revisit the topic in the August meeting.

VI. Public Comment as Time Permits

TDC Chair White

John Nooney highlighted that only 10% of Duval County's waterways are public, expressing concern about this low percentage. He would like to advocate for more public access on the city's waterways.

VII. Closing Comments & Adjournment

TDC Chair White

Information was provided that the presentation given during this meeting would be available online later that afternoon on the City of Jacksonville website, TDC page.

The next regular TDC meeting will be on August 25, 2025, in the Lynwood Roberts Room of City Hall at 10:00 a.m.

The chair declared the meeting adjourned at 3:53 p.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator

TDC Grant

Grant Request Summary



Representative: Niko Costas, Beaches Oktoberfest, Inc.
Event: 2025 Beaches Oktoberfest
Date of Event: October 10-11, 2025
Location: SeaWalk Pavilion, Jacksonville Beach

Event Overview: The 2025 Beaches Oktoberfest is promoted as Florida's premier Oktoberfest experiences and the only one along the oceanside. This two-day event is an outdoor music festival featuring an energetic lineup at an oceanfront venue, food court, artisan marketplace, and a kids area. Beaches Oktoberfest provides family-oriented entertainment for people of all ages and backgrounds. This funding will allow for expanded talent acquisition including nationally-known performers. Niko Costas, new President of Beaches Oktoberfest, Inc., will continue to refresh and refine the event to create an authentic and culturally vibrant event.

Grant Category:

Category	Hotel Rooms Actualized	Tourists Guarantee	Maximum Amount
A.	500	2000 - 3000	\$30,000
B.	700	3001 - 4000	\$40,000
C.	900	4001 - 5000	\$50,000
D.	1100	5001 - 6000	\$60,000
E.	1300	6001 - 7000	\$70,000
F.	1500	7001 - 8000	\$80,000

Funding to Support: Talent Acquisition; Event Production

Past TDC Support: 2024 - \$50,000 with 9,810 tourists
2023 - \$60,000 with 7,410 tourists
2022 - \$25,000 with 6,120 tourists

Tourism Impact: **Bed Tax (Direct):** \$10,821 **Local Sales Tax (Direct):** \$6,580

Based on Destinations International Event Impact Calculator

Application Score: 56 points out of 100 points

Suggested Action*: Approve Beaches Oktoberfest, Inc. to receive a special event grant for \$50,000 for the 2025 Beaches Oktoberfest.

***Action subject to change based on TDC decision.**

Jacksonville Sports Foundation Presentation



TDC Report – September 4, 2025

Partnerships



Corporate Partners

- Bank of America
- Foley
- Mayo Clinic
- Miller Electric
- Pinnacle Bank
- Ponce De Leon Health
- Rogers Towers

Sports Team Partners

- Jacksonville Jaguars
- Jumbo Shrimp
- Sporting Club JAX
- THE PLAYERS

Other Partners

- ASM
- Elite Class
- Florida State College of Jacksonville
- Jacksonville University
- University of North Florida
- Wingard

Overview

The Jacksonville Sports Foundation (JSF) was formed in partnership with Visit Jacksonville in 2024 to position the city as a premier sports destination. Executive Director hired November 2024.

Visit Jacksonville is contracted as the operational vehicle to carry out the mandates of the Jacksonville Sports Foundation.

Focus: Activating Northeast Florida with high-impact events to be a transformational anchor for Jacksonville.

Future goal: Exploring how JSF can help champion the region as a national destination, not just for pro sports, but for major amateur, collegiate, and community sports events.

Economic Impact

\$225K Raised



\$4.9M
Sports
Tourism
Dollars



19,574
Visitors
Brought to
Jacksonville

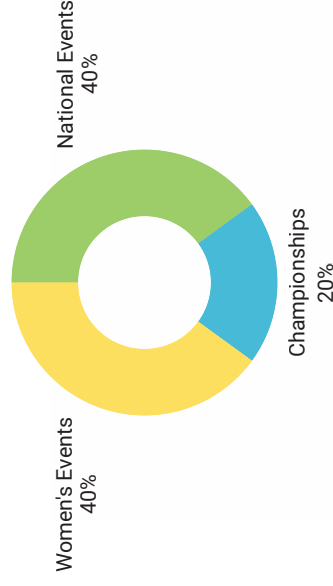


9,239
Room
Nights
Secured

Sporting Events in Partnership with Visit Jacksonville

- AAU Track & Field Primary Nationals 2025 and Club Championship 2025-2026
- ASUN Outdoor Track Championship 2025
- ASUN Men's & Women's Basketball 2026-2028
- Atlantic Beach Classic ProAM – EPSON Tour 2024
- NCAA Men's Basketball Invitational 2024
- NCAA Men's Basketball Hoops Showdown – 2025
- USA Gymnastics Trampoline and Tumbling 2025

Results



Visit Jacksonville

Visit Jacksonville
FY 24-25 Budget Reallocation



VisitJacksonville.com

100 N. Laura St., Suite 120
Jacksonville, Florida 32202
800.733.2668

TO: TDC Members
CC: Carol Brock, TDC Executive Director
FROM: Michael Corrigan, Visit Jacksonville President
DATE: 9/4/2025
SUBJECT: FY 24-25 Budgetary Reallocation Request

Per Visit Jacksonville's contract with the City of Jacksonville, we may budgetarily exceed line items on an expense by up to 10%; however, any shifts in amounts needed larger than 10% must be brought before TDC for approval. This fiscal year, Visit Jacksonville experienced cost variances higher than anticipated as detailed below.

Current Budget Line:	Department:	FY 24-25 Budget Amount:	Increase/ Decrease:	Adjusted Budget Total:	Explanation:
Salaries/Wages/Benefits	Admin	\$ 917,222	\$ (30,000)	\$ 887,222	Salary line over budget due to decrease in position.
Salaries/Wages/Benefits	Marketing	\$ 588,258	\$ (10,000)	\$ 578,258	Salary line over due to attrition.
Salaries/Wages/Benefits	Convention Sales	\$ 665,142	\$ (65,000)	\$ 600,142	Salary line over due to incentive pay not met.
Visitor Magazines	Marketing	\$ 40,000	\$ 80,000	\$ 120,000	To purchase additional visitor magazines for disbursement to hotels.
Convention Sales/Group Ads-Digital	Marketing	\$ 201,523	\$ 25,000	\$ 226,523	Increase to cover ad placement.
		NET:	\$ -		
Travel/Meals/Entertainment-OOC Convention Sales	Convention Sales	\$ 76,000	\$ (8,000)	\$ 68,000	Remaining funding.
Sales Missions & Client Events	Convention Sales	\$ 29,850	\$ 8,000	\$ 37,850	For use for a client event.
		NET:	\$ -		

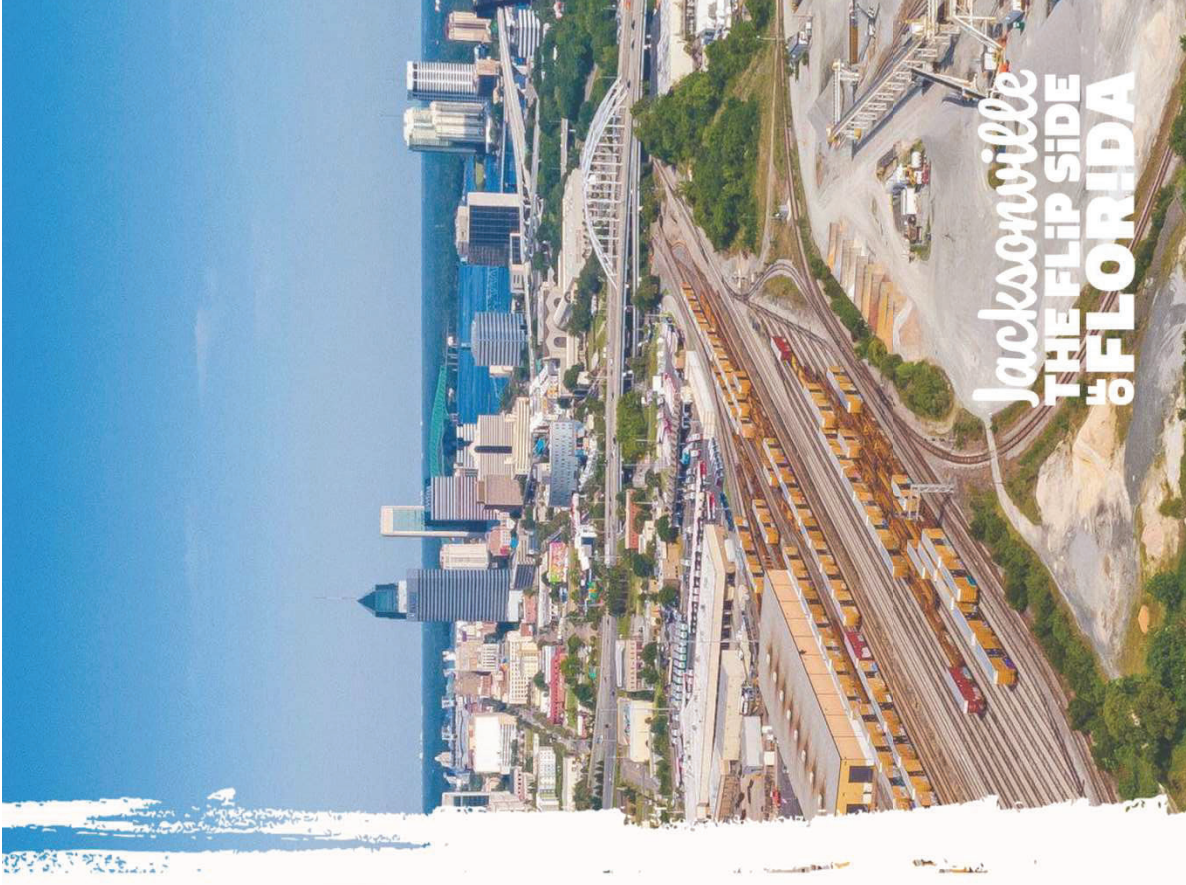
Visit Jacksonville
FY 25-26 Annual Plan

Annual Plan FY 2025-26

Visit Jacksonville

VISIT JACKSONVILLE

Visit Jacksonville is responsible for handling all tourism services for the Tourist Development Council. We accomplish this in teams that handle Convention Sales efforts, Destination Experience efforts and Marketing efforts as well as by offering various grants and co-ops and promotional opportunities to assist the industry.



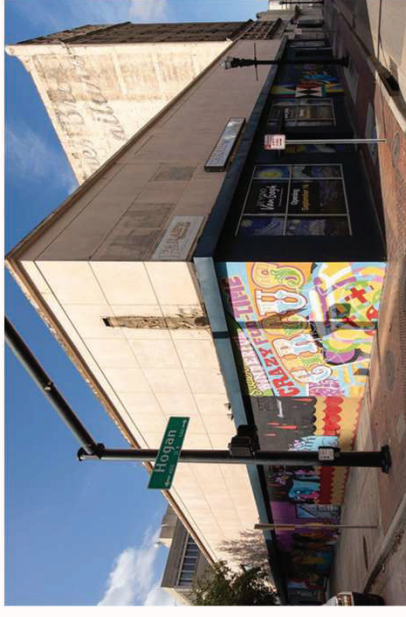
HOW WE DO IT

Visit Jacksonville teams strategically plan each year specific deliverables to provide to the Tourist Development Council in an annual plan for execution. These deliverables set out to achieve the goal of marketing Jacksonville, securing group visitation, providing exceptional customer satisfaction to all visitors within the destination and partnering with local industry businesses to increase the economic impact of tourism within the City.



OUR TEAMS

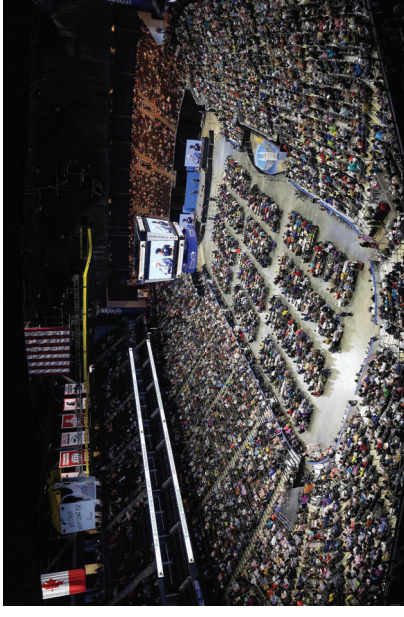
- Convention Sales: Booking Meetings, Groups, Conventions, Sporting Events
- Destination Experience: Visitor Center Operation, Outreach Programs, Mobile Visitor Center, Convention Services
- Marketing: Advertising, Website, App, Visitor Magazine & Brochures, Community Outreach



DELIVERABLE COMPONENTS

Deliverables are segmented into the following main components as the primary goals for the organization:

- I. Amplifying Brand Marketing
- II. Upgrade Visitor Experiences
- III. Elevate Meetings
- IV. Community Outreach & Engagement



I. Amplify Brand Marketing

1. Elevate Jacksonville's status as a leisure travel destination.
2. Elevate Jacksonville's status as a leisure travel destination in international markets.
3. Elevate awareness and attendance for Trip Worthy Events that drive overnight visitation.
4. Elevate Jacksonville's status as a beach town with a focus on surfing as a differentiator.
5. Increase the visibility of Jacksonville's growing foodie scene as a leisure visitation driver.
6. Increase the awareness of Jacksonville's neighborhoods in their identity, culture and attractiveness as a part of the destination.

MEETINGS FOCUSED INITIATIVES

I. Amplify Brand Marketing

1. Improve brand messaging for Jacksonville as a meetings and group destination.
2. Elevate the focus on the "Bring it Home, Jax!" campaign for meetings.
3. Improve communication with meeting planners and conference attendees to add a more personalized touch.



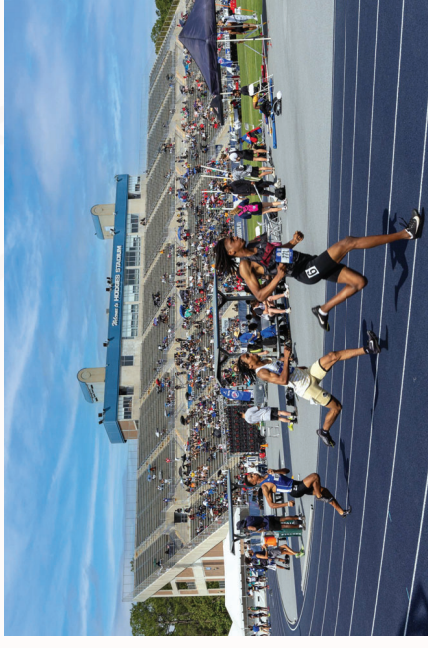
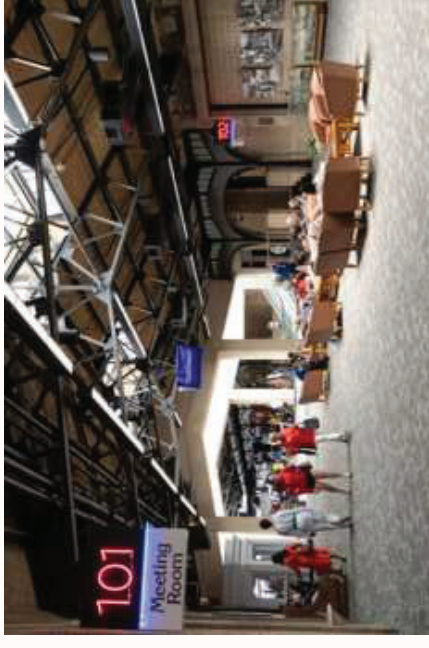
II. Upgrade Visitor Experiences

1. Elevate the leisure traveler visitor experience.
2. Elevate the site visit experience for meeting planners, media and content creators.
3. Elevate meeting planner and conference attendee experiences.
4. Elevate the visitor experience through mobile visitor centers.
5. Expand Visit Jacksonville Explorers Program.
6. Elevate the visitor experience through knowledgeable Visit Jacksonville staff and team.
7. Elevate the visitor experience through all marketing platforms.
8. Elevate the visitor experience through hotels and other tourism businesses.



III. Elevate Meetings

1. Increase bookings to cover anticipated 125,000 room gap for 2026 & 2027.
2. Optimize RFP submissions to increase bookings.
3. Elevate Jacksonville as a premier sports destination.
4. Encourage the awareness and usage of lesser-known venues throughout Jacksonville's neighborhoods.
5. Maintain a customer advisory board and hold meetings.
6. Analyze available data analytics to improve sales strategies.

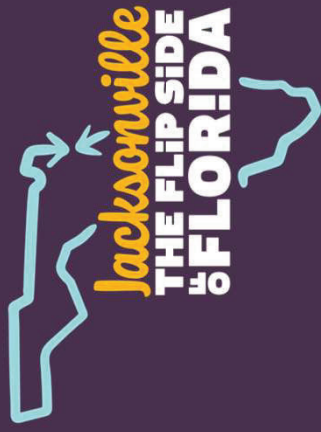


V. Community Outreach & Engagement

1. Build pride of place, advocacy and positive resident sentiment.
2. Expand Visit Jacksonville Tourism Ambassador Program.
3. Expand other community outreach initiatives and endeavors targeting locals.
4. Engage locals in all Visit Jacksonville trails.
5. Promote travel and tourism in the local community.



THANK YOU



I. Amplify Brand Marketing

LEISURE FOCUSED INITIATIVES			
Goal		Deliverable/Measurement	Team(s) Responsible
1 Elevate Jacksonville's status as a leisure travel destination.	A	Execute the multi-platform media plan as approved by the TDC for leisure efforts and initiatives.	Marketing
	B	Extend the "Flip Side of Florida" Campaign, developing new ads and copy annually. Rollout new ads at least twice annually. Utilizing more short-form video ads and story-driven marketing to focus on strategic plan recommendations.	Marketing
	C	Develop and place ads that include a call to action for visitor magazine requests.	Marketing
	D	Host two media/content creator mission events in domestic target markets.	Marketing
	E	Implement monthly storytelling content that features real people and their experiences in Jacksonville by creating new social media videos focused on:	Marketing
		a. Black history and culture.	
		b. Neighborhoods.	
		c. Trip Worthy Events.	
		d. Food.	
	F	Execute a "Win a Trip to Jax" contest for new email signups to our newsletter eblasts with a goal of 3,000 new signups.	Marketing
	G	Continue streaming service launched by TDC initiative in PY.	Marketing
	H	Add new Visit Jax content to digital streaming as it's produced.	Marketing
2 Elevate Jacksonville's status as a leisure travel destination in international markets.	A	Host a UK Activation Event during the Jaguars game play in London.	Marketing
	B	Execute digital advertising and programmatic ad media placements throughout the UK around the Jaguars games.	Marketing
	C	Host a reception with JAXUSA in London at the US Embassy.	Administration
	D	Execute a Jaguars Season long promotion targeting visitation to Jacksonville during Jaguars games and achieve 20,000 visitor entries into the contest.	Marketing
	E	Establish relationships and contacts with five top tour operator/travel planners in the UK to sell and promote Jacksonville packages.	Marketing
	F	Participate in Brand USA's Travel Week in London efforts.	Marketing
	G	Host a media/content creator media mission in an international market.	Marketing
	H	Host Canadian and/or UK content creators/influencers in Jacksonville.	Marketing
3 Elevate awareness and attendance for Trip Worthy Events that drive overnight visitation.	A	Execute paid digital and social ads quarterly that include quarterly selected "Trip Worthy" events.	Marketing
	B	Retarget all Jacksonville visitors from the past three years to encourage more frequent visits, particularly for "Trip-Worthy" events, and to foster a tradition of visiting.	Marketing
	C	Develop new videos, photos and web content based on our large events.	Marketing

	Goal		Deliverable/Measurement	Team(s) Responsible
		D	Pitch "Trip Worthy" Events for media coverage; resulting in coverage in at least five outlets or blogs.	Marketing
		E	Promote on social media, the website and VJ eblasts Jacksonville cultural festivals or events with a connection to nationally celebrated cultural months.	Marketing
		F	Host media or content creators to visit during at least 3 "Trip Worthy" events.	Marketing
		G	Add new video footage for major events to the video wall at least 8 times.	Marketing
		H	Conduct Instagram takeovers for three trip worthy events.	Marketing
4	Elevate Jacksonville's status as a beach town with a focus on surfing as a differentiator.	A	Continue surfing campaign through Soul of Surf with an expansion focus on female surfers.	Marketing
		B	Pitch to surf media and content creators to target for placement.	Marketing
		C	Host a content creator/influencer who includes surfing or learning how to surf in posted content.	Marketing
		D	Partner with Jacksonville Beach Pier to offer a "pop up" visitor center at least 4 times throughout the year.	Destination Experience
		E	Partner with a local artist to create a custom surf community focused tshirt.	Destination Experience
5	Increase the visibility of Jacksonville's growing foodie scene as a leisure visitation driver.	A	Host a foodie focused activation in a target city. Include local/Jacksonville chefs.	Marketing
		B	Evaluate and redesign the Neighborhoods sections of the website to include a focus on food in each neighborhood.	Marketing
		C	Feature and share the stories of 4 local "Only in Jax" chefs from different neighborhoods in marketing, social media and PR efforts.	Marketing
		D	Celebrate Filipino Food Month (April) by partnering with the Jax Filipino Chefs group to offer the Filipino Food Crawl through the Visit Jax app.	Marketing
		E	Continue an advertising plan for promotion of Jacksonville's food scene including the trails.	Marketing
		F	Secure 2 recipes from "Only in Jax" chefs to pitch for media coverage/inclusion.	Marketing
		G	Secure an ArtWalk vendor for participation in the downtown center activation that is a part of the Jacksonville foodie scene a minimum of 6 times (6 different partners).	Destination Experience
		H	Establish a hit list of foodie-focused writers and secure coverage or a site visit from at least 3.	Marketing
		I	Offer a co-op for food-focused businesses to apply for food-related awards, such as Made in the South.	Marketing
		J	Feature already existing Only in Jax restaurant and attraction deals within the Visit Jacksonville app making it easier for visitors to utilize.	Destination Experience/Marketing
		K	Host three community meetings for restaurants.	Marketing

	Goal		Deliverable/Measurement	Team(s) Responsible
	Increase the awareness of Jacksonville's neighborhoods in their identity, culture and attractiveness as a part of the destination.	A	Establish criteria and parameters for determining neighborhoods with tourism attributes to utilize in marketing and sales efforts.	Marketing
		B	<i>Develop and distribute an editorial calendar that showcases various neighborhoods and city features.</i>	Marketing
		C	<i>Partner with the Cultural Council to promote and advertise cultural tourism opportunities.</i>	Marketing
		D	<i>Offer a "pop up" mobile visitor center during at least 4 neighborhood/local events or festivals.</i>	Destination Experience
		E	<i>Evaluate, update and redesign the maps/sections of the website and app by neighborhood.</i>	Marketing
		F	<i>Establish relationships with neighborhood association groups (RAP, SPAR, SMMA) and hold joint bi-annual meetings to discuss tourism.</i>	Marketing
		G	<i>Develop a video or blog for 5 individual neighborhoods about how they originated.</i>	Marketing
		H	<i>Create customizable marketing materials by neighborhoods for hotels and businesses to use.</i>	Marketing
		I	Evaluate and redesign the mural maps/sections of the website and app by neighborhood.	Marketing
	MEETINGS FOCUSED INITIATIVES			
	Goal		Deliverable/Measurement	Team(s) Responsible
	Improve brand messaging for Jacksonville as a meetings and group destination.	A	Execute the multi-platform media plan as approved by the TDC for meeting and group efforts and initiatives.	Marketing
		B	Extend the "Flip Side of Florida" Campaign, developing new ad copy and newly designed ads at least twice a year for meetings.	Marketing
		C	Pitch quarterly to local media events and key conferences happening in Jacksonville for earned media coverage.	Marketing
		D	Enhance tradeshow booth experience and 1:1 appointment shows to include local amenities to give away at a minimum of 6 shows.	Convention Sales/Destination Experience
		E	Establish a hitlist of meetings, conventions, trade publications and freelance writers and pitch new openings for coverage, securing placement or visits from 20%.	Marketing
		F	Develop and distribute a promo box for 40 key meeting targets.	Marketing/Convention Sales/Destination Experience
		G	<i>Update sales deck and bid packages with "future Jacksonville" promotional information with visuals and digital content.</i>	Marketing
		H	Write and distribute a bi-annual newsletter on meetings to media focusing on what's new.	Marketing
		I	Host a minimum of one writer focused on meetings and conventions or groups.	Marketing
		J	Advertise any new meeting incentives or promotions as a part of media buys.	Marketing

	Goal		Deliverable/Measurement	Team(s) Responsible
		K	Create and maintain a list of meeting professionals who would be willing to share their experiences with writers or potential clients.	Marketing/Convention Sales
		L	Evaluate if specific industries are more popular in Jacksonville for meetings and identify particular sectors (e.g., Religious, Black Meetings Professionals) to focus advertising and sales efforts on more heavily.	Data Analytics
2	Elevate the focus on the "Bring it Home, Jax!" campaign for meetings.	A	Present at least 6 times annually to local groups and provide information on the "Bring It Home, Jax!" campaign and Visit Jacksonville.	Convention Sales
		B	Advertise "Bring it Home, Jax!" locally.	Marketing
		C	Recognize participants in "Bring it Home, Jax!" on Visit Jacksonville video wall and in newsletter.	Marketing/Convention Sales
		D	Thank local community representative with an amenity for "Bring it Home, Jax!" bookings.	Destination Experience/Convention Sales
3	Improve communication with meeting planners and conference attendees to add a more personalized touch.	A	Gather personal Only in Jax favorites from VJ sales and DE teams and use them to develop new profile sheets, email messaging, marketing, etc. to share their stories.	Marketing
		B	Geofence conference attendees while in Jacksonville with ads and social media about "things to do."	Marketing
		C	Improve and personalize invites for sales related events and pre-tradeshaw and post-tradeshaw emails.	Marketing

II. Upgrade Visitor Experiences

	Goal		Deliverable/Measurement	Team(s) Responsible
1	Elevate the leisure traveler visitor experience.	A	<i>Develop and distribute to hotels easy-to-use neighborhood maps and itineraries to better serve tourists.</i>	Marketing
		B	Host complimentary tours starting from the Visitor Center a minimum of once a quarter in conjunction with a local tour operator.	Destination Experience
		C	Participate in monthly ArtWalk and invite a minimum of 3 vendors to utilize visitor center space each month for set-up.	Destination Experience
		D	Promote ArtWalk participation on social media.	Marketing
		E	Host quarterly interactive art experiences in the Downtown visitor center.	Destination Experience
		F	Promote a minimum of (4) unique/unusual holidays and provide small amenities to individuals who stop into centers on those days.	Destination Experience
		G	Participate in an appreciation or recognition day at JIA (beyond NTTW) and provide visitors with an amenity.	Destination Experience
		H	Provide small amenities to travelers at JIA, a minimum of once a quarter.	Destination Experience
		I	Co-host a sandcastle building competition during the Opening of the Beaches Weekend.	Destination Experience
		J	Design and execute a retail space in the Downtown Visitor Center focusing on Jacksonville merchandise.	Destination Experience

	Goal		Deliverable/Measurement	Team(s) Responsible
		K	Promote newly introduced retail space via social media, e-blasts and flyers to nearby businesses.	Marketing
		L	Provide coupons and/or vouchers for retail to attendees at outreach events, Explorers events, meetings, etc. for redemption at Downtown Visitor Center.	Destination Experience
		M	Continue and expand the Weekly Events Post and bi-weekly emails including focusing on diverse events.	Marketing
		N	Review and update all travel guides annually. Include neighborhood locations.	Marketing
		O	Create a new "Big A** Map" for our big city featuring a more detailed look at our neighborhoods.	Marketing
		P	Create and share quarterly via website and social media more pre-arrival tools such as neighborhood maps, suggested itineraries, and guides.	Marketing
		Q	Review existing tools (visitor guides, event calendars) and develop them into clear, user-friendly formats by audience type (families, couples, solo).	Marketing
		R	Create and share a "Jax by personality" visitor experience tool.	Marketing
		S	Create new itineraries that are designed to promote increased length of stay and distribute through paid media.	Marketing
	Elevate the site visit experience for meeting planners, media and content creators.	A	Continue use of a pre-site visit questionnaire for visiting meeting planners, content creators, influencers, writers, etc. to identify opportunities to exceed expectations during their visit.	Destination Experience
		B	Maintain standing discount/complimentary partnerships with original businesses from PY and add 3 new to provide VIP experiences for media/clients.	Community Outreach
		C	Partner with a minimum of 4 hotels to provide a custom elevated experience for site visits.	Convention Sales
	3 Elevate meeting planner and conference attendee experiences.	A	Utilize and expand the Visit Jacksonville volunteer database and send out a minimum of quarterly updates and volunteer opportunities.	Destination Experience
		B	Welcome and recognize meetings and conventions taking place in Jacksonville on our LinkedIn account showing appreciation for their business.	Marketing
		C	Create and complete a turnover questionnaire for transitioning groups from Sales to Destination Experience once definite for all groups booked at a full-service hotel.	Destination Experience/Convention Sales
		D	Coordinate meet and greets between planners/decision makers and Visit Jacksonville Executive Team during conferences and events in Jacksonville for a minimum of 10 groups.	Destination Experience/Convention Sales
		E	Provide an energized Visit Jacksonville team welcome leading in to an opening session or event at a minimum of (3) conferences or events.	All/Destination Experience

	Goal		Deliverable/Measurement	Team(s) Responsible
		F	Develop new content (web, copy, video) on crime and safety in Jacksonville. Work with JSO to complete.	Marketing
		G	Execute a contest for meeting attendees at six conferences to submit photos to be featured/win with the goal of attendees posting their experiences in Jacksonville.	Marketing/Convention Sales
4	Elevate the visitor experience through mobile visitor centers.	A	Host 6 out of market activations to increase brand awareness at events outside of Jacksonville.	Destination Experience/Marketing
		B	Enhance mobile outreach setup to include a new interactive experience to encourage traffic and interaction with mobile visitor center.	Destination Experience
		C	Design and procure a replacement mobile visitor center to continue allowance of focus on events and locations outside of Jacksonville in FY 25-26; as well as events in Jacksonville.	Destination Experience/Marketing/Administration
		D	Host a local contest for naming the replacement mobile visitor center.	Destination Experience/Marketing
		E	Engage locals by placing mobile center at least 6 times annually at a pop-up, more local event (as compared to the larger scale trip-worthy ones).	Destination Experience
5	Expand Visit Jacksonville Explorers Program.	A	Execute (8) Explorers Program events across the Jacksonville Area incorporating multi community partners where possible (i.e. restaurants, trail partners, etc.).	Destination Experience
		B	Expand the promotion of Explorers events by delivering flyers to nearby businesses, hotels, and/or apartment complexes.	Destination Experience
		C	Provide a locally made or custom amenity in conjunction with each Explorers event.	Destination Experience
		D	Amplify the promotion of Explorers events on social media through posts, stories, and highlights.	Destination Experience/Marketing
6	Elevate the visitor experience through knowledgeable Visit Jacksonville staff and team.	A	Poll Visit Jacksonville staff on frequently asked questions from visitors and host quarterly trainings for staff to experience those firsthand. Each training will have a minimum of (4) tourism-related businesses or locations.	Destination Experience
		B	Secure at least 6 tourism businesses to come to Visit Jacksonville offices or host team visits at their location to share information about their business with the Visit Jacksonville team.	Community Outreach
		C	Conduct annual brand training to ensure the team is educated on changes in how the brand should be represented.	Marketing
		D	Create go-to content for staff on speaking points for why people should come to Jacksonville and what they should do/see while here.	Marketing
		E	Train staff on crime and safety and how to present it to clients.	Marketing
7	Elevate the visitor experience through all marketing platforms.	A	Improve marketing efforts through launching automations and growing engagement by 10% with MailChimp.	Marketing

	Goal		Deliverable/Measurement	Team(s) Responsible
		B	Review, update and improve the Visit Jax app.	Marketing
		C	Redesign the app postcard into a better format to utilize with giveaway bags.	Marketing
		D	Execute year 2 of the multi-year plan for ways to better activate Insiders.	Marketing
		E	Ensure each Insider collaborates on at least 1 Instagram Reel with the Visit Jax account.	Marketing
		F	Enhance website event calendar with customizable search options to encourage increased community usage as well as submissions.	Marketing
		G	Develop more interactive media and immersive web pages to enhance the user experience (quizzes on pages, games, video interviews, etc.) driven to by ads.	Marketing
		H	Database will be monitored and cleansed each quarter with the following focus:	Destination Experience
			i. Q1: Restaurants/Hotels	Destination Experience/Community Outreach
			ii. Q2: Things to Do/Hotels	Destination Experience/Community Outreach
			iii. Q3: Restaurants/Hotels	Destination Experience/Community Outreach
			iv. Q4: Things to Do/Hotels	Destination Experience/Community Outreach
8	Elevate the visitor experience through hotels and other tourism businesses.	A	Distribute collateral to local hotels at least two times a year.	Marketing
		B	Engage with front line employees at local hotels, attractions and restaurants to discover what visitors request when they are interacting. Add 50 new front line email addresses to our database and send them monthly communications that include the information most requested.	Marketing
		C	Refresh onboarding materials, event calendars and visitor signage support for newly engaged tourism businesses.	Marketing
		D	Hold quarterly meetings with Jaxparks. Collect and share a Jax Parks Programing Calendar.	Marketing
		E	Create and distribute training videos on Jacksonville for hotel staff and other key tourism stakeholders to use.	All
		F	Distribute giveaway items to hotels interested in having for distribution.	Destination Experience/Marketing
		G	Distribute quarterly neighborhood newsletter with update on sales activities and developments unique to their areas (Downtown, Beaches and Southside.)	Marketing
III. Elevate Meetings				
	Goal		Deliverable/Measurement	Team(s) Responsible
1	Increase bookings to cover anticipated 125,000 room gap for 2026 & 2027.	A	Increase room night bookings by a minimum of 15% over the prior 2-year average of definite bookings goal; 102,000 room nights.	Convention Sales

	Goal		Deliverable/Measurement		Team(s) Responsible
		B	Create speaking points and messaging for VJ staff to share regarding the local industry changes, both leading up to and during the stadium construction period. Staff to utilize in speaking engagements, with clients, media and the local community.		Marketing
		C	Establish targeted goals for 2026 and 2027 that represent an annual average of a 10% increase in group room nights and in lead conversion for each year.		Convention Sales
		D	Continue the custom grant program for the 125k room night gap initiative. Offer booking incentives for smaller groups, short-term business, multi-year commitments, and need times.		Convention Sales
		E	Book groups in the year, for the year (October 1 - September 30, 2026) to achieve a minimum of 95% to historical pace for 2025 and 2026 .		Convention Sales
		F	Conduct a minimum of 7 site visits per quarter per National Accounts Manager.		Convention Sales
		G	Partner with area hotels for attendance at a minimum of 6 tradeshow, client events or sales missions for 2025-26.		Convention Sales
		H	Partner with POCC for at least one industry event to promote the venue for tradeshow, meetings and events.		Convention Sales
		I	Host a minimum of 2 sales missions or client events in key target markets for 2025-26.		Convention Sales
		J	Hold quarterly meetings with the POCC team to improve communications and strategize on sales initiatives.		Convention Sales
		K	Meet quarterly with at least two full-service hotels to strategize on sales initiatives and target groups to close.		Convention Sales
		L	When new flights are launching, connect with originating airport and DMO in these destinations to partner on promotion and, if desired, provide an amenity.		Marketing/Destination Experience
		M	Partner with 3rd Party Meeting Planner organizations in order to promote Jacksonville at their events and/or present in front of their member meeting planners at a minimum of 2 opportunities.		Convention Sales
		N	Increase the number of Bring it Home Jax leads from local individuals and/or businesses by 10% over the prior year.		Convention Sales
		O	Plan and execute at least six neighborhood hotel & venue partner meetings during the fiscal year throughout the city to include Downtown, Southside, Beaches and other areas as determined by need.		Convention Sales
	2 Optimize RFP submissions to increase bookings.	A	Focus on smaller programs that will benefit more of our hotel partners and increase RFP submissions for meetings with 150-300 attendees by 10% above the prior FY.		Convention Sales
		B	Improve by 5% CVENT reportable metrics on the number of RFP's received as compared to prior year.		Convention Sales

	Goal		Deliverable/Measurement	Team(s) Responsible
		C	Bid to host a professional meeting or conference of meeting planners in Jacksonville in partnership with area hotels and/or venues.	Convention Sales
		D	Increase the number of medical meeting leads by a minimum of 10% over the prior year.	Convention Sales
		E	Increase the number of sports leads by a minimum of 10% over the prior year.	Convention Sales
		F	Create a page on the website that focuses on Corporate Social Responsibility and Sustainability and include local businesses/ideas for meetings and events in Jacksonville.	Destination Experience/Marketing
3	Elevate Jacksonville as a premier sports destination.	A	Establish a list of key local contacts: venues, University AD's and sports partners. Make quarterly contact to strengthen relationships and gain insights on new sports developments and opportunities.	Convention Sales
		B	Focus on promoting Jacksonville as a premier sports destination focusing on the target list established by the Sales team and Jacksonville Sports Foundation.	Marketing
		C	Host a sales mission or client event in a key sports target market.	Convention Sales
		D	Attend targeted tradeshow and conferences that support growth in the sports market and bookings.	Convention Sales
		E	Promote Jacksonville to the following targeted clients: AAU, college conferences and NCAA.	Convention Sales/Marketing
		F	Bid to host a conference or professional meeting for sports planners in Jacksonville; partner with area hotels/venues for submission.	Convention Sales
		G	Appoint a "Sports Expert" on the DE team along with a strategy for participating in large sports site visits and servicing sports groups.	Destination Experience
		H	Using existing Facilities Guide, enhance our current website search option for planners to search by venue size, capacity, proximity to specific number of hotel rooms, etc.	Marketing/Destination Experience
4	Encourage the awareness and usage of lesser known venues throughout Jacksonville's neighborhoods.	A	Create a centralized tool showcasing nontraditional meeting venues across the city including capacity, availability and neighborhood context.	Marketing/Destination Experience
		B	Update group sales materials with neighborhood-venue highlights.	Marketing
		C	Create custom incentive/promo for booking unique off-site venues from database established.	Convention Sales
		D	For each site visit suggest and provide details for at least 1 unique venue from the centralized listing that can be used to showcase our character and give attendees a more authentic and distributed experience of the city.	Convention Sales
		E	Create ready-to-use marketing tool for meeting off site options that include unique concepts such as hosting an experience in a non-traditional setting.	Marketing

	Goal		Deliverable/Measurement	Team(s) Responsible
		F	<i>Appoint a "Venue Expert" on the DE team to keep in close contact with venues and have the ability to recommend venues for local events as well as booked groups.</i>	Destination Experience
4	Maintain a customer advisory board and hold meetings.	A	Continue expansion of impactful and diverse individuals that will support the mission of the Council as members.	Convention Sales
		B	Incorporate services team member participation in Meeting Planner Advisory Council meetings to gain feedback on services and concessions that are most beneficial to groups and planners looking at Jacksonville.	Convention Sales
		C	Meet 3 times either virtually or in person to gather insights, share best practices and drive strategic initiatives.	Convention Sales/Destination Experience
5	Analyze available data analytics to improve sales strategies.	A	Quarterly, provide to the leadership team a report on the results for large events and conferences with over 1000 attendees and /or 500 room nights obtained from geodata subscription and economic impact calculator.	Data Analytics
		B	Provide quarterly market segmentation reporting on definites and leads to the Director of Sales.	Data Analytics
		C	Generate quarterly prospecting lists to be assigned to Sales Managers from MINT/IDSS minimum of 30 per quarter.	Data Analytics

IV. Community Outreach & Engagement (Create Raving Locals!)

	Goal		Deliverable/Measurement	Team(s) Responsible
1	Build pride of place, advocacy and positive resident sentiment.	A	Continue the local advertising campaign previously launched in late summer 2024.	Marketing
		B	Work with at least three local media outlets to share the local campaign.	Marketing
		C	Expand on the "This is my Jax" video series with 4 new local videos.	Marketing
		D	Create and execute a local campaign about Jacksonville jokes/ quirks.	Marketing
		E	Partner through social media and content creation with 904 Happy Hour to share events and things to do with the local community.	Marketing
		F	Continue relationships through advertising efforts and sponsorships with local sports teams to reach new audiences.	Marketing
		G	Advocate for future Convention Center development by attending DIA, Build up Jax and other local opportunities.	Convention Sales
3	Expand Visit Jacksonville Tourism Ambassador Program.	A	<i>Execute Tourism Ambassador Trainings for the community and local businesses a minimum of 4 times a year.</i>	Community Outreach
		B	Distribute "Ambassadors Only" newsletter quarterly.	Community Outreach
		C	Continue the "Ambassador of the Year" award, given to an individual who most shared the Jacksonville message.	Community Outreach
		D	Continue to enhance the ambassador program by adding "behind the scenes tours" for ambassadors.	Community Outreach

	Goal		Deliverable/Measurement	Team(s) Responsible
	Expand other community outreach initiatives and endeavors targeting 4 locals.	A	Participate in 3 local community parades annually.	Destination Experience/All
		B	For the 3 parades participated in, create and provide a custom giveaway item.	Destination Experience
		C	Grow awareness and participation in 904 Day by hosting a photo and video contest with a Jacksonville-themed/Only in Jax products gift basket as the prize.	Marketing
		D	Continue working with the local military community through contacts built in prior FY. Participate in three events.	Community Outreach
		E	Maintain relationships and presentations established with local colleges from the prior two years.	Community Outreach/Destination Experience
		F	Participate in at least 8 community speaking engagements.	Community Outreach/All
		G	Develop an unpaid formalized tourism partnership program to establish sense of membership & belonging.	Community Outreach
		H	Tell the story and details on 6 conferences/meetings coming to Jacksonville through LinkedIn.	Marketing
		I	Showcase a minimum of 2 partners at events like pop up receptions, community/networking meetings, etc.	Community Outreach/Destination Experience
	5 Engage locals in all Visit Jacksonville Trails.	A	Amplify partner relationships with all trail partners by hosting an event once a year for all trail partners to meet, get ideas, share successes, etc.	Marketing
		B	Collaborate with the Jacksonville Brewing Alliance on their annual beer event.	Marketing
		C	Refresh the Trail Partners media kit twice a year and send to trail partners.	Marketing
		D	Engage 5 new partners to participate in Kids Free November for the first time.	Marketing
		E	Host quarterly trivia nights in partnership with Jax Ale Trail locations.	Destination Experience
		F	Host a quarterly coffee social at a participating coffee/donut trail location offering a free item on Visit Jax to participants in an activity or call to action.	Destination Experience
		G	Develop six short term length challenges/trails :	Marketing
			i. Filipino Food Month Trail	
			ii. Museums	
			iii. Agritourism	
			iv. Events	
			v. Beer Alliance	
			vi. International Alley	
		H	Create a "Big A** Trail" which puts all of our trail partners in one trail and gives an opportunity for cross promotion.	Marketing
	6 Promote travel and tourism in the local community.	A	Host a reception for NTTW in the Downtown Visitor Center and at a beaches location thanking tourism and hospitality workers.	Destination Experience
		B	Execute a community service project for Visit Jacksonville staff to give back to local community during NTTW.	Destination Experience/All
		C	Execute a coordinated effort for elected and community leaders to show them more of the hospitality industry including a behind the scene tours or industry opportunity.	All

Visit Jacksonville
FY 25-26 Media Plan



FY 25-26 LEISURE MEDIA PLAN														
Market		October	November	December	January	February	March	April	May	June	July	August	September	12-month
Digital														
SEM - Leisure	National	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$15,500	\$186,000
SEM - Medical Tourism	National	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Google Pmax	Fly & Drive	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$144,000
Google Remarketing Responsive Display	National	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000
YouTube- Demand Gen	Fly & Drive	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$75,000
Trip-Worthy Events (Google Responsive Display)	Fly & Drive	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$24,996
Trip-Worthy Events (Azira- Retargeting all Jax visitors past 3 years)	National	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$25,000
Trip-Worthy Events (Meta)	Fly & Drive	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$24,996
Instagram Prospecting - Leisure (w/ Brand Lift Study)	Fly & Drive	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$57,000
Facebook Prospecting - Leisure (w/ Brand Lift Study)	Fly & Drive	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$57,000
Meta Remarketing CIG & FBI	National	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
Instagram Video	Fly & Drive	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$15,000
Meta Lead Gen	Fly & Drive	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Meta Video	Fly & Drive	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$15,000
Other Social Media (Snapchat, Pinterest, Reclit, etc)	Fly & Drive	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
CTV (Premium Placements with attribution report & brand Lift study)	Fly & Drive	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$108,000
Media One Brand Partnership	Fly & Drive	\$150,000												\$150,000
Local Digital (Facebook/Instagram/Other Social)	Regional	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
Expedia	National	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$90,000
Expedia CO-OP	National	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$100,000
Hopper	National	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$75,000
FFCG Jaguars Sponsorship	International	\$40,000	\$40,000											\$80,000
Tempest Interactive SEO Fees	National	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000
Donna Marathon Promotion	National	\$15,000												\$15,000
FFCG Military Initiative	National	\$20,000												\$20,000
Wander Streaming Channel	National	\$17,500			\$17,500			\$17,500			\$17,500			\$70,000
		\$306,582	\$174,082	\$99,082	\$116,582	\$99,082	\$116,582	\$99,082	\$99,082	\$99,082	\$116,582	\$99,082	\$99,086	\$1,523,992
Print/OOH/Broadcast														
Broadcast-Local	Regional					\$65,000								\$65,000
VISITFL Annual Vacation Guide	International													\$16,934
Local Sporting Teams Ad packages (Sharks, Jumbo Shrimp, etc)	National	\$12,500			\$12,500		\$12,500				\$12,500			\$50,000
Elite Redfish Broadcast	National				\$25,000									\$25,000
ServiceTitan Elite Trades	National				\$50,000									\$50,000
Carlisle Football Club Sponsorship	International		\$5,000											\$5,000
		\$12,500	\$5,000	\$41,934	\$62,500	\$65,000	\$0	\$12,500	\$0	\$0	\$12,500	\$0	\$0	\$211,934

Contingency	TBD
Breakdown	
Leisure Digital	\$1,523,992
Leisure Print/OOH/etc	\$211,934
Meetings Digital	\$122,314
Meetings Digital Print/OOH/Sports/Show Sponsor	\$152,283
Contingency	\$81,780
TOTAL	\$2,092,303



FY 25-26 MEETINGS MEDIA PLAN

FY 25-26 MEETINGS MEDIA PLAN														
Market		October	November	December	January	February	March	April	May	June	July	August	September	12-month
Digital														
Meetings SEM	Meetings	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
Meta Remarketing	Meetings	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
LinkedIn- In-feed	Meetings	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$4,800
LinkedIn (Bring it Home Ja>Cln) -Feed	Meetings	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
LinkedIn- conversation Ads	Meetings	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
LinkedIn (Bring it Home Jax) Conversation Ads	Meetings	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Azira Geo-Fencing -Jax Event Attendees	Meetings											\$10,000		\$10,000
Military Reunion Network Digital I Package	Meetings				\$1,400									\$1,400
Meetings Today I E-Blasts and Digita U	Meetings							\$1,617	\$1,617	\$1,617	\$1,617	\$1,617	\$1,613	\$9,698
IGLTA (Partner Destination Package)	Meetings	\$15,000												\$15,000
Event	Meetings	\$36,416												\$36,416
TEAMS (4x dedicated Eblast)	Sports						\$2,250		\$2,250			\$2,250	\$2,250	\$9,000
		\$54,816	\$3,400	\$3,400	\$4,800	\$3,400	\$5,650	\$5,017	\$7,267	\$5,017	\$5,017	\$17,267	\$7,263	\$122,314

Print/OOH/Sports/Show Sponsor

Print/QOH/Sports/Show Sponsor														
Prevue (Partner Package)	Meetings		\$9,000											
Conventions South (2 page polybag insert• Spotlight Package)	Meetings			\$10,500										
FSAE	Meetings													
Sports Facilities Guide FP Ad	Sports													
Sports ETA (2 Page Advertorial + 1 year of Skycraper Banner ads)	Sports													
Sports Business Journal (Coverwrap + 2 months banner ads)	Sports		\$15,500											
Rendezvous South (Event Sponsorship & Gold Marketing Package)	Meetings											\$11,000		
RCMA	Meetings		\$8,500											
Northstar (3x Digital & Hosted Buyer Events)	Meetings		\$16,000											
		\$0	\$17,500	\$31,500	\$0	\$7,000	\$20,000	\$29,783	\$36,000	\$0	\$0	\$0	\$0	\$152,283

Visit Jacksonville
FY 25-26 Travel Plan

TRAVEL FOR 2025-26 FOR VISIT JACKSONVILLE FOR TDC APPROVAL

Dept	Category	Month	Event Start Date	Event End Date	Hosting Organization and Event Name	Location	Travel/Meals/ Entertainment/Shi pping	Tradeshow Booth Décor/Shipping	Registration Fees	Total
CS	Sales Mission	TBD	TBD	TBD	Client Event/Sales Mission	Washington DC	\$ 10,000	\$ -	\$ -	\$ 10,000
CS	Sales Mission	TBD	TBD	TBD	Client Event with Destination Florida	Tallahassee	\$ 2,000	\$ -	\$ -	\$ 2,000
CS	Sales Mission	TBD	TBD	TBD	Client Event/Sales Mission (SMERF)	TBD	\$ 10,000			\$ 10,000
CS	Sales Mission	TBD	TBD	TBD	Client Event/Sales Mission (Sports)	TBD	\$ 12,000	\$ -	\$ -	\$ 12,000
CS	Sales Mission	TBD	TBD	TBD	Regional Chapter Meetings - MPI, PCMA, FSAE, etc.	DC and Southeast	\$ 4,000			\$ 4,000
CS	Sales Mission	TBD	TBD	TBD	Sales Mission Contingency	TBD	\$ 5,000	\$ -	\$ -	\$ 5,000
					Convention Sales- Client Events and Sales Missions				\$	43,000
CS	Professional Dev	Mar-26	TBD	TBD	Destinations International Sales & Services Summit	Washington DC	\$ 2,000	\$ -	\$ 1,000	\$ 3,000
CS	Professional Dev	May-25	May 14, 2026	May 16, 2026	Tempest Tourism Academy	Jacksonville	\$ -	\$ -	\$ 5,300	\$ 5,300
CS	Professional Dev	Aug-26	TBD	TBD	Florida Governor's Conference	TBD	\$ 1,200	\$ -	\$ 500	\$ 1,700
CS	Professional Dev	Sep-26	TBD	TBD	SETRA	TBD	\$ 1,600	\$ -	\$ 800	\$ 2,400
CS	Professional Dev	TBD	TBD	TBD	Professional Development Contingency	TBD	\$ 3,200	\$ -	\$ 7,400	\$ 10,600
					Convention Sales- Professional Development				\$	23,000
CS	Tradeshow	Oct-25	October 7, 2025	October 9, 2025	IMEX	Las Vegas, NV	\$ 2,500	\$ -	\$ -	\$ 2,500
CS	Tradeshow	Oct-25	October 13, 2025	October 16, 2025	TEAMS Conference	Columbus, OH	\$ 2,000	\$ 1,500	\$ -	\$ 3,500
CS	Tradeshow	Oct-25	October 12, 2025	October 14, 2025	Small & Boutique Meetings Fall	Knoville, TN	\$ 2,000	\$ -	\$ -	\$ 2,000
CS	Tradeshow	Nov-25	November 9, 2025	November 12, 2025	Travel Exchange	Ottawa, Ontario	\$ 2,500	\$ 1,500	\$ 1,895	\$ 5,895
CS	Tradeshow	Dec-25	December 7, 2025	December 10, 2025	US. Sports Congress Conference	Lexington, KY	\$ 2,000	\$ -	\$ 3,600	\$ 5,600
CS	Tradeshow	Dec-25	December 3, 2025	December 4, 2025	Assoc Forum Holiday Showcase	Chicago, IL	\$ 2,250	\$ 2,500	\$ 4,000	\$ 8,750
CS	Tradeshow	Jan-26	January 5, 2026	January 7, 2026	PCMA Convening Leaders	Philadelphia, PA	\$ 5,000	\$ -	\$ 1,800	\$ 6,800
CS	Tradeshow	Jan-26	January 12, 2026	January 16, 2026	Sports Express	Ft. Myers, FL	\$ 2,000	\$ 750	\$ -	\$ 2,750
CS	Tradeshow	Feb-26	February 4, 2026	February 6, 2026	IPC	Phoenix, AZ	\$ 2,500	\$ 300	\$ -	\$ 2,800
CS	Tradeshow	Feb-26	February 4, 2026	February 6, 2026	Florida Encounter	Orlando	\$ 2,000	\$ 1,000	\$ 3,000	\$ 6,000
CS	Tradeshow	Feb-26	February 10, 2026	February 12, 2026	RCMA	Lexington, KY	\$ 2,500	\$ 1,800	\$ 3,000	\$ 7,300
CS	Tradeshow	Mar-26	March 2, 2026	March 4, 2026	ACES Annual Conference	Ft. Worth, TX	\$ 2,500	\$ -	\$ -	\$ 2,500
CS	Tradeshow	Mar-26	March 2, 2026	March 5, 2026	Rendezvous South	Myrtle Beach, SC	\$ 2,000		\$ -	\$ 2,000
CS	Tradeshow	Apr-26	April 1, 2026	April 3, 2026	Sports ETA Women in Sports	Phoenix, AZ	\$ 2,300	\$ -	\$ 1,000	\$ 3,300
CS	Tradeshow	Apr-26	TBD	TBD	Christian Meetings & Conferences Association	TBD	\$ 1,600	\$ -	\$ 2,500	\$ 4,100
CS	Tradeshow	Jun-26	April 27, 2026	April 30, 2026	HB ABC	Los Angeles	\$ 3,000	\$ 500	\$ 5,500	\$ 9,000
CS	Tradeshow	May-26	TBD	TBD	XSITE	Orlando	\$ 1,000	\$ -	\$ 1,650	\$ 2,650
CS	Tradeshow	May-25	May 17, 2026	May 21, 2026	IPW	Ft. Lauderdale	\$ 2,000	\$ -	\$ 5,000	\$ 7,000
CS	Tradeshow	May-26	TBD	TBD	Florida Sports Foundation Summit	TBD	\$ 1,500	\$ -	\$ -	\$ 1,500
CS	Tradeshow	Jun-26	June 21, 2026	June 24, 2026	PCMA EduCon	Puerto Rico	\$ 2,500	\$ -	\$ 1,300	\$ 3,800
CS	Tradeshow	Jul-26	July 13, 2026	July 16, 2026	CVENT Connect	Nashville	\$ 5,000	\$ 1,000	\$ 11,500	\$ 17,500
CS	Tradeshow	Jul-26	July 15, 2026	July 17, 2026	FSAE Annual Conference	Orlando	\$ 2,500	\$ 1,000	\$ 2,200	\$ 5,700
CS	Tradeshow	Aug-26	August 9, 2026	August 11, 2026	Destination Southeast	Ft Lauderdale	\$ 2,000	\$ 500	\$ -	\$ 2,500
CS	Tradeshow	Aug-26	August 15, 2026	August 18, 2026	ASAE	Indianapolis, IN	\$ 5,000	\$ 10,500	\$ 8,000	\$ 23,500
CS	Tradeshow	Aug-26	TBD	TBD	Connect Marketplace	TBD	\$ 5,000	\$ 2,500	\$ 15,500	\$ 23,000
CS	Tradeshow	Nov-26	TBD	TBD	National Coalition Of Black Meeting Professionals (Registration only)	TBD	\$ -	\$ -	\$ 1,800	\$ 1,800
CS	Tradeshow	Oct-26	TBD	TBD	TEAMS 2026 (Registration only)	TBD	\$ -	\$ -	\$ 5,390	\$ 5,390
					Contingency Travel:		\$ 12,350	\$ 150	\$ 18,070	\$ 30,570
						Sales Travel	\$ 80,000			
						Sales Tradeshow Booth Shipping	\$	27,500	\$	
						Sales Registration Fees			\$ 96,705	
DE	Professional Dev	Jul-26	July 21, 2026	July 23, 2026	Destinations International Annual Convention	Portland, OR	\$ 2,600	\$ -	\$ 1,400	\$ 4,000

TRAVEL FOR 2025-26 FOR VISIT JACKSONVILLE FOR TDC APPROVAL

Dept	Category	Month	Event Start Date	Event End Date	Hosting Organization and Event Name	Location	Travel/Meals/ Entertainment/Shi ppling	Tradeshow Booth Décor/Shipping	Registration Fees	Total
DE	Professional Dev	Aug-26	TBD	TBD	Florida Governor's Conference	TBD	\$ 1,550	\$ -	\$ 700	\$ 2,250
DE	Professional Dev	Aug-26	August 25, 2026	August 27, 2026	US Travel's ESTO	Philadelphia, PA	\$ 2,425	\$ -	\$ 1,550	\$ 3,975
						Destination Experience- PD			\$	10,225
DE	OOO-Conv Svc	Jan-26	January 25, 2026	January 27, 2026	Event Services Professional Association (ESPA)	Arlington, TX	\$ 2,400	\$ -	\$ 1,600	\$ 4,000
DE	OOO-Conv Svc	Apr-26	TBD	TBD	Destinations International Convention Sales & Services Summit	TBD	\$ 1,200	\$ -	\$ 800	\$ 2,000
DE	OOO-Conv Svc	Jun-26	June 1, 2026	June 4, 2026	MPI WEC	San Antonio, TX	\$ 1,600	\$ -	\$ 1,400	\$ 3,000
DE	OOO-Visitor Svc	TBD	TBD	TBD	Out of Market Activations	TBD	\$ 10,000	\$ -	\$ -	\$ 10,000
						Destination Experience- Travel OOC			\$	19,000
MKG	Media Mission	TBD	TBD	TBD	Media Mission with TMAC	Toronto	\$ 3,000		\$ 1,500	\$ 4,500
MKG	Media Mission	TBD	TBD	TBD	Activation Events Travel	TBD	\$ 2,000	\$ -	\$ -	\$ 2,000
MKG	Media Mission	TBD	TBD	TBD	Media Mission	Philadelphia	\$ 1,750	\$ -	\$ -	\$ 1,750
MKG	Media Mission	TBD	TBD	TBD	Media Mission	TBD	\$ 1,750	\$ -	\$ -	\$ 1,750
						Marketing- Media Mission			\$	10,000
MKG	Professional Dev	Mar-26	March 10, 2026	March 12, 2026	The PACE Forum	Kissimmee, FL	\$ 1,500	\$ -	\$ 700	\$ 2,200
MKG	Professional Dev	TBD	TBD	TBD	Destinations Florida Marketing Summit	TBD	\$ 1,000	\$ -	\$ 500	\$ 1,500
MKG	Professional Dev	Apr-26	April 14, 2026	April 16, 2026	Social Media Week by Ad Week	New York City	\$ 1,500	\$ -	\$ 1,300	\$ 2,800
MKG	Professional Dev	May-26	May 12, 2026	May 15, 2026	Tempest Tourism Academy	Jacksonville, FL	\$ 2,000	\$ -	\$ 2,000	\$ 4,000
MKG	Professional Dev	Jul-26	July 21, 2026	July 23, 2026	Destinations International Annual Conference	Portland, OR	\$ 1,600	\$ -	\$ 1,400	\$ 3,000
MKG	Professional Dev	Feb-26	February 24, 2026	February 26, 2026	Destination International OMO Summit	Cleveland, OH	\$ 1,600	\$ -	\$ 1,200	\$ 2,800
MKG	Professional Dev	TBD	TBD	TBD	Florida Governor's Conference	TBD	\$ 1,200	\$ -	\$ 500	\$ 1,700
						Marketing- Professional Development			\$	18,000
MKG	Media Tradeshow	Oct-26	October 29, 2025	October 30, 2025	STIS Media Marketplace 1	Nashville, TN	\$ 900	\$ -	\$ 1,400	\$ 2,300
MKG	Media Tradeshow	Feb-26	February 2, 2026	February 4, 2026	Florida Huddle	Orlando, FL	\$ 1,500	\$ -	\$ 1,500	\$ 3,000
MKG	Media Tradeshow	Mar-26	March 8, 2026	March 11, 2026	International Media Marketplace London	London	\$ 3,500	\$ -	\$ 4,000	\$ 7,500
MKG	Media Tradeshow	May-26	May 17, 2026	May 22, 2026	US Travel IPW	Ft. Lauderdale	\$ 2,000	\$ -	\$ 7,800	\$ 9,800
MKG	Media Tradeshow	Jun-26	June 7, 2026	June 10, 2026	PRSA Travel & Tourism Conference	Albuquerque, NM	\$ 1,500	\$ -	\$ 1,000	\$ 2,500
MKG	Media Tradeshow	TBD	TBD	TBD	Outdoor Writers Association	TBD	\$ 2,000	\$ -	\$ 2,000	\$ 4,000
MKG	Media Tradeshow	TBD	TBD	TBD	Society of American Travel Writers	TBD	\$ 900	\$ -	\$ 2,000	\$ 2,900
						Marketing- Tradeshow Travel			\$	32,000
MKG	Out of County	Oct-25	October 15, 2025	October 24, 2025	London Trip for Activations	London, UK	\$ 5,000	\$ -	\$ -	\$ 5,000
MKG	Out of County	Aug-25	August 25, 2026	August 27, 2026	US Travel's ESTO	Philadelphia, PA	\$ 9,000	\$ -	\$ 6,000	\$ 15,000
						Marketing- Travel			\$	20,000
ADM	Out of County	Oct-25	October 12, 2025	October 22, 2025	Jax Chamber- Jaguars/London	London, UK	\$ 15,000.00	\$ -	\$ -	\$ 15,000.00
ADM	Out of County	Oct-25	October 28, 2025	October 30, 2025	Destinations International Business Operations Summit	Jackson, MS	\$ 3,600.00	\$ -	\$ -	\$ 3,600.00
ADM	Out of County	Nov-25	November 5, 2025	November 7, 2025	Destinations Florida Annual Meeting	Fort Walton Beach, FL	\$ 850.00	\$ -	\$ 250.00	\$ 1,100.00
ADM	Out of County	Jan-26	January 21, 2026	January 21, 2026	Florida Tourism Day	Tallahassee, FL	\$ 1,000.00	\$ -	\$ 100.00	\$ 1,100.00
ADM	Out of County	Mar-26	March 30, 2026	April 1, 2026	DI CEO Summit	Newport Beach, CA	\$ 4,100.00	\$ -	\$ 1,400.00	\$ 5,500.00
ADM	Out of County	TBD	TBD	TBD	Jax Chamber Destination Downtown	TBD	\$ 1,500.00	\$ -	\$ 3,500.00	\$ 4,000.00
ADM	Out of County	TBD	TBD	TBD	Jax Chamber Other Events	TBD	\$ 1,500.00	\$ -	\$ 2,000.00	\$ 3,500.00
ADM	Out of County	TBD	TBD	TBD	Destinations Florida Destination Marketing Summit	TBD	\$ 2,400.00	\$ -	\$ 600.00	\$ 3,000.00
ADM	Out of County	Jul-26	July 21, 2026	July 23, 2026	Destinations International Annual Convention	Portland, OR	\$ 4,000.00	\$ -	\$ 2,800.00	\$ 6,800.00
ADM	Out of County	Aug-26	August 25, 2026	August 27, 2026	US Travel's ESTO	Philadelphia, PA	\$ 3,500.00	\$ -	\$ 3,000.00	\$ 6,500.00

TRAVEL FOR 2025-26 FOR VISIT JACKSONVILLE FOR TDC APPROVAL

Dept	Category	Month	Event Start Date	Event End Date	Hosting Organization and Event Name	Location	Travel/Meals/ Entertainment/Shi pping	Tradeshow Booth Décor/Shipping	Registration Fees	Total
ADM	Out of County	Sep-26	TBD	TBD	Florida Governor's Conference	TBD	\$ 3,000.00	\$ -	\$ 1,500.00	\$ 4,500.00
ADM	Out of County	TBD	TBD	TBD	Chamber Annual Leadership Conference	TBD	\$ 1,500.00	\$ -	\$ 4,000.00	\$ 5,500.00
					Travel Contingency				\$ 2,000.00	\$ 2,000.00
						Admin- OOC- PD			\$	\$ 62,100

Visit Jacksonville
FY 25-26 Revised Budget to Reflect Marketing Updates

**VISIT JACKSONVILLE
FY 2025 - 2026**

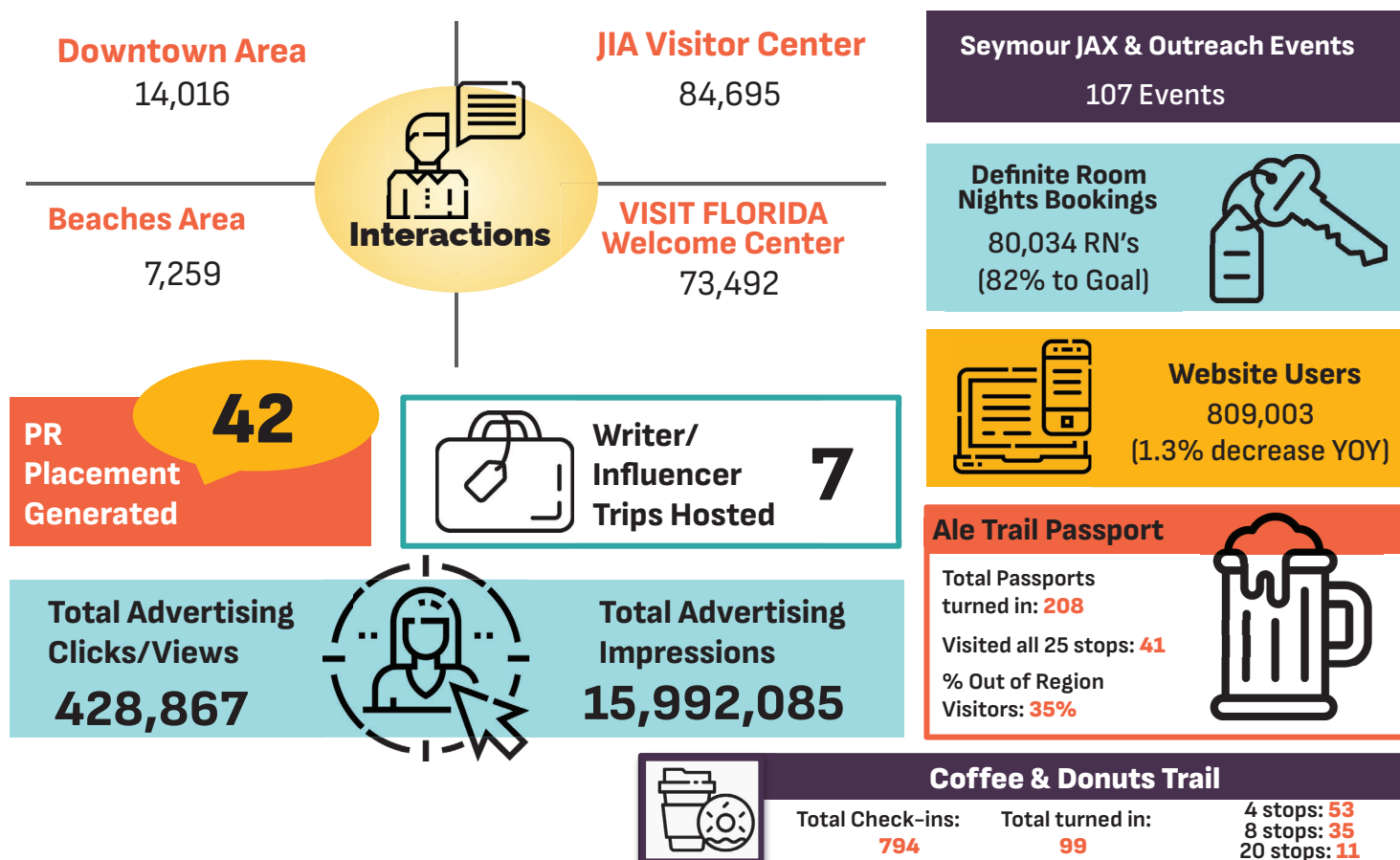
DESCRIPTION	24-25 ACTUAL BUDGET	25-26 PROPOSED BUDGET	\$ INC/ (DEC)	% INC/ (DEC)	Explanation
OVERHEAD COSTS - VISIT JACKSONVILLE ADMINISTRATION:					
TOTAL OVERHEAD/ADMINISTRATION (ALLOCATED TO COMPONENTS BELOW)	\$ 1,382,867	\$ 1,444,707	\$ 61,840	4%	Anticipated insurance and technology price increases as well as overall cost of business.
(i) DESTINATION EXPERIENCE					
ADMINISTRATIVE ALLOCATION	\$ 248,916	\$ 260,587	\$ 11,671	5%	
PROGRAM CONTINGENCY FEE	\$ 13,120	\$ 14,282	\$ 1,162	9%	
SALARIES/WAGES/BENEFITS	\$ 583,612	\$ 631,171	\$ 47,559	8%	COLA and additional position for services needs/venues.
PROFESSIONAL DEVELOPMENT	\$ 14,000	\$ 12,000	\$ (2,000)	-14%	
OFFICE SUPPLIES	\$ 5,500	\$ 10,910	\$ 5,410	98%	Laptop replacements needed that were not necessary in PY.
VISIT FLORIDA OUTREACH EXPENSES	\$ 4,000	\$ 2,000	\$ (2,000)	-50%	Moving all events to Sponsorships/Promotions budget line.
SPONSORSHIPS/PROMOTIONS	\$ 2,000	\$ 50,000	\$ 48,000	2400%	This line now includes all event promotions: NTTW, Tourism Ambassador Trainings, Explorers Events, Quarterly Trivia. Previously these items were interspersed in Outreach based on the closest location to the event. This consolidation will assist in easier coding and tracking on total event costs.
BEACHES OUTREACH EXPENSES	\$ 15,000	\$ 9,000	\$ (6,000)	-40%	Moving all events to Sponsorships/Promotions budget line.
AIRPORT OUTREACH EXPENSES	\$ 6,500	\$ 2,000	\$ (4,500)	-69%	Moving all events to Sponsorships/Promotions budget line.
DOWNTOWN OUTREACH EXPENSES	\$ 90,108	\$ 68,000	\$ (22,108)	-25%	Moving all events to Sponsorships/Promotions budget line. Only Artwalk & center lease will remain in Downtown Outreach.
MOBILE VISITOR CENTER OPERATIONS	\$ 16,500	\$ 22,500	\$ 6,000	36%	Second MVC storage, transportation and insurance costs.
KIOSK MAINTENANCE	\$ 2,000	\$ 2,000	\$ -	0%	
WEBSITE CHAT FEATURE	\$ -	\$ -	\$ -	N/A	Removing LiveChat feature from website.
OTHER CENTER UPGRADES	\$ 130,000	\$ 110,000	\$ (20,000)	-15%	Budgeting for replacement of sprinter van as well as retail build out within Downtown Visitor Center and new videos for video wall.
BROCHURE DISTRIBUTION & VISITOR MAGAZINE STORAGE	\$ 5,000	\$ 5,000	\$ -	0%	
VISIT FLORIDA (WELCOME CENTER BROCHURE DISPLAY/OTHER MEMBERSHIP)	\$ -	\$ 6,000	\$ 6,000	100%	Not utilized in PY.
VISITOR CENTER TRAINING	\$ 6,000	\$ 3,000	\$ (3,000)	-50%	PY included certified autism training renewal.
OOC-TRAVEL/MEALS/REGISTRATION FEES - VISITOR SERVICES	\$ 9,000	\$ 10,000	\$ 1,000	11%	Increase for additional out of market activations.
TRAVEL/MEALS - LOCAL- VISITOR SERVICES	\$ 7,500	\$ 4,000	\$ (3,500)	-47%	
OOC- TRAVEL/MEALS/REGISTRATION FEES - CONVENTION SERVICES	\$ 5,300	\$ 9,000	\$ 3,700	70%	
TRAVEL/MEALS - LOCAL- CONVENTION SERVICES	\$ 2,000	\$ 1,000	\$ (1,000)	-50%	
RESEARCH DATABASE- GEODATA	\$ 45,000	\$ 60,000	\$ 15,000	33%	Full Placer AI access; had limited POIs in prior year to try platform.
RESEARCH INFO	\$ 30,000	\$ 30,000	\$ -	0%	
CONVENTION SERVICES AMENITIES/PROMO ITEMS	\$ 72,700	\$ 68,000	\$ (4,700)	-6%	
CONVENTION SERVICES - CONCESSIONS	\$ 40,500	\$ 42,000	\$ 1,500	4%	
CONVENTION SERVICES - SITE INSPECTIONS	\$ 1,000	\$ 1,500	\$ 500	50%	
SUBTOTAL DESTINATION EXPERIENCE	\$ 1,355,256	\$ 1,433,950	\$ 78,694	6%	
(ii) MARKETING SERVICES					
ADMINISTRATIVE ALLOCATION	\$ 885,035	\$ 926,532	\$ 41,497	5%	
PROGRAM CONTINGENCY FEE	\$ 46,646	\$ 50,781	\$ 4,135	9%	

SALARIES/WAGES/BENEFITS	\$ 588,258	\$ 673,862	\$ 85,604	15%	COLA; new position budgeted for Community Outreach growth.
PROFESSIONAL DEVELOPMENT	\$ 15,000	\$ 18,000	\$ 3,000	20%	To add professional development conference for a team member that did not have one in the PY.
MARKETING SERVICES - RETAINER- MEDIA BUYING, CREATIVE & PUBLIC RELATIONS	\$ 405,000	\$ 440,000	\$ 35,000	9%	Increases due to contract negotiations in January for extensions. Anticipated at 15% (5% escalator for the 3 years).
MARKETING SERVICES- CONVENTION SALES RETAINER- CREATIVE & MEDIA BUYING	\$ 50,000	\$ 55,625	\$ 5,625	11%	Increases due to contract negotiations in January for extensions. Anticipated at 15% (5% escalator for the 3 years).
POSTAGE/SHIPPING	\$ 1,500	\$ 2,000	\$ 500	33%	
OFFICE SUPPLIES	\$ 3,500	\$ 7,000	\$ 3,500	100%	Laptop replacements needed.
MEMBERSHIPS/SUBSCRIPTIONS	\$ 1,200	\$ 2,000	\$ 800	67%	1 new membership.
CONTINGENCY	\$ 1,000	\$ 1,000	\$ -	0%	
OOC- TRAVEL/MEALS/REGISTRATION FEES- MARKETING	\$ 19,000	\$ 20,000	\$ 1,000	5%	To include London activation travel.
LOCAL MEETINGS- MARKETING	\$ 5,000	\$ 8,500	\$ 3,500	70%	Includes: insiders event, partner meetings, trail partner meetings and industry training day.
DIGITAL (MARKET & AUDIENCE TARGETING)	\$ 1,289,996	\$ 1,523,992	\$ 233,996	18%	See Media Plan.
PRINT (MARKET & AUDIENCE TARGETING)	\$ 227,180	\$ 211,934	\$ (15,246)	-7%	See Media Plan.
ADVERTISING CONTINGENCY (LOCAL SPORTS, ETC.)	\$ 53,088	\$ 81,780	\$ 28,692	54%	See Media Plan.
DIRECT FLIGHT MARKETS	\$ 18,000	\$ -	\$ (18,000)	-100%	This line is now integrated throughout the Digital Plan; see Fly & Drive as Market on the Media Plan.
CONVENTION SALES/GROUP ADS - PRINT	\$ 87,750	\$ 152,283	\$ 64,533	74%	See Media Plan.
CONVENTION SALES/GROUP ADS - DIGITAL	\$ 201,523	\$ 122,314	\$ (79,209)	-39%	See Media Plan.
CONVENTION SALES/GROUP ADS - SOCIAL MEDIA/SEM	\$ 1,000	\$ -	\$ (1,000)	-100%	
WEBSITE MAINTENANCE AND HOSTING	\$ 27,600	\$ 27,600	\$ -	0%	
WEBSITE UPGRADES	\$ 25,000	\$ 25,000	\$ -	0%	
THRESHOLD 360 VIDEOS	\$ 24,200	\$ 30,000	\$ 5,800	24%	Based on actual cost.
MANAGEMENT SOFTWARE- COWDRIFT, NUVI, SPROUT SOCIAL	\$ 45,000	\$ 42,000	\$ (3,000)	-7%	
SOCIAL MEDIA PROMOTED POSTS/FILTERS	\$ 17,000	\$ 15,000	\$ (2,000)	-12%	Decreased based on actual spend.
MOBILE APP & MAINTENANCE	\$ 10,000	\$ 10,000	\$ -	0%	
MOBILE APP UPGRADES	\$ 7,500	\$ 2,000	\$ (5,500)	-73%	Decreased based on actual spend.
VISITOR MAGAZINE	\$ 40,000	\$ 55,000	\$ 15,000	38%	Plans to distribute more in annual plan for 25-26.
SITE VISITS/MEDIA FAMS	\$ 25,000	\$ 50,000	\$ 25,000	100%	To add 2 new FAMS for writers/content creators.
MEDIA MISSION- TRAVEL	\$ 5,780	\$ 10,000	\$ 4,220	73%	Two domestic missions planned and 1 international in Toronto.
MEDIA WIRE PROMOTIONS	\$ 3,500	\$ -	\$ (3,500)	-100%	No opportunity for this; company no longer performs service.
INFLUENCERS ADVERTISING	\$ 50,000	\$ 60,000	\$ 10,000	20%	To add 1-2 additional influencers to plan for 25-26.
TRADESHOWS- MARKETING	\$ 24,200	\$ 32,000	\$ 7,800	32%	Add IPW for 25-26 because being held in Florida.
MAP PRINTING	\$ 7,500	\$ -	\$ (7,500)	-100%	Moved budget into collateral line for consolidation of print efforts.
COLLATERAL LEISURE PRINTING	\$ 28,000	\$ 40,000	\$ 12,000	43%	Map printing moved into this line.
COLLATERAL- CONVENTION SALES	\$ 5,000	\$ 5,000	\$ -	0%	
VIDEO PRODUCTION-LEISURE	\$ 51,000	\$ 100,000	\$ 49,000	96%	New focus on storytelling requiring more videos for 25-26.
PRINTING OF COMMUNITY BROCHURES	\$ 13,000	\$ 15,000	\$ 2,000	15%	
FREELANCE WRITERS	\$ 15,000	\$ 15,000	\$ -	0%	
PHOTOGRAPHY- LEISURE	\$ 40,000	\$ 50,000	\$ 10,000	25%	Demand for new photography; over budget in prior year and had to stop.
PHOTOGRAPHY/VIDEOS- CONVENTION SALES	\$ 54,000	\$ 50,000	\$ (4,000)	-7%	
PROMOTIONAL CONTESTS	\$ 7,500	\$ 7,500	\$ -	0%	
PROMOTIONAL OUTREACH EVENTS	\$ 150,000	\$ 200,000	\$ 50,000	33%	Includes London activation funding that will have to be paid in 25-26.
PROMOTIONAL ITEMS	\$ 30,000	\$ 40,000	\$ 10,000	33%	More outreach efforts in 25-26.
JAX ALE TRAIL	\$ 25,000	\$ 22,000	\$ (3,000)	-12%	PY included new signage.
SUBTOTAL MARKETING SERVICES	\$ 4,630,456	\$ 5,200,703	\$ 570,247	12%	
(iii) CONVENTION AND GROUP SALES					
ADMINISTRATIVE ALLOCATION	\$ 248,916	\$ 260,587	\$ 11,671	5%	
PROGRAM CONTINGENCY FEE	\$ 13,120	\$ 14,282	\$ 1,162	9%	
SALARIES/WAGES/BENEFITS	\$ 665,142	\$ 684,348	\$ 19,206	3%	

PROFESSIONAL DEVELOPMENT	\$ 20,200	\$ 23,000	\$ 2,800	14%	Added professional development for an employee that did not receive in PY.
OTHER STAFF EXPENSES	\$ 1,000	\$ 2,500	\$ 1,500	150%	VJ Logo'd apparel for sales managers.
POSTAGE/SHIPPING/OFFICE SUPPLIES	\$ 11,138	\$ 12,428	\$ 1,290	12%	Increased shipping costs for client development thank yous.
CONTINGENCY	\$ 5,000	\$ 1,000	\$ (4,000)	-80%	
IDSS DATABASE	\$ 35,850	\$ 36,350	\$ 500	1%	
ECONOMIC IMPACT CALCULATOR	\$ 11,475	\$ 11,750	\$ 275	2%	
TRAVEL, MEALS & ENTERTAINMENT - LOCAL- CONVENTION SALES	\$ 12,500	\$ 12,500	\$ -	0%	
INDUSTRY ASSOCIATION DUES- CONVENTION SALES	\$ 20,800	\$ 23,500	\$ 2,700	13%	
FAM TRIPS	\$ -	\$ 17,000	\$ 17,000	0%	To host a Planner Advisory Council FAM.
SITE VISITS - CONVENTION SALES	\$ 25,000	\$ 37,500	\$ 12,500	50%	
SALES MISSIONS & CLIENT EVENTS	\$ 29,850	\$ 43,000	\$ 13,150	44%	Increase due to thank yous for RFPs for client development.
TRAVEL/MEALS/ENTERTAINMENT - OOC- CONVENTION SALES	\$ 76,000	\$ 80,000	\$ 4,000	5%	Increasing travel costs.
TRADESHOW BOOTH SHIPPING/SUPPLIES	\$ 29,400	\$ 27,500	\$ (1,900)	-6%	
REGISTRATION FEES	\$ 92,500	\$ 96,705	\$ 4,205	5%	Increasing registration costs.
CO-OP CONVENTION CENTER	\$ 5,000	\$ 5,000	\$ -	0%	
SUBTOTAL CONVENTION AND GROUP SALES	\$ 1,302,891	\$ 1,388,950	\$ 86,059	7%	
(iv) CONVENTION GRANTS, SPONSORSHIPS & PROMOTIONS					
CONVENTION GRANTS	\$ 325,000	\$ 420,000	\$ 95,000	29%	Continue efforts to offer incentives during need periods with stadium down.
CONVENTION SPONSORSHIPS & PROMOTIONS	\$ 350,000	\$ 370,000	\$ 20,000	6%	Includes The Players sponsorship.
MARKETING SPONSORSHIPS & PROMOTIONS	\$ 50,000	\$ 100,000	\$ 50,000	100%	Provide additional marketing sponsorship opportunities.
SUBTOTAL CONVENTION GRANTS, SPONSORSHIPS & PROMOTIONS	\$ 725,000	\$ 890,000	\$ 165,000	23%	
TOTAL TOURISM SERVICES	\$ 8,013,603	\$ 8,913,603	\$ 900,000	11%	
PROGRAM CONTINGENCY FEE (ALLOCATED ABOVE TO DEPTS: DE, MKG, CS)	\$ 72,886	\$ 79,345			

Visit Jacksonville
FY 24-25 3rd Quarter Report + Upcoming Highlights

Visit Jacksonville Q3 Stats (2024-2025)



Quarterly Highlights:

- Hosted (3) Explorers Events – Silent Disco at the Jacksonville Beach Pier, Tunes & Blooms at the Jacksonville Zoo & Botanical Gardens, and a cocktail & appetizer class at Blue Bamboo.
- The Sales Team hosted (17) site visits.
- Client Event was held in Indianapolis for the practice day of the Indy 500 on May 19th for sports and fraternal planners.
- Sales team attended (7) tradeshow and conferences to promote Jacksonville for Sports and Meetings
- Celebrated National Travel & Tourism Week with a community service project, reception in the Downtown Visitor Center, and a behind the scenes tour for elected officials.
- Celebrated the 10th Anniversary of the Jax Ale Trail by co-hosting a mini beer trail and beer fest with the Jacksonville Brewing Alliance.

**Check out the
Flip Side for more!**



Visit Jacksonville Q3 Report

Quarterly Highlights:

- Placed stories in AAA, TravelPulse, ConventionSouth, The Palm Beach Post and WTSP Tampa Bay.
- Hosted a media mission in Montreal, meeting with three writers.
- Hosted 7 writers/content creator trips.
- Took Seymour Jax on the road to Fort Valley, Georgia to participate in the Georgia Peach Festival.
- Partnered with the City of Jacksonville Beach to co-host the Opening of the Beaches Sandcastle Building Competition and participate in the Opening of the Beaches Parade.
- Created and released the "Why is it the Flip Side of Florida?" video and the "Inside the Flip Side - Nature" video.
- Hosted a trails partner meeting to brainstorm ways to grow the trails.
- Ran a successful staycation contest with contributions to our Flip Side Faves.
- Developed an Asian American Pacific Islander Travel Guide and updated our Latino Travel Guide.



FY 25-26 Revised TDC Budget



Duval County Tourist Development Council Fiscal Year 2025 – 2026 Budget

CATEGORY	FY 25-26 BUDGET - Adjusted for Council Budget Hearing as of 08/22/2025	FY 25-26 BUDGET - Adjusted For TDC Approval 06/05/2025
REVENUE		
TDT Revenue as Projected by Budget Office	\$11,068,127	\$11,068,127
Transfer from Fund Balance (Revised to include MOCA \$500,000)	\$943,697	\$441,335
Interest	\$374,783	\$374,783
TOTAL REVENUE	\$12,386,607	\$11,884,245
EXPENSES		
Administration	\$336,354	\$333,992
Salaries + 5 Year Special Pay (\$426) + PT/OT (\$2)	\$182,326	\$177,028
Unfunded Pension Liability + Defined Contribution Costs + Disability	\$51,045	\$50,314
Employer Provided Benefits	\$19,857	\$20,609
Internal Services Charges	\$40,813	\$42,138
Insurance Costs & Premiums	\$675	\$794
Professional Services & Contractual Services	\$2	\$2
Other Operating Services (Auditors, Supplies, Dues, Etc.)	\$16,680	\$16,680
Professional Development & Training & Travel	\$2	\$2
Indirect Costs	\$24,954	\$26,425
Destination Experience	\$1,467,517	\$1,467,517
Visit Jax Contract*	\$1,433,950	\$1,433,950
STR & CoStar Subscriptions	\$33,567	\$33,567
Marketing Services	\$5,429,453	\$5,429,453
Visit Jax Contract*	\$5,200,703	\$5,200,703
FL First Coast Golf Contract	\$228,750	\$228,750
Convention & Group Sales	\$1,688,950	\$1,688,950
Visit Jax Contract*	\$1,388,950	\$1,388,950
Gator Bowl Sports - TaxSlayer Gator Bowl	\$300,000	\$300,000
Visit Jax Convention Grants, Sponsorships, Promotions Contract*	\$890,000	\$890,000
Planning & Research	\$100,000	\$100,000
Event Grants	\$1,390,000	\$1,390,000
Special Event Grants	\$1,150,000	\$1,150,000
ASA - Super Girl Surf Pro	\$240,000	\$240,000
Equestrian Center (H.O.R.S.E. Therapies Inc.) Grants Contract	\$20,000	\$20,000
Development (Revised to include MOCA \$500,000)	\$500,001	\$1
Contingency	\$1	\$1
Unallocated (Remaining to Spend)	\$564,331	\$564,331
TOTAL EXPENSES	\$12,386,607	\$11,884,245
* Total Visit Jax Contract - \$8,913,603 FY 25-26		
Combined total of Destination Experience, Marketing Services, Convention & Group Sales, and Convention Grants, Sponsorships, Promotions Contracts; Excludes Sports Tourism Contract		
Updated 08/22/25		

TDC Financial Report

Duval County Tourist Development Council

Financial Report - July 31, 2025

Summary of Amounts Remitted to Trust Fund

Collections				
Received In	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25
October	672,056.13	731,410.03	777,131.56	746,570.07
November	604,936.96	910,588.08	870,150.79	922,399.58
December	907,233.95	775,754.01	781,110.92	911,232.69
January	784,956.19	802,672.65	791,221.82	823,777.11
February	660,296.47	831,280.63	785,825.45	855,530.64
March	786,953.62	898,033.42	923,150.02	882,907.53
April	1,042,260.73	1,196,791.89	1,096,556.37	1,144,956.33
May	1,083,987.32	969,070.87	940,633.54	980,902.40
June	910,004.15	939,202.73	956,049.29	959,974.58
July	896,077.60	886,091.39	813,752.69	906,640.50
August	924,781.34	942,669.76	896,464.52	
September	817,772.71	779,666.00	771,697.24	
Totals	\$ 10,091,317.17	\$ 10,663,231.46	\$ 10,403,744.21	\$ 9,134,891.43

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending July 2025	\$ 10,803,053.19
12 months ending July 2024	10,457,918.21
Change over prior 12 months	\$ 345,134.98
Percentage change	3.30%

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

10 months ending July 2025	\$ 9,134,891.43
10 months ending July 2024	8,735,582.45
Change over prior year to date	\$ 399,308.98
Percentage change	4.57%

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

July 2025	\$ 906,640.50
July 2024	813,752.69
Change over prior year	\$ 92,887.81
Percentage change	11.41%

Comparison of Actual Collections to Average Revenues Received

Actual Collections, July 2025	\$ 9,134,891.43
Average Revenues to Budget, July 2025	8,798,081.99
Average Revenues Difference	\$ 336,809.44

Duval County Tourist Development Council

Financial Report - July 31, 2025

	FY 2024/25
(1) Tourism Marketing, Sales, Experiences and Promotion	
(A) Destination Services	\$ 1,385,817.00
Disbursements	(1,279,655.28)
Obligations: Visit Jacksonville Contract	(106,161.72)
Budgetary Balance Available	\$ -
(B) Marketing	\$ 4,757,956.00
Disbursements	(4,399,349.42)
Obligations: Florida's First Coast of Golf	-
Obligations: Visit Jacksonville Contract	(358,606.58)
Budgetary Balance Available	\$ -
(C) Convention and Group Sales	\$ 1,685,391.00
Disbursements	(1,579,218.75)
Obligations: Visit Jacksonville Contract	(106,172.25)
Budgetary Balance Available	\$ -
(D) Convention Grants, Sponsorships and Promotion*	\$ 725,000.00
Prior Year's Balances	705,877.30
Disbursements	(532,006.76)
Commitments	(80,137.74)
Budgetary Balance Available	\$ 818,732.80
(2) Planning and Research	\$ 100,000.00
Carryovers	97,500.00
Disbursements	(132,500.00)
Obligations: Strategic Market Analysis and Visitor Profile	(65,000.00)
Budgetary Balance Available	\$ -
(3) Event Grants	\$ 1,329,875.00
Carryovers	310,000.00
Disbursements	(1,046,875.00)
2025 UNF - FHSAA Track & Field Championships	(50,000.00)
2025 AAU Track and Field Primary National & Club Championships Special Event Grant	(80,000.00)
2025-2026 MOCA Cultural Tourism Promotion	(80,000.00)
2025 International Women's Cup Jax Special Event Grant	(80,000.00)
2025 Florida Fin Fest Special Event Grant	(60,000.00)
2025 Constellation Furyk & Friends Special Event Grant	(50,000.00)
2026 Jacksonville Spartan Weekend Special Event Grant	(80,000.00)
2026 Springing the Blues Festival Special Event Grant	(80,000.00)
Budgetary Balance Available	\$ 33,000.00

Duval County Tourist Development Council

Financial Report - July 31, 2025

(4) Development Account*	\$ 1.00
Prior Year's Balances	2,121,075.63
Disbursements	-
Budgetary Balance Available	\$ 2,121,076.63
(5) Contingency Account*	\$ 250,000.00
Prior Year's Balances	2,256,060.00
Disbursements	-
Obligations: International Flight Marketing	(1,000,000.00)
Obligations: Future Europe Flight	(500,000.00)
Budgetary Balance Available	\$ 1,006,060.00
(6) Promotion of the Equestrian Center*	\$ 13,600.00
Prior Year's Balances	8,910.05
Disbursements	(13,272.00)
Commitments	(2,500.00)
Budgetary Balance Available	\$ 6,738.05
Remaining to Spend in Accordance with TDC Plan - TDC Operations	\$ 644,544.00
Carryovers	1,724,326.98
Disbursements	(670,515.63)
Obligations: Visit Jacksonville Sports Tourism	(1,101,031.92)
Obligations: MOCA 100th Year Anniversary	(184.65)
Obligations: Visit Jacksonville UK Marketing Plan	(2,594.78)
Obligations: Visit Jacksonville UK Marketing Plan 2025	(275,000.00)
Obligations: Visit Jacksonville Unified Marketing Plan	(100,000.00)
Budgetary Balance Available	\$ 219,544.00
TDC Administrative Budget	\$ 320,134.00
Disbursements	(238,839.43)
Budgetary Balance Available	\$ 81,294.57
Tourist Development Special Revenue Fund*	
Prior Year's Balances	\$ 92,961.96
Disbursements	(49,249.98)
Obligations: Visitor Channel	(10,944.48)
Budgetary Balance Available	\$ 32,767.50

*Indicates accounts that carryforward each year

Informational Materials

2016-2025 MONTHLY TRENDS

Occupancy (%)

	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
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	66.8	64.3	70.1
2024	66.3	73.4	74.9	71.1	71.4	66.6	67.1	63.7	63.2	71.0	71.0	67.8	69.0
2025	66.8	72.6	74.9	69.5	69.7	65.5	69.2						
10 yr Avg	67.3	75.1	74.1	71.3	70.5	70.5	70.7	67.0	66.0	70.9	67.7	63.6	69.6

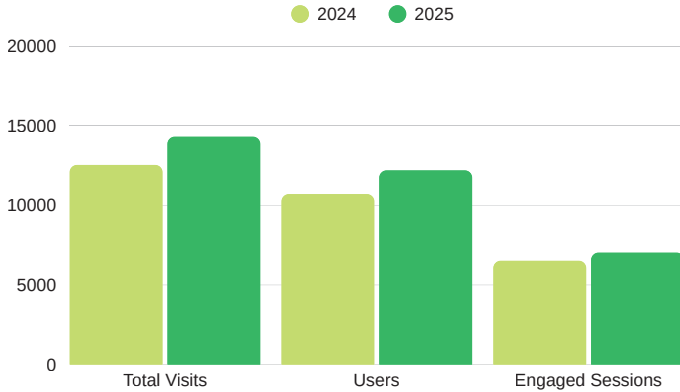
ADR (\$)

	January	February	March	April	May	June	July	August	September	October	November	December	Year Avg
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	\$111	\$112	\$117
2024	\$111	\$120	\$131	\$118	\$120	\$111	\$112	\$107	\$107	\$115	\$116	\$108	\$115
2025	\$113	\$119	\$132	\$121	\$121	\$112	\$113						
10 yr Avg	\$96	\$102	\$109	\$104	\$106	\$101	\$102	\$96	\$97	\$103	\$98	\$95	\$101

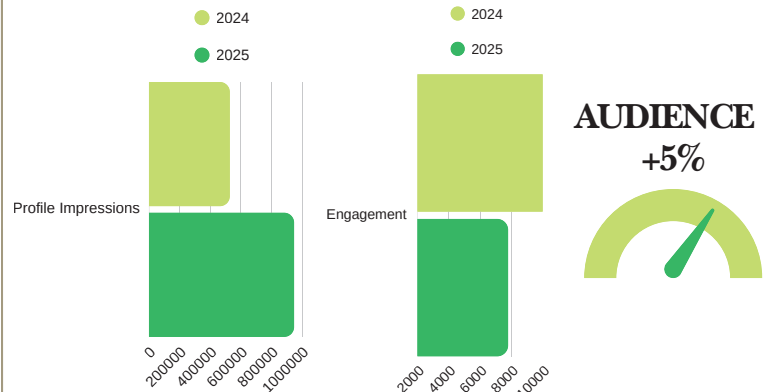
TDC Revenue/Collections

	January	February	March	April	May	June	July	August	September	October	November	December	Total Year
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	\$870,151	\$781,111	\$10,624,442
2024	\$791,222	\$785,825	\$923,150	\$1,096,556	\$940,634	\$956,049	\$813,753	\$896,465	\$771,697	\$746,570	\$922,400	\$911,233	\$10,555,554
2025	\$823,777	\$855,531	\$882,908	\$1,144,956	\$980,902	\$959,975	\$906,641						
Monthly Differential	\$32,555	\$69,705	\$40,242	\$48,400	\$40,269	\$3,925	\$92,888						
10yr Average	\$639,061	\$675,922	\$730,688	\$881,876	\$802,038	\$797,938	\$754,620	\$774,432	\$677,015	\$650,161	\$728,269	\$709,105	\$735,094

WEBSITE PERFORMANCE



SOCIAL PERFORMANCE



TOP GOLF TRAVEL MARKETS

CITY

1. New York
2. Orlando
3. Chicago
4. Atlanta
5. Jacksonville
6. Charlotte
7. Dallas
8. Miami
9. Raleigh
10. Ashburn

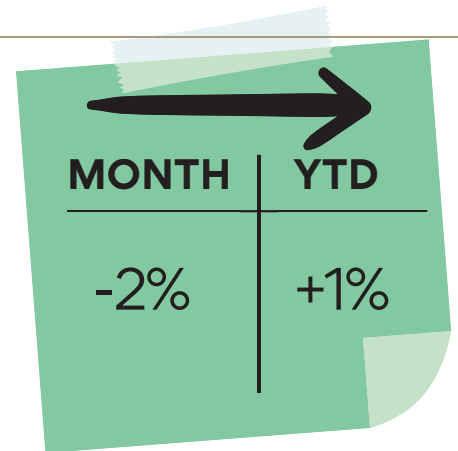
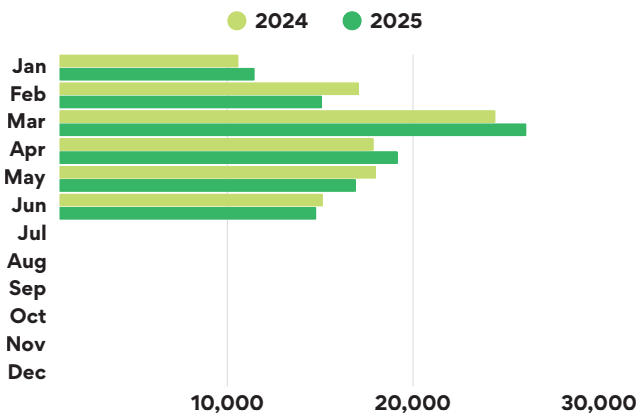
STATE

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

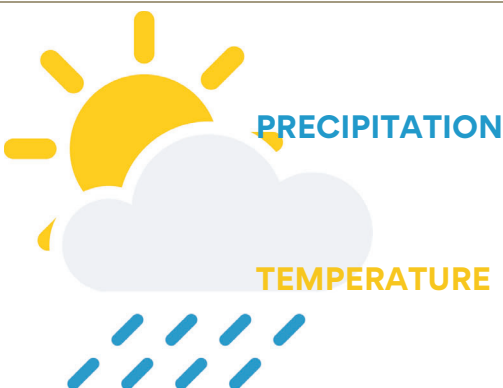
INTERNATIONAL

1. Canada
2. Puerto Rico
3. United Kingdom
4. Mexico
5. Ireland

TOURISM ROUNDS



CLIMATE



PRECIPITATION
MONTH SUM .11" YOY -.32"

TEMPERATURE
MONTH AVG 82°F YOY 0°F

EARNED MEDIA

