SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 **OPEN DATE: 8/30/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of contract execution with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) **NUMBER RECEIVED: (2)** **OTHER: (0)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:

Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville by $500,000.00 for the second year of the three (3) year term. Total revised expenditure amount not to exceed $1,365,611.00.

Funding Source: CCTD132TB-04904 – To be executed by formal contract amendment through the Office of General Counsel

Attachments: Recommendation Memo and Previous Awards

ANALYST: _____ Annette Burney

RESPECTFULLY SUBMITTED _____ GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Lillian Graning, Executive Director, Duval County Tourist Development Council

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(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)

ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Jacksonville
DUVAL COUNTY
Tourist Development Council

OFFICE OF THE CITY COUNCIL

Tourist Development Council
OFFICE: (904) 255-5505
FAX: (904) 255-5506
E-MAIL: tdc@coj.net

117 West Duval Street, Suite 260
2nd Floor, City Hall
Jacksonville, FL 32202

MEMORANDUM

TO: Gregory Pease, Chief of Procurement
Procurement Division

FROM: Lillian Graning, Executive Director
Duval Tourist Development Council

Contract: Tourist Information Bureau Services Contract #7393-16

SUBJECT: **Request for Contract Amendment for Visit Jacksonville Tourist Bureau Services Contract #7393-16- Fourth Amendment**
Award for ESC-0575-17 TDC Plan Component of Tourist Bureau Services

DATE: **September 26, 2019**

The TDC is requesting, per the action taken at the TDC Meeting of June 6th, 2019, to increase the maximum indebtedness, clarify reversion of property expectations at end of contract, and adjust overhead payment schedule for the Visit Jacksonville Tourist Information Bureau Services Contract # 7393-16- Third Amendment to:

Contract	Increase Amount	Maximum Indebtedness	Index Code	Subobject
Tourist Bureau	$500,000.00	$1,365,611.00	CCTD132TB	04904

Attachments:
TDC Minutes-June 6th, 2019

OFFICE OF THE CITY COUNCIL

Tourist Development Council
OFFICE: (904) 255-5505
FAX: (904) 255-5506
E-MAIL: tdc@coj.net

117 West Duval Street, Suite 260
2nd Floor, City Hall
Jacksonville, FL 32202

MEETING MINUTES

TOURIST DEVELOPMENT COUNCIL MEETING
Council President Aaron L. Bowman, TDC Chairman
Thursday, June 13, 2019
1:30 P.M.
117 West Duval Street
City Hall, First Floor
Lynwood Roberts Room

Call to Order

- **Roll Call**

City Council President Aaron Bowman, Board Chairperson - EXCUSED
City Council Vice President Scott Wilson, Board Vice Chairperson
City Council Member Lori N. Boyer, Board Member
Steven Grossman, Board Member
Kirit Patidar, Board Member - EXCUSED
Craig Smith, Board Member (Arr. 1:32pm)
Dawn Southworth, Board Member
Jeffrey Truhlar, Board Member

Lillian Graning, TDC Executive Director
Sarah Maples, TDC Administrator
Kim Taylor, Assistant Council Auditor
Julia Davis, Office of General Counsel

Meeting Convened: 1:31 pm **Meeting Adjourned: 3:09 pm**

Introduction

Council Vice President Scott Wilson led the introductions and then opened the meeting for public comments on any of the scheduled voting items.

Public Comments (Voting Items)

There were no public comments.

I. Approval of Minutes

Ms. Lillian Graning, TDC Executive Director, requested one correction to the May 9, 2019 meeting minutes: on Page 4, under "Visit Jacksonville Year 3 Plans, Marketing Deliverables" the "component 11(2)" should be changed to "component 10(2)".

Motion (Boyer, Southworth 2nd): Approve minutes as amended; **approved 6-0.**

II. TDC Financial Report

Kim Taylor, Assistant Council Auditor

Ms. Taylor, Assistant Council Auditor, provided the financial report as of May 31, 2019. Total revenue collected so far this year: $5,663,896. Collections from the past 12 months, ending May 2019, are 3.07% higher than the 12 months ending May 2018. Overall collections so far for the fiscal year, however, are below the average revenue compared to the budgeted amount, with a current shortfall of approximately $187,903. Due to the move of THE PLAYERS championship from May to March this year, it is expected that May collections will also be down from historical averages. In response to a question from CM Boyer, Ms. Graning elaborated on revenue trends, stating that the TDC is likely to see a shortfall that slightly exceeds the $500,000 reserve set aside for this contingency. Ms. Taylor explained that there may be some buffer in other accounts which have not been fully expended at the end of the year, but that reducing the amount of funds allocated to the contingency and development account may be another potential course of action.

Ms. Taylor continued with the financial report, summarizing TDC accounts where there were remaining funds: Convention Sales - a CVB grant balance from all years of $20,526.59; Development and Planning - $35,000; Equestrian Center Promotion - $20,000; TDC Budget Reserve - $500,000; Administrative Budget - $192,950.42; Tourist Development Special Revenue Fund - $11,303 (reflecting the FSU vs. Boise grant and part of the Motocross grant awarded at the previous meeting); Development Account (requiring further City Council action) - $3,341,075; Contingency Account (requiring further City Council action) - $2,263,000.

Mr. Grossman suggested that sometime in July the TDC be provided with the latest projections and, if there is still a shortfall, that a plan to shift money be developed so that they have a plan to review in August.

III. Market Report

Ms. Graning repeated the projected revenue and briefly discussed occupancy data. In response to a question from CM Boyer regarding the historic occupancy trends, Ms. Graning confirmed that the market data was a better indicator of activity trends than the revenue data, due to the revenue posting

lag, and that September, December, and January are historically low months for the city. CM Boyer encouraged the TDC to focus on incentivizing those historical down times and to consider that when reviewing grant applications.

Ms. Southworth recommended that the same consideration be given to convention grants as well, to ensure that use of those funds was being maximized. CM Boyer agreed that an approach that offers more money in low periods and less in high times would be worth considering; Mr. Truhlar stated that length of stay was also important and should be considered. Jeanne Bothwell, Visit Jacksonville Director of Sales, stated that Visit Jacksonville considers length of stay, date of arrival, pace of bookings, economic impact, areas of the city the event will touch, and other factors before recommending convention grants. Ms. Graning stated that being more intentional about grants was certainly possible, and having specific goals and targets would facilitate that.

IV. Travel Plan Changes

Sarine Wiechens, Visit Jacksonville Chief Operating Officer, presented three changes to the Visit Jacksonville travel plan for TDC approval, all of which would use remainder funds from previously approved trips:

- XSITE Naples, September 2019, Total trip cost: $2,650
- AAU National Sports, September 2019, Total trip cost: $2,775
- Jacksonville Chamber Destination Downtown Buffalo, July 2019, Total trip cost: $2,700

Motion (Grossman, Truhlar 2nd): Approve changes. **Approved 6-0.**

VP Wilson suggested there may be a way to condense the agenda by not having these changes presented to the TDC at each meeting. Ms. Graning requested the TDC consider giving the Executive Director authority to approve travel plan adjustments, provided the changes align with the approved strategy, and would then provide a report to TDC of the approved changes. CM Boyer stated that she would be supportive of the Executive Director approving trips within the TDC approved travel budget, as long as the trips were tourism-related and not business development-related, such as Jacksonville Chamber Destination Downtown Buffalo trip. Ms. Graning stated that she would compare any requested changes to the TDC-approved Visit Jacksonville deliverables to ensure that they aligned. All board members were supportive.

V. Visit Jacksonville Year 3 Revised Plans

Ms. Wiechens presented the Visit Jacksonville Year 3 plans. Ms. Graning confirmed that the presented plans incorporated the changes approved in the previous meeting. No vote was required to reapprove the plans.

VI. Visit Jacksonville Budgets

Ms. Wiechens presented the budgets for the Visit Jacksonville Convention Sales and Services ($2,074,000—plus $36,000 for STR Reports and $140,000 for convention grants from TDC budget for total $2,250,000 for CSS plan component), Marketing ($2,847,622), and Tourist Bureau ($500,000) contracts. Adjustments within line items were made to accommodate increased costs in areas such as added services and employee healthcare, which required reductions in other areas. Additional changes

included: removing research employee salary costs from the administration portion of the budget and split the costs between all three contracts; keeping the facility rent for Visit Jacksonville's office flat, with an added buffer to account for the possibility of having to physically move locations at the end of the lease (April 2020); a reduced interest expense; a shift between line item categories within the marketing budget, per the TDC Executive Director's guidance, to better align with the contract; adding funds in the Tourist Bureau budget to account for staffing and operating the mobile visitors center.

Mr. Grossman requested, in future, a report from the Executive Director accompanying any action items, explaining the item and her recommendation so that the TDC has that information to consider prior to the meeting. Ms. Graning stated that she had discussed a format with General Counsel that would quantify funds required for an action, a summary, and staff recommendation on any voting item to be circulated with the agenda. CM Boyer requested that this document should include any concerns or issues that the TDC should be aware of.

In response to a question from CM Boyer on how the staffing projections compared to the RFP, Ms. Graning stated that they were the same, with some adjustment of titles. CM Boyer expressed concern that the TDC did not have enough information to determine if they wanted to move funds between contracts in order to get a better return on investment. Ms. Graning stated that she felt it was too early to have data to effectively determine that, but that she was working with Visit Jacksonville to gather data to better evaluate that.

CM Boyer also stated that an initial concern with the original RFP was the ratio between overhead and other expenses. She expressed concern over any increase in rent for Visit Jacksonville's office and that, with the visitors' center relocating, there wasn't a reason why Visit Jacksonville's offices need to continue to be located downtown and that any funds from reduced overhead costs could be reinvested in marketing or opportunities. Additionally, she stated that providing any required furniture and fixtures for the new visitors' center should be a city expense and should be funded through the development account, as opposed to from Visit Jacksonville funds, as they are capital improvements to a city facility. Ms. Graning confirmed that Visit Jacksonville's budget only reflected funds for the technology required to equip the new downtown visitors' center but did not included funds for furniture or fixtures.

Motion (Grossman, Smith 2nd): Approve all three contract budgets as presented. **Approved 6-0.**

VII: <u>Visit Jacksonville Year 3 Travel Plan</u>

Ms. Wiechens stated that the Year 3 travel plan was consistent with the Year 2 approved travel plan, with a few additions. Ms. Graning stated that she felt it was important to present the travel plan now because of the budget approval timeline, but there would be flexibility to adjust it in the future.

Motion (Grossman, Truhlar 2nd): Approve Visit Jacksonville Year 3 Travel Plan as presented. **Approved 6-0.**

VIII. <u>Dalton Year 3 Media Placement Plans & Recommendations</u>

Ms. Carly Bauer, Vice President of Media at the Dalton Agency, presented highlights of the media plan for the marketing contract. The plan will continue to focus on three primary target audiences (active/outdoor, history/culture/arts, and sports, with a secondary focus on culinary) and traditional geographic markets, which include the southeastern US, with additional media in ancillary markets with identified growth potential (NY, Chicago, Philadelphia, DC, Dallas, and Houston). The tactics that have been successful in the past, such as paid social media, paid search, and native advertising, will continue

to be emphasized. There has been a reduction in past years in print/publications in order to increase digital and this will continue, specifically impacting direct flight market strategy this year, with funds for those outlets being reallocated from in-flight magazines to run on Facebook instead. Additionally, YouTube will be tested as a new partner, travel sites (TripAdvisor) will continue to be used, and Adara will be employed as a tech partner and to reach the bleisure audience. From a local market perspective, recommend campaigns in Atlanta and Charlotte; previous campaigns have shown a 137% increase in Atlanta site traffic and a 73% increase in Charlotte. Digital media will represent 65% of total budget, 16% cable, 7% radio, 5% outdoor, print 4%, with 3% set aside as a contingency as in the past for emerging opportunities.

CM Boyer expressed concern at the emphasis on targeting of football fans, as the category is sports and outdoors, which is very different than just football. She expressed concern that the focus on sports does not appear to include motocross, kayaking, and similar activities. CM Boyer continued that, given the large amount of city money going to support the Jaguars from other departments and the infrastructure that football already has to promote them, she felt TDC should spend the money to make tourists aware of other sports. Mr. Smith stated that bang for the buck needs to be considered when comparing football to kayaking and boat racing. CM Boyer agreed with Mr. Smith, but reminded the TDC that, in addition to the marketing efforts, TDC also supports football through grants, such as with the Gator Bowl, and the TDC should consider all the funding aspects to determine where there is duplication.

Ms. Graning stated that data is helpful in guiding those investment strategies and the TDC does not currently have the data to determine whether the sailing community, for example, might be a better value than football. She expressed that the data that TDC currently had is all based on paid performance, and TDC needs data that is gained independent of any investment. She stated that TDC will be represented in the future with opportunities to pursue that data and, once it has been acquired, will be better able to determine where the value is and what the best investment is.

Ms. Katie Mitura, Visit Jacksonville's Vice President of Marketing & Communications, clarified that nature and waterways-related activities fall under the active outdoors marketing category, not the sporting events category. Ms. Graning stated that they have historically been together, but it may be beneficial to separate those categories out. CM Boyer expressed support for the current plans and the plan to gather more data but believed TDC should consider investing in fledgling opportunities in order to develop non-traditional markets. Mr. Grossman agreed, but stated that the efforts to do that within the city were not well-coordinated and that TDC may not have the resources to create markets but could play a role in influencing them.

In response to a question from Ms. Southworth about why we targeted cities and football games where the fans were already going to travel, Ms. Mitura and Mr. Brian Kinkade, Vice President of Account Services for the Dalton Agency, explained that some games were already sold out or had other mitigating factors, such as weather, and it was not beneficial to expend resources on marketing to fans of those games.

Motion (Boyer, Smith 2nd): Approve the marketing media plan, with caveat that, if Dalton or Visit Jacksonville want to make changes based on data or new information that make shifts appropriate, the TDC Executive Director can approve those changes. **Approved 6-0.**

Ms. Bauer continued with an overview of the Convention Sales and Services plan. The plan includes a decreased focus on print and an increased focus on conferences and tradeshows for key markets for corporate meetings and associations, to include medical, financial, manufacturing, military, and fraternal

categories. One tactic that has performed well is mobile geo fencing, which has produced huge spikes in site traffic, so that will continue. Paid search has also been a strong performer and will continue. Facebook will be tested for the first time.

Ms. Graning stated that she was working with Ms. Bothwell to look at target markets/segments and how to more comprehensively employ the ad schedule to support city-wide efforts to bring visitors to the city.

Motion (Boyer, Grossman 2nd): Approve CSS media plan, with caveat that, if Dalton or Visit Jacksonville want to make changes based on data or new information that make shifts appropriate, the TDC Executive Director can approve those changes. **Approved 6-0.**

IX. Old Business:

Ms. Graning introduced the topic of the contingency and development funds, as requested by CP Bowman at the previous meeting, and how the TDC would like to approach those accounts, with regards to strategic use, a potential cap or percentage of revenue, and/or other guidance.

CM Boyer provided an update on the light/sound show: JTA has agreed to fund the lighting on the Acosta bridge, the city is a doing an independent waterfront bulkhead project on the riverfront at the Performing Arts Center, and the TDC funds previously allocated to the projection element on the CSX building is proceeding, Friendship Fountain element is moving forward. She stated that the detail on the light show budget was not yet available, and anticipated a request for those funds from the development account coming in front of TDC within the next six months to a year. She also anticipated that there may be a request for more funds to furnish the new downtown visitors' center and that both of those costs would come from the development account. Additionally, she explained that the contingency fund was intended to be used for large, unexpected events that had the potential for significant impact. She felt that, if the TDC was not going to proactively seek out and recruit significant opportunities, such as one similar to Asheville's Summer of Glass or Country Music SuperFest, in accordance with the plan then she thought it was appropriate to cap the fund amounts. Ms. Graning stated that there could be opportunities to pursue and invest in those types of events going forward. VP Wilson stated that he had talked to Michael Corrigan, Visit Jacksonville President and CEO, about some potential opportunities.

Mr. Truhlar brought up the recent events with Visit Florida and how TDC could use these funds to offset a response to that. Ms. Graning stated that Visit Florida had a variety of marketing options offered to everyone, as well as additional higher profile buy-in options, but that she felt their greater value was the opportunity to leverage funding for opportunities that couldn't be accomplished alone, such as data and shared advertising campaigns. Ms. Graning stated that she felt that TDC funds had largely been used reactively and could foresee, if TDC developed a strategy, it being used in the future to fund a multi-year plan that could fill whatever gap might develop from Visit FL's contraction.

X. New Business:

None

Closing Consideration

TDC dates for the 2019-2020 will be announced at a later date.

Sarah Maples, Tourist Development Council
904-255-5505
Posted 06.21.19 5:00pm

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 **OPEN DATE: 8/30/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of contract execution with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) **NUMBER RECEIVED: (2)** **OTHER: (0)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville by $100,000.00 for the purchase of a mobile visitors center and enhancements. Total revised not to exceed expenditure amount is $865,611.00.

Funding Source: CCTD132TB-04904 – To be executed by formal contract amendment through the Office of General Counsel

Attachments: Recommendation Memo and Previous Awards

ANALYST: Annette Burney **RESPECTFULLY SUBMITTED** GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Lillian Graning, Executive Director, Duval County Tourist Development Council

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 5/23/19

OTHER:

ACTION OF AWARDING AUTHORITY DATE 28 May 2019

APPROVED ✓ DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 OPEN DATE: 8/30/2017

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of contract execution with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) NUMBER RECEIVED: (2) OTHER: (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Vis Jacksonville by $400,000.00 for the initial three (3) year period. Total revised not to exceed expenditure amount is $765,611.00

Funding Source: CCTD132TB-04904 – To be executed by formal contract amendment through the Office of General Counsel

Attachments: Recommendation Memo and Previous Awards

ANALYST: Annette Burney **RESPECTFULLY SUBMITTED** GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Annette R. Hastings, Executive Director, Duval County Tourist Development Council

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 9/20/18

OTHER:

ACTION OF AWARDING AUTHORITY DATE 25 SEP 2018

APPROVED ✓ DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17

OPEN DATE: 8/30/2017

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

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AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) NUMBER RECEIVED: (2) OTHER: (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville by $100,000.00 for the initial three (3) year period. Total revised not to exceed expenditure amount is $365,611.00

Funding Source: CCTD132OP-04904 – To be executed by formal contract amendment through the Office of General Counsel

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

ANALYST: Annette Burney

RESPECTFULLY SUBMITTED

GREGORY PEASE, CHIEF
PROCUREMENT DIVISION

CONCURRENCE BY: Annette R. Hastings, Executive Director, Duval County Tourist Development Council

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 4/26/18

OTHER:

ACTION OF AWARDING AUTHORITY DATE 4/30/18

APPROVED ✓ DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17

OPEN DATE: 8/30/2017

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of contract execution with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) NUMBER RECEIVED: (2) OTHER: (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville by $29,361.00 for the initial three (3) year period. Total revised not to exceed expenditure amount is $265,611.00.

Funding Source: CCTD132OP-04904 – To be executed by formal contract through the Office of General Counsel

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

ANALYST: Annette Burney

RESPECTFULLY SUBMITTED For GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Annette R. Hastings, Executive Director, Duval County Tourist Development Council

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 2/15/18

OTHER:

ACTION OF AWARDING AUTHORITY DATE 2/22/2018

APPROVED ✓ DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 OPEN DATE: 8/30/2017

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of executed contract with two (2) 2-year and one (1) 5-year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) NUMBER RECEIVED: (2) OTHER: (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval of award to the highest ranked bidder, Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville to provide Tourist Bureau Services for the City of Jacksonville. Period of service is from three (3) years from date of executed contract in the total expenditure amount of $236,250.00

Funding Source: CCTD132OP-04904 – To be executed by formal contract through the Office of General Counsel

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

ANALYST: _____ Annette Burney

RESPECTFULLY SUBMITTED _____ for GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Anna Lopez Brosche, Chair, Duval County Tourist Development Council

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 12/11/17

OTHER: _____

ACTION OF AWARDING AUTHORITY DATE 12/12/17

APPROVED X DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN: TOURIST BUREAU SERVICES

BID #: ESC-0575-17 OPEN DATE: 8/30/2017

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

TERM AND BASIS OF CONTRACT: Service Contract – Three (3) years from date of executed contract with two (2) one (1) year renewal options.

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (19) NUMBER RECEIVED: (2) OTHER: (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to allow the Tourist Bureau Services Evaluation Committee to conduct an interview with the highest ranked bidder, Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville in accordance with the specifications. Per Section 2.6B of the specifications, bidders must score a minimum of 65 out of 90 on the written response in order to be shortlisted for interviews. Bold City Tours LLC did not meet the minimum score requirement, and therefore will not be interviewed.

1. Jacksonville and the Beaches Convention and Visitors Bureau, d/b/a Visit Jacksonville
2. Bold City Tours

Attachments: Recommendation Memo, Scoring Sheets and Evaluation Criteria

ANALYST: Annette Burney **RESPECTFULLY SUBMITTED** GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Anna Lopez Brosche, Chair, Duval County Tourist Development Council

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING Ø DATE: 11/30/17

Annette R. Hastings OTHER:

Jesse R. Eichner

ACTION OF AWARDING AUTHORITY DATE 12/4/17

APPROVED X DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION Anna Lopez

Visit Jacksonville Annual Plan Year 3

TOURIST BUREAU

This document is to be used in collaboration with the Year 3 Evaluation document which provides the details of the actions Visit Jacksonville will take in Year 3 to execute the Strategies provided below.

Components

1. Improve Engagement through Visitor Centers.
2. Develop, Leverage and Maintain Comprehensive Listings.
3. Update and Expand Assembly of Information.

Market Indicators

- An annual 5% increase in the total visitors to all centers except the Beaches Visitor Center at a minimum of 10,000.
    - Year 3 Goals: Airport: 173,422; Beaches: 10,000; Downtown: 29,983; Visit Florida: 120,137
- An annual 5% increase in the total in-person visitors at all centers combined.
    - Year 3 Goal: 340,079

COMPONENT 1: Improve Engagement through Visitor Centers.

Strategies to Achieve this Component in Year 3:

1. Staff all visitor centers and outreach as required per contract.
2. Increase the number of visitors to each center.
3. Improve training of staff knowledge of the area and customer service skills.
4. Increase interactive experiences within the downtown center.
5. Relocate the downtown visitor center to the Times Union Center.
6. Implement a Mobile Visitor Center.

COMPONENT 2: Develop, Leverage and Maintain Comprehensive Listings.

Strategies to Achieve this Component in Year 3:

1. Maintain a complete and comprehensive database system available to the public through the Visit Jacksonville website.

COMPONENT 3: Update and Expand Assembly of Information.

Strategies to Achieve this Component in Year 3:

1. Provide the Marketing team with the data and information required to ensure all guides and publications are current and complete.

Year 3 Evaluation – Tourist Bureau

Date: Click here to enter text.	
Reviewer Name: Click here to enter text.	**Overall Grade:** Click here to enter text.

Deliverable	Quality Assessment	% Completed
Component 1: Improve Engagement through Visitor's Centers		
1. Staff all Visitor Centers and outreach per contract. a. Provide 50 hours staffing at each location. b. Staff Mobile Visitor Center a minimum of 10 hours per week around event happenings in Jacksonville. c. Provide a staffed booth at: I. Jacksonville Jazz Festival II. Florida/Georgia football game (potentially at I-95 & I-75 welcome centers) III. TaxSlayer Bowl IV. TPC	Click here to enter text.	Click here to enter text.
2. Increase the number of visitors to each center. a. Add 4 additional locations to the TRIP program. b. Add photos of centers in Google once certified as verified location through Google audit. c. Request Google reviews through signage in centers from visitors once certified as verified location through Google audit. d. Implement the Waze platform to draw additional visitors from those using the app. e. Install wayfinding signage downtown and at the beaches. f. Install signage on I-95. g. Deploy a social media campaign to promote visitor center awareness. h. Partner with event production organizations by providing a strategic physical presence at the following: I. Art Walk Downtown: promotion of downtown night activity through partnership with local artists. II. Art Walk Beaches: promotion of arts in the Beaches community III. Proton Center: provide patients receiving medical treatment and their families with them with options while here	Click here to enter text.	Click here to enter text.

IV. Airport Tradeshow: partner with JIA to locate tourism attractions to participate in tradeshow including ourselves- 12 total. V. Parklet Day: partner with Downtown vision to showcase businesses in downtown Jacksonville. VI. North Pole Express: partner with Beaches Museum event. VII. Beaches Opening Parade: promotion of Jacksonville options to beaches community VIII. Spartan: provide sports participants with additional options while in Jacksonville IX. Fishing at Visit Florida: partner with Visit Florida for fishing themed trade show. X. Beaches Hospitality Network: partner with Beaches Leader for promotion of beaches tourism businesses. XI. Beaches Art Fest: promotion of arts in the Beaches community XII. Other TDC sponsored marketing, special and signature grant events (conditional upon grantee approval and/or modification of the grant applications to include this as a requirement of accepting the grant).		
3. Improve training of staff knowledge of the area and customer service skills. a. Require front line employees to utilize the FLEAP program to enhance training. b. Host 3 nearby tourism businesses or attractions for the Downtown and Beaches center to make presentations to visitor center staff to increase knowledge on attractions. c. Feature a "Staff's Favorite Picks" display in centers using Only in Jax locations that are recommended by VJ staff. d. Develop and implement a questionnaire for one secret shopper per quarter per location and use the results to provide training eblasts to staff. e. Demonstrate once per year the skillset and knowledge of TB staff to TDC members. f. Ensure staff training includes the following: i. Suggested day tours by geographic areas of the City and subject areas of interest.	Click here to enter text.	Click here to enter text.

ii. Recommendations of enhanced experiences surrounding existing attractions. iii. Packaged tourist attractions and events to increase tourist awareness and enhance the experience.		
4. Increase the Interactive Experiences within the Visitor Centers a. Feature a quarterly interactive display in the downtown center with tourism partners use of center space. b. Host 3 guest speakers in downtown center representing attractions or products coinciding with major events.	Click here to enter text.	Click here to enter text.
5. Relocate the Downtown Visitor Center to the Times Union Center a. Plan, coordinate and implement the move of the facility. b. Develop a versatile center layout to accommodate events at the center and leverage the space to draw awareness to visitor information.		
Component 2: Develop, Leverage and Maintain Comprehensive Listings		
1. Maintain a Complete and Comprehensive Database System Available to the Public through the Visit Jacksonville Website. a. Report quarterly to the TDC the new business openings and business closings within the area. b. Maintain an accurate listing of new hotel developments. c. Obtain monthly report from the Tax Collector's Office of the local business receipts issued for new businesses to scan for any tourism related openings. d. Obtain notifications from the Chamber of Commerce on new business coming to Jacksonville.		
Component 3: Update and Expand Assembly of Information		
1. Provide the Marketing Team with the Data and Information Required to Ensure all Guides and Publications are Current and Complete. a. Build a master listing of all current information available in iDSS segmented by the following categories: running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks/boat ramps/non-		

motorized launches/waterfront facilities accessible to those on the water; other maps and guides for which tourists search. b. Reflect all information from the master listing on the website to ensure accuracy. c. If any segments listed above are missing, focus on assembly of all available data for that subject matter. Provide data to Marketing for their use. d. Provide research and technical support for Marketing team projects for the community. e. Provide data regarding the kiosk usage at the Beaches and Zoo locations to make a recommendation to the TDC regarding additional kiosk cost/benefit. f. Perform database cleansing.		
Market Indicators:		
Increase in Visitors to Each Centers *An annual 5% increase in the total visitors to each center except the Beaches Visitor Center at a minimum of 10,000.* *Airport: 173,422* *Beaches: 10,000* *Downtown: 29,983* *Visit Florida: 120,137*	Click here to enter text.	Click here to enter text.
Increase in Visitors to All Centers *An annual 5% increase in the total in-person visitors at all centers combined.* *Year 3 Goal: 340,079*	Click here to enter text.	Click here to enter text.

Verification of Review	
By signing this form, you confirm that you have discussed this review and it has been presented to TDC members in its entirety. **Signing this form does not necessarily indicate that you agree with the evaluation.*	
Visit Jacksonville Signature:	**Date:**
TDC Executive Director Signature:	**Date:**
TDC Chair Signature:	**Date:**

VISIT JACKSONVILLE
TOURIST INFORMATION BUREAU BUDGET
FY 2019 - 2020

DESCRIPTION	18-19 BUDGET	19-20 BUDGET	OVER/(UNDER)	% OVER/(UNDER)
OVERHEAD COSTS - VISIT JACKSONVILLE ADMINISTRATION:				
SALARIES/WAGES/BENEFITS	$ 40,090	$ 34,206	$ (5,884)	-15%
FACILITY RENT	$ 17,073	$ 18,089	$ 1,016	6%
INFORMATION TECHNOLOGY	$ 3,160	$ 3,641	$ 481	15%
OFFICE EXPENSES	$ 4,123	$ 4,314	$ 191	5%
PROFESSIONAL SERVICES	$ 660	$ 720	$ 60	9%
INSURANCE	$ 911	$ 949	$ 38	4%
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	$ 791	$ 577	$ (214)	-27%
TRAVEL, MEALS & ENTERTAINMENT - OOC	$ 2,145	$ 2,591	$ 446	21%
INDUSTRY ASSOCIATION DUES	$ 1,852	$ 1,993	$ 141	8%
INTEREST EXPENSE	$ 900	$ 60	$ (840)	-93%
SUBTOTAL	$ 71,705	**$ 67,139**	$ (4,566)	-6%
STAFFING COSTS - TOURIST INFORMATION BUREAU:				
SALARIES/WAGES/BENEFITS	$ 255,751	$ 316,475	$ 60,724	24%
SUBTOTAL	$ 255,751	**$ 316,475**	$ 60,724	24%
VISITOR CENTER EXPENSES:				
OPERATING EXPENSES:	$ 20,000	**$ 30,800**	$ 10,800	54%
VISIT FLORIDA OPERATING EXPENSES		$ 100		
SPONSORSHIPS/PROMOTIONS		$ 1,000		
BEACHES OPERATING EXPENSES		$ 5,500		
AIRPORT OPERATING EXPENSES		$ 3,000		
DOWNTOWN OPERATING EXPENSES		$ 10,000		
TRIP PROGRAM OPERATING EXPENSES		$ 1,200		
MOVING EXPENSES		$ 5,000		
WAZE PLATFORM		$ 5,000		
OTHER OPERATING EXPENSES:				
BROCHURE DISTRIBUTION & VISITOR MAGAZINE STORAGE	$ 4,500	$ 10,000	$ 5,500	122%
VISIT FLORIDA (WELCOME CENTER BROCHURE DISPLAY/OTHER MEMBERSHIP)	$ 2,700	$ 2,700	$ -	0%
VISITOR CENTER TRAINING	$ 3,000	$ 5,000	$ 2,000	67%
TRAVEL/MEALS/REGISTRATION FEES - OOC	$ 2,000	$ 3,645	$ 1,645	82%
TRAVEL/MEALS - LOCAL	$ 3,000	$ 3,000	$ -	0%
SUPPLIES	$ 6,344	$ 2,000	$ (4,344)	-68%
MOBILE VISITOR CENTER OPERATING	$ -	$ 15,900	$ 15,900	#DIV/0!
FUEL		$ 4,000		
PARKING		$ 2,400		
MATERIALS		$ 4,000		
MAINTENANCE		$ 1,500		
INSURANCE		$ 4,000		
SUBTOTAL	$ 41,544	**$ 73,045**	$ 31,501	76%
COMPREHENSIVE LISTINGS/ASSEMBLY OF INFORMATION/DATABASE:	$ 31,000	$ 35,000	$ 4,000	13%
SUBTOTAL	$ 31,000	**$ 35,000**	$ 4,000	13%

TOTAL TOURIST BUREAU	**$ 400,000**	**$ 491,659**		
Airport Income Received	$ 46,422	$ 47,272		
Airport Income Distributed to TDC	$ (46,422)	$ (47,272)		
CAPITAL:	$ 100,000			
Furnishings and technology needs for new Visitor Center		$ 8,341		
TOTAL TOURIST BUREAU:	**$ 500,000**	**$ 500,000**	**$ -**	**0%**

Account	Category	FY18-19 Budget	FY19-20 Proposed	Base Change YOY	MAYOR'S OFFICE + CITY COUNCIL	Account Balance
		Baseline Budget Components				
		Expenditures				
CCTD132AD	**Administration**	**$323,551**	**$359,527**	**$35,976**	**$412,170**	
	Salaries	$181,030	$191,050	$10,020	$191,050	
	Pension Costs	$40,084	$44,557	$4,473	$20,440	
	Employer Provided Benefits	$16,604	$20,663	$4,059	$22,036	
	Internal Services Charges	$48,276	$57,354	$9,078	$70,377	
	Insurance Costs & Premiums	$350	$476	$126	$812	
	Professional and Contractual Services	$3,164	$3,164	$0	$3,155	
	Other Operating Services	$27,094	$28,365	$1,271	$28,367	
	Indirect Costs	$6,949	$13,898	$6,949	$75,933	
CCTD132TB	**Tourist Bureau**	**$500,000**	**$500,000**	$0	**$500,000**	
	VJ TB Contract	$400,000	$500,000	$100,000	$500,000	
	Capital	$100,000	$0	-$100,000	$0	
CCTD132MA	**Marketing**	**$3,100,000**	**$3,100,000**	$0	**$3,100,000**	
	VJ Marketing Contract	$2,847,622	$2,847,622	$0	$2,847,622	
	FL First Coast Golf Contract	$152,378	$152,378	$0	$152,378	
	Marketing Grants	$100,000	$100,000	$0	$100,000	
CCTD132CON	**Convention Sales & Services**	**$2,250,000**	**$2,233,587**	-$16,413	**$2,250,000**	
	VJ CSS Contract	$2,066,570	$2,066,570	$0	$2,074,000	
	STR Report Subscription	$13,430	$17,017	$3,587	$36,000	
CCTD132CON / CCTD136CG	Convention Grants	$170,000	$150,000	-$20,000	$140,000	$0
CCTD132SEG	**Special Events Grants**	**$800,000**	**$800,000**	$0	**$800,000**	
	Special Events Grants	$800,000	$800,000	$0	$800,000	
CCTD132EC	**Equestrian Center**	**$20,000**	**$20,000**	$0	**$20,000**	
	Equestrian Center Grants	$20,000	$20,000	$0	$20,000	
CCTD132DE	**Development & Planning**	**$50,000**	**$50,000**	$0	**$50,000**	
	Development & Planning	$50,000	$50,000	$0	$50,000	
CCTD136DEV	**Development**	**$600,000**	**$600,000**	$0	**$600,000**	$3,341,077
	Contribution	$600,000	$600,000	$0	$60,000	
CCTD136CON	**Contingency Account**	**$800,000**	**$600,000**	-$200,000	**$600,000**	$2,263,000
	Contribution	$800,000	$600,000	-$200,000	$600,000	
CCTD132OP	**Operations**	**$0**	**$2**	$2	**$275,413**	
	Reserve	$500,000	$1		$68,533	
	Unallocated	$76,245	$1		$206,880	
Totals:		**$8,443,551**	**$8,263,116**	**-$200,435**	**$8,607,583**	
		Revenue				
	TDC Projected Revenue				$8,500,000	
CCTD132OP	**Bed Tax Revenue**	**$9,000,000**	$8,500,000	-$500,000	$8,568,533	
CCTD136SD	**Sponsorships & Donations Revenue**	$0	$0		$0	$33,778
CCTD132OP	**Interest**	$19,796	$19,796		$39,050	
Total Revenue					$8,607,583	
			Unallocated			
	Surplus	**$576,245**	**$256,680**		**$0**	

Tourist Information Bureau Supplemental Budget Information

i. Amount of proposed annual budget allocated to travel, meal and entertainment expenses/reimbursement. Identify allocation between local travel and expenses versus out-of-county travel and expenses:

Travel, Meals & Entertainment - Local for Administration	$	577
Travel, Meals & Entertainment - Local for Tourist Information Bureau	$	3,000
Total	$	3,577
Travel, Meals & Entertainment - Out-of-County for Administration	$	2,591
Travel, Meals & Entertainment - Out-of-County for Tourist Information Bureau	$	3,645
Total	$	6,236

ii. Amount of proposed annual budget allocated to buildings and equipment and general overhead not including staffing:

Building & Equipment	$	18,089
Overhead Expenses for Administration/IT/Equipment (excluding staff expenses)	$	11,677
Overhead Expenses for Tourist Information Bureau (excluding staff expenses)	$	2,000
Total	$	31,766

iii. Amount of proposed annual budget allocated to staffing and number of employees by job category:

Total Administration Staff Budget - 4	$	34,206
President & CEO - 1		
Chief Operating Officer - 1		
Director of Finance - 1		
Executive Administrative Assistant - 1		
Total Tourist Information Bureau Staff Budget - 16.3	$	316,475
Tourist Information Bureau Manager - 1		
Sr. Manager of Analytics - 1 (30%)		
Visitor Center Coordinators - 3		
Destination Specialists - 10		
Mobile Visitor Center Specialists - 2		

iv. Allocation of proposed annual budget between purchased lists, databases and research:

Purchased Lists	$	-
Databases	$	25,000
Research	$	10,000
Total	$	35,000