SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN COMPONENTS: TOURIST BUREAU SERVICES, MARKETING SERVICES AND CONVENTION SALES SERVICES

BID #: ESC-0136-17 **OPEN DATE: 5/3/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Five (5) years from date of contract execution with one (1) five (5) year renewal option

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (9) **NUMBER RECEIVED: (3)** **OTHER: (1)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville and Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville and The Dalton Agency by $4,921,622.00 for the initial five (5) year period. Total revised expenditure amount not to exceed $14,397,084.00.

Contract	Award Amount	Increase Amount	Maximum Indebtedness
Marketing Services	$5,317,122.00	$2,847,622.00	$8,164,744.00
Convention Sales	$4,158,340.00	$2,074,000.00	$6,232,340.00

Funding Source: CCTD132MA-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: Marketing Services Contract #7393-15

SUBJECT: **Request for Contract Amendment for Visit Jacksonville & Dalton Marketing Services Contract #7393-15- Second Amendment**
Award for TDC Plan Component of Marketing 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 & Dalton Marketing Services Contract # 7393-15- First Amendment to:

Contract	Increase Amount	Maximum Indebtedness	Index Code	Subobject
Marketing	$2,847,622.00	$8,164,744.00	CCTD132MA	04904

Attachments:
TDC Minutes-June 6th, 2019

Jacksonville
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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

Visit Jacksonville Annual Plan Year 3

MARKETING

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:

Market existing tourist-oriented facilities, attractions, activities and events:

1. Name Branding. Branding of Jacksonville as a unique destination focusing on waterways, beaches, and parks and outdoor adventure; cultural and historical resources; sports; culinary and ale trail.
2. Market Targeting. Advertising that targets tourists and increases visitation during slower visitor months.
3. Audience Targeting: Target audiences engaging in waterways, beaches, parks, outdoor adventure, cultural and historical attractions and sporting events/teams at all levels.
4. Targeting direct flight market destinations.
5. Maintain, update information and perform upgrades to visitjacksonville.com to create the best user experience.
6. Maintain social media sites and digital advertising.
7. To create and print the annual visitor magazine for distribution.
8. To promote Jacksonville as a unique destination through media, bloggers and social media influencers.
9. To create new maps for publication and the website.
10. To create new topic specific brochures and videos.
11. To collect brochures, videos, and other collateral materials prepared by existing tourist-oriented facilities.
12. Through marketing services develop and create experiences for visitors.

Market Indicators:

- An annual five percent (5%) increase in the leisure market visitors/tourists as determined by the Longwood Travel USA Jacksonville Visitor Report
- An annual five percent (5%) increase in total tourist development tax collections
- A five percent (5%) annual increase in website traffic to the City's official tourism website as driven by paid media.

COMPONENT 1: Name branding. Branding of Jacksonville as a unique destination focusing on waterways, beaches, and parks and outdoor adventure; cultural and historical resources; sports; secondarily culinary and ale trail.

Strategies to Achieve this Component in Year 3:

1. Incorporate unique experiences that can be found "Only in Jax" in our Existing Advertising.

2. Execute a multi-platform advertising approach with a digital channel focus.
3. Develop an advertising plan that will encompass the required contractual focuses: nature, outdoor, water activities, cultural and arts experiences and the local sports options. Secondary focuses, culinary and Jax Ale Trail.
4. Promote and advertise new and existing attractions and activities.

COMPONENT 2: Advertising that targets tourists and increases visitation during slower visitor months.

Strategies to Achieve this Component in Year 3:

1. Target travelers coming to Jacksonville for a convention, conference or business trip to extend their visit length.
2. Focus advertising on slower travel months as evidenced by prior year STR data to increase tourists during this time.
3.

COMPONENT 3: Audience targeting: Target audiences engaging in waterways, beaches, parks, outdoor adventure, cultural and historical attractions and sporting events/teams at all levels.

Strategies to Achieve this Component in Year 3:

1. Increase out of town visitors attending Jacksonville Jaguars games.
2. Create one new content piece for other local professional sports teams.
3. Develop and distribute content focusing on the unique attributes of Jacksonville.

COMPONENT 4: Targeting direct flight market destinations.

Strategies to Achieve this Component in Year 3:

1. Coordinate advertising efforts with the Jacksonville Aviation Authority.

COMPONENT 5: Maintain, update information and perform upgrades to visitjacksonville.com to create the best user experience.

Strategies to Achieve this Component in Year 3:

1. Continually explore website for potential upgrades and requested additional features by TDC.
2. Continually update information on the website to provide accurate and complete information to visitors.

COMPONENT 6: Maintain social media sites and digital advertising .

Strategies to Achieve this Component in Year 3:

1. Increase followers on social media sites.
2. Create raving fans out of Jacksonville tourists
3. Advertise with a digital focus.

COMPONENT 7: To create and print the annual visitor magazine.

Strategies to Achieve this Component in Year 3:

1. Create new content and print annual visitor magazine in the summer of 2020.

COMPONENT 8: To promote Jacksonville as a unique destination through media, bloggers and social media influencers.

Strategies to Achieve this component in Year 3:

1. Use traditional media outreach tactics.
2. Execute out-of-market recruiting events based on emerging market trends.
3. Leverage Jacksonville public relations perception through attendance at conferences.
4. Distribute media releases at least once per month to our media database of national writers.
5. Secure placements in 60 media outlets through both paid and unpaid efforts.
6. Host journalists and freelance writers in Jacksonville targeting top travel publications encouraging visits during slower times of the year.
7. Hold an in-market media FAM for visiting social media influencers focused on #OnlyInJax experiences.
8. Expand local media outreach.

COMPONENT 9: Create new maps for publication and the website.

Metrics & Deliverables for this component in Year 3:

1. Create new maps for the website and in print identifying running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks, boat ramps, non-motorized launches and waterfront facilities accessible to those on the water such as restaurants with docks, etc.;
2. Update and reprint full destination maps.

COMPONENT 10: Create new topic specific brochures and videos.

Strategies to Achieve this component in Year 3:

1. Execute new brochures per production schedule.
2. Execute new videos per production schedule.
3. Reprint brochures to meet demand for distribution.
4. Translate most popular brochures into Spanish and French.
5. Assist with community and tourist-oriented brochure printing as resources are available.

COMPONENT 11: To collect brochures, videos, and other collateral materials prepared by existing tourist-oriented facilities.

Strategies to Achieve this component in Year 3:

1. Receive information collected by Tourist Bureau staff.
2. Obtain new content through existing community material.

COMPONENT 12: Through marketing services develop and create experiences for visitors.

Strategies to Achieve this component in Year 3:

1. Develop 3 neighborhood tour experiences.
2. Develop Seven Creeks area experience.

Year 3 Evaluation – Marketing

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: Name branding. Branding of Jacksonville as a unique destination focusing on waterways, beaches and parks, outdoor adventure; cultural and historical resources; sports; culinary and ale trail.		
1. Incorporate Unique Experiences that can be found "Only in Jax" in our Existing Advertising a. Utilize key unique, recognizable locations and experiences to feature per advertising plan (detailed in plan) for the It's Easier Here campaign.	Click here to enter text.	Click here to enter text.
2. Execute a Multi-Platform Advertising Approach a. Execute approved advertising plan focused on our geographical target areas with a digital channel focus.	Click here to enter text.	Click here to enter text.
3. Develop an Advertising Plan that will Encompass Nature, Outdoor, Water Activities, Cultural and Arts Experiences and the Local Sports Options with Secondary Focuses on Culinary and Jax Ale Trail a. Execute the ad placement schedule.	Click here to enter text.	Click here to enter text.
4. Promote and Advertise New and Existing Attractions and Activities a. Use updated information obtained through Tourist Bureau research regarding openings and closings to keep website and collateral content current. Develop a location on website to feature monthly new openings. b. Distribute new openings link in Visit Jacksonville newsletter. c. Marketing staff will visit existing attractions not previously promoted through VJ or that have had updates to create content and promote through social media. d. Marketing staff will visit new attractions and developments in Jacksonville to create content and promote through social media. e. Content written on visits to attractions will be included in newsletter.		

Component 2: Advertising that targets tourists and increases visitation during slower visitor months.		
1. Bleisure Travelers: Target travelers coming to Jacksonville for a convention, conference or business trip to extend their visit length. a. Create a toolkit to share with meeting professionals who have booked in Jacksonville to share with attendees focusing on extending their stay by using incentives and promoting the discounts available through the attendee passport. b. Send emails to planners already booked in Jacksonville requesting distribution to conference attendees. c. Utilize SEM strategy to target future conference attendees (via location, organization, etc.) when they search for Jacksonville travel information. d. Promote this toolkit to local companies with large numbers of business travelers through eblasts. e. Expand "It's Easier Here" campaign to bleisure travelers through 3 new digital ads focused on this market segment.	Click here to enter text.	Click here to enter text.
2. Focus advertising on slower travel months as evidenced by prior year STR data to increase tourists during this time. a. Develop 2 new ads focused on weekend getaways and short trips. b. Execute full ad placement schedule. c. Develop web page that features attractions and hotel deals and incentives that ads are directed to. d. Secure 35% of travel writers and influencer trips to feature events occurring in these months.	Click here to enter text.	Click here to enter text.
Component 3: Audience targeting – Target audiences engaging in waterways, beaches, parks, outdoor adventure, cultural and historical attractions and sporting events/teams at all levels.		
1. Increase out of town visitors attending Jacksonville Jaguars games. a. Run advertising in 2 visiting team markets prior to home games in the 2019 season in accordance with ad placement schedule. b. Create content around changes in the sports experience in Jacksonville.	Click here to enter text.	Click here to enter text.

c. Make available to 4 industry fan base media outlets.		
2. Create 1 new content piece for other local professional sports teams. a. Teams that will have one content piece developed: i. Jumbo Shrimp ii. Sharks iii. Giants iv. Icemen v. Armada vi. Axemen b. Promote the new content created through the website, social media and make available to the individual team's media outlets (social media, web, PR).	Click here to enter text.	Click here to enter text.
3. Develop and distribute content focusing on the unique attributes of Jacksonville. a. Adhere to email content calendar for distribution. b. Encourage email signups through 2 contests to increase all personas by 5%. c. Distribute content through social media channels.	Click here to enter text.	Click here to enter text.
Component 4: Target direct flight market destinations.		
1. Coordinate advertising efforts with the Jacksonville Aviation Authority. a. Targeted Digital and social media ads to the following new flight markets (align placements with any promotions airline is running): i. Dallas-Love Field ii. Baltimore iii. Raleigh-Durham iv. Kansas City v. Milwaukee vi. Minneapolis vii. St. Louis viii. Denver ix. Additional markets added by JAA in the future b. Adhere to plan of JAA and City to assist in creation of an experiential interaction at JIA.	Click here to enter text.	Click here to enter text.
Component 5: Maintain, update information and perform upgrades to visitjacksonville.com to create the best user experience.		
1. Continually explore website for potential upgrades. a. Maintain security functions of website.	Click here to enter text.	Click here to enter text.

b. Quarterly contact with the website vendor on new capabilities and cost to determine potential improvements. c. Demonstrate website functionality at least once per contract year to TDC Executive Director. d. Add Feature User Generated Content (UGC) obtained through VJ social media throughout the website. e. Feature new app functions implemented in the experience section on VJ website.		
2. Continually update information on the website to provide accurate and complete information to visitors. a. Implement changes provided from Tourist Bureau research manager. b. Create a submission form on About Us section of website where users can provide comments, feedback or content issues. c. Make adjustments based on Tempest report from year 1 of new website.	Click here to enter text.	Click here to enter text.
Component 6: Social Media and Digital Advertising		
1. Increase Followers on Social Media Sites a. Post weekly Live Facebook and Instagram videos based on current Jacksonville happenings that week. b. Promote viral moments in Jacksonville as those arise through Visit Jacksonville social media channels. c. Develop strategy for a Local Brand Ambassadors-Influencers Program. d. Secure 7 Local Ambassadors and promote on VJ website. e. Populate VJ website with Local Ambassador's content. f. Obtain monthly submissions of 30 new user generated photos or videos from visitors and locals. g. Create and implement Visit Jax mascot social media personality. h. Conduct monthly social media polls.	Click here to enter text.	Click here to enter text.

2. Create Raving Fans out of Jacksonville Tourists a. Create sharable weekly digital content (photos, social posts, blogs, videos). b. Feature a tourist photo of the week to include in social channels and weekly emails. c. Implement a monthly winner from tourist photo submissions utilizing #OnlyInJax. d. Print cards for distribution for hotels providing information on VJ hashtags and social media accounts.	Click here to enter text.	Click here to enter text.
3. Advertise with a Digital Focus a. Fully execute detailed advertising schedule.		
Component 7: To create and print the annual visitor magazine.		
1. Create new content and print annual visitor magazine in the summer of 2020.	Click here to enter text.	Click here to enter text.
Component 8: To promote Jacksonville as a unique destination through media, bloggers and social media influencers.		
1. Use Traditional Media Outreach a. Pitch to 20 media outlets/bloggers monthly based on established pitch plan with new story ideas based on 2019 travel trends. b. Track and report results of annual hit list of media.		
2. Execute Out-of-Market Recruiting Events Based on Emerging Market Trends: a. 4 Key Cities, TBD before final budget approval in coordination with TDC ED	Click here to enter text.	Click here to enter text.
3. Leverage Jacksonville Public Relations Perception through Participation at the Following: a. International Media Marketplace b. STS Travel Media Meetups (2 planned for 2019-2020) c. Visit Florida Public Relations Media Travel Events (2 planned for 2019-2020) d. TBEX 2020: This is the largest conference event for travel bloggers, travel writers, social media marketers and content creators.		

e. Public Relations Society of America Travel and Tourism Conference		
4. Distribute Media Releases at Least Once per Month (12 annually) to our Media Database of National Writers. a. Adhere to media release calendar	Click here to enter text.	Click here to enter text.
5. Secure Placements in 60 Media Outlets Through both Paid and Unpaid Efforts.		Click here to enter text.
6. Host Journalists and Freelance Writers in Jacksonville Targeting Top Travel Publications, Encouraging Visits During Slower Times of Year. a. Host 20 writers with a focus on Only in Jax Experiences. • 4 major national outlets • 16 regional outlets	Click here to enter text.	Click here to enter text.
7. Hold an In-Market Media FAM for Visiting Social Media Influencers Focused on #OnlyinJax Experiences. a. Host 4-6 major travel influencers for FAM. b. Vet social media influencers targeted for the in-market FAM. c. Invite local media to participate in FAM.		
8. Expand Local Media Outreach. a. Redesign and circulate newsletter per circulation schedule to local media. b. Add 2 local media company relationships to Visit Jacksonville's circulation. c. Send local media content we create via email.		
Component 9: Create new maps for publication and the website.		
1. New Maps: a. Full production schedule to include: i. Seven Creeks Exploration Map ii. Neighborhood Maps for: a) Riverside/Avondale b) Arlington c) Beaches d) Mandarin iii. Top Happy Hour Spots (Bleisure Travelers) iv. Sports Complex Map (venues, dining, nightlife) v. Mayport Shrimp Passport: Where to enjoy seafood and Mayport Shrimp in Jacksonville vi. Bartram Trail stops	Click here to enter text.	Click here to enter text.

vii. Map inventory will include material associated with all content delineated in the contract, including: a) Running routes/trails b) Bicycling tour routes c) Scenic walks d) Historic walking tours e) Tourist attraction and activity locations f) Public docks, boat ramps, non-motorized launches g) Waterfront facilities accessible to those on the water such as restaurants with docks..		
2. Reprint of Destination Maps a. Update and reprint map created in 2018.	Click here to enter text.	Click here to enter text.
Component 10: Create new topic specific brochures and videos.		
1. Execute New Brochures. a. Full production schedule to include: i. Jacksonville's Sports Teams ii. Seven Creeks iii. Seasonal Event Rack Cards (3 times a year) iv. Exchange Island Brochure v. Bartram Trail Brochure vi. A1A	Click here to enter text.	Click here to enter text.
2. Execute New Videos. a. Full production schedule to include: i. Neighborhood overviews narrated by residents: Springfield, San Marco, FivePoints, Downtown, Railyard District, Murray Hill, Atlantic Beach, LaVilla (History) ii. Best Accessible Views in Jacksonville (Rooftops, Sunrises, Nature views) iii. Seven Creeks Area iv. Why should you extend your stay in Jacksonville? v. Update "It's Easier Here" 30 second commercial	Click here to enter text.	Click here to enter text.
3. Reprint Brochures to Meet Demand for Distribution. a. Parks Brochure b. Museum Brochure c. Fishing Brochure d. Historic Building Brochure	Click here to enter text.	Click here to enter text.

e. Ale Trail Brochures		
4. Translate Appropriate Brochures into Spanish and French. a. Sections of the Visitor Magazine b. Parks Brochure c. Museum Brochure		
5. Assist with Community and Tourist-Oriented Brochure Printing as Resources are Available. a. Require brochures to feature Visit Jacksonville logo		
Component 11: To collect brochures, videos, and other collateral materials prepared by existing tourist-oriented facilities.		
1. Receive Information Collected by Tourist Bureau Staff.	Click here to enter text.	Click here to enter text.
2. Obtain New Content through Existing Community Material. a. 5 pieces of content. b. 5 photographic albums. c. 5 videos.	Click here to enter text.	Click here to enter text.
Component 12: Marketing Services – Experience Development		
1. Develop Neighborhood Tour Experiences. **A. Riverside/Avondale:** i. New Video of Neighborhood ii. Map iii. Web Content iv. Video Featuring Residents **B. Mandarin:** i. New videos ii. Map iii. Web Content iv. Video Featuring Residents **C. Beaches Tour Experience:** i. Self-guided History Tour of Beaches ii. Itineraries for Trips to the Beach iii. Neighborhood Tour of Top Things to See in the Beaches iv. Blog/Content Featuring Top #OnlyInJax Spots Throughout the Beaches Community	Click here to enter text.	Click here to enter text.

v. Blog/Content on Beaches Events Focused on Those That are Trip Worthy		
2. Develop Seven Creeks Area Experience. a. Develop Map b. Develop Brochure c. Develop New Webpages d. Create Content – Photography, Blogs e. Top Locations to Visit f. Video	Click here to enter text.	Click here to enter text.
Market Indicators:		
An annual five percent (5%) increase in the leisure market visitors/tourists as determined by the Longwood Travel USA Jacksonville Visitor Report.	Click here to enter text.	Click here to enter text.
An annual five percent (5%) increase in total tourist development tax collections.	Click here to enter text.	Click here to enter text.
A five percent (5%) annual increase in website traffic to the City's official tourism website as driven by paid media.	Click here to enter text.	Click here to enter text.
Campaign Type Performance Metrics: • **Advertising Impressions** • **Clicks/Engagement** • **Email Opens** • **Video Views**	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:**

Marketing 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	$	4,901
Travel, Meals & Entertainment - Local for Marketing/Communications	$	1,000
Total	$	5,901
Travel, Meals & Entertainment - Out-of-County for Administration	$	22,022
Travel, Meals & Entertainment - Out-of-County for Marketing/Communications	$	25,000
Total	$	47,022

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

Building & Equipment	$	153,760
Overhead Expenses for Administration/IT/Equipment (excluding staff expenses)	$	99,253
Overhead Expenses for Marketing (excluding staff expenses)	$	4,500
Total	$	257,513

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

Total Administration Staff Budget - 4	$	290,748
President & CEO - 1		
Chief Operating Officer - 1		
Director of Finance - 1		
Executive Administrative Assistant - 1		
Total Marketing Staff Budget - 4.35	$	371,497
Vice President, Marketing & Communications - 1		
Marketing Manager - 1		
Communciations Manager - 1		
Sr. Manager of Analytics - 1 (35%)		
Marketing & Communications Admin - 1		

iv. Allocation of proposed annual budget between media types - i.e. print, television, radio, social media, etc.

Digital	$	934,147	73%
Cable	$	211,000	17%
Outdoor	$	30,000	2%
Radio	$	45,000	4%
Print	$	54,853	4%
Total	$	1,275,000	100%

Baseline Budget Components						
Account	**Category**	**FY18-19 Budget**	**FY19-20 Proposed**	**Base Change YOY**	**MAYOR'S OFFICE + CITY COUNCIL**	**Account Balance**
		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**	

Visit Jacksonville Annual Plan Year 3

CONVENTION SALES & SERVICES

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

Components

1. Promotion of Jacksonville as a Destination to Tourist Groups.
2. Focused Efforts on Convention Market Targeting.
3. Actively Pursuing Convention Sales Activities and Coordinating Bookings.
4. Coordinated Efforts with the City Convention Center Manager.
5. Provide Exemplary Convention Services to Convention and Group Attendees.
6. Utilize Convention Grants to Leverage Jacksonville as a Destination.

Market Indicators

- An annual 5% increase in new room night future production for a total of 93,712 room nights.
- An annual 5% increase in room night actualization for a total of 93,712 actualized room nights.
- Annual .25% minimum REVPAR group segment growth based on the Group Segment Trend Report data per year over each year's actual rate; CY 19-20 $14.62.
- An annual 2% increase in awareness in meeting planners of Jacksonville as a destination as measured by Smith Travel Research as part of the Destination MAP report and surveys with a minimum 40% response rate.
- Maintain a minimum base of 50% of room night production that is new business.

COMPONENT 1: Promotion of Jacksonville as a Destination to Tourist Groups.

Strategies to Achieve this Component in Year 3:

1. Expand group tour sales.
2. Expand and maintain current brochures, post cards, banners, and sales presentations.
3. Diversify digital advertising efforts through industry newsletters and/or eblast campaign.
4. Develop seasonal promotions for outreach to meeting planners, trade associations industry groups and professional associations.
5. Leverage #OnlyInJax experiences.

COMPONENT 2: Focused Efforts on Convention Market Targeting.

Strategies to Achieve this Component in Year 3:

1. Expand the Bring It Home Jax initiative.
2. Improve meeting tools for planners on Visit Jacksonville website.
3. Increase meeting planner traffic to the Visit Jacksonville website.
4. Align the strategies provided by Visit Jacksonville with the needs of both planners and the industry.
5. Increase market penetration in the following markets: Association, Corporation, SMERF (Sports, Military, Education, Religious, Fraternal), Government, Multicultural & Reunion/Wedding.

COMPONENT 3: Actively Pursuing Convention Sales Activities and Coordinating Bookings.

Strategies to Achieve this Component in Year 3:

1. Retain, empower and challenge 5 Sales Managers positions.
2. Attend tradeshows targeting key segments.
3. Leverage the awareness of Jacksonville as a destination in targeted cities.
4. Partner with local businesses and entities to leverage Jacksonville as a destination.
5. Target multi-year bookings by groups.

COMPONENT 4: Coordinated Efforts with the City Convention Center Manager.

Strategy to Achieve this Component in Year 3

1. Expand the relationship in the community between Visit Jacksonville and the City Convention Center Manager.

COMPONENT 5: Provide Exemplary Convention Services Activities to Conventions and Group Attendees.

Strategies to Achieve this Component in Year 3:

1. Expand service efforts to groups to create referable experiences.
2. Collaborate with local hoteliers, venues, restaurants and tourism entities to ensure service levels exceed expectations.
3. Target prior year conferences to increase attendance and length of stay.

4. Coordinate and fulfill all concessions, sponsorships, promotions, grants or additional items offered to groups during sales process.
5. Coordinate targeting and hosting large-scale meeting planners.
6. Create itineraries for meeting planners to promote and encourage #OnlyInJax experiences.

COMPONENT 6: Utilize Convention Grants to Leverage Jacksonville as a Destination.

Strategies to Achieve this Component in Year 3:

1. Issue grants to groups to close bookings to groups considering alternative cities.

Year 3 Evaluation – Convention Sales & Services

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: Promotion of Jacksonville as a Destination to Tourist Groups		
1. Expand Group Tour Sales a. Create an experiential itinerary/agenda for group tour organizations. b. Host a group tour specific FAM; consider partnership with Visit Florida to perform around the 2020 Florida Huddle. c. Create marketing collateral based on the 5 A's of destination sales: Affordability, Accessibility, Attractions, Amenities, Availability to promote Jacksonville to tour operators.	Click here to enter text.	Click here to enter text.
2. Expand and Maintain Brochures, Post Cards, Banners, and Sales Promotions a. Document updates made to existing materials. b. Produce the following new brochures: i. Pre-Meeting promo card (incorporate Bleisure message here) ii. Bring it Home Jax iii. Venue Guide c. Provide evidence of 2 new banners produced. d. New sales presentations produced: i. Unique Meeting Venues ii. Maximize your Time in Jax – what do locals do (incorporate Bleisure message here)	Click here to enter text.	Click here to enter text.
3. Diversify Digital Advertising Efforts a. Target key audience personas through website content, social media & online engagement b. 4 e-newsletters distributed to key industry partners (MPI, HelmsBriscoe, HPN) c. Pre & Post eblast campaign for attended tradeshows d. Create quarterly relevant blog posts to share on digital platforms e. Use Social Media channels to deploy authentic meeting experiences	Click here to enter text.	Click here to enter text.

4. Seasonal Promotions a. Deploy 2nd & 4th quarter eblast to highlight seasonal saving opportunities shared by hotels and venues b. Create small meetings promotion with tailored incentives to capture new business within drive market (example – concession for valet parking reimbursement up to $500) c. Promote seasonal opportunities on website and social media channels via sponsored ads	Click here to enter text.	Click here to enter text.
5. Leverage #OnlyInJax Campaign a. Connect with COJ Mayor's office to define full scope of efforts b. Identify and create monthly organic posts. c. Create 2 promotional pieces reflective of Only In Jax experiences.		
Component 2: Focused Efforts on Convention Market Targeting		
1. Expand Bring It Home Jax Initiative a. Update collateral. b. Update website. c. Develop a recognition program with the local community with quarterly award. d. Make quarterly releases to local business publications. e. Present educational segment for TDC members on "Bring it Home Jax" Initiative.		
2. Improve Meeting Tools for Planners on Visit Jacksonville Website a. Implement "Meeting on Demand" features on website for planners to view value dates, flex dates and special event dates. b. Add virtual reality facility and venue tours to website. c. Implement a site visit agenda scheduling tool for planners to select venues and hotels for their tour. d. Create easily accessible sample dine-around packages for groups.		
3. Increase Meeting Planner Traffic to Website a. Utilize a pre and post tradeshow geofencing to target planners and direct them to our website. b. Include virtual reality tour information in sales presentations. c. Update the Destinations Meetings video with 360-video concepts.		

d. Use digital advertising placements to drive traffic to RFP page. e. Implement retargeting campaign. f. Ensure website and email updates are mobile responsive. g. Increase database for targeted lead generation.		
4. Align the Strategies Provided with Needs of Planners and the Industry a. Conduct annual in-county regional survey to determine the needs and services to offer to grow business. b. Conduct an annual survey of planners to align the needs of both meeting planner and hotel industry. c. Conduct an annual survey to measure the interest level in continued group tour sales efforts, sales efforts on the part of the agency and number of tour groups confirmed in the destination. d. Utilize SEM/SEO data reports to determine growth opportunities for future meeting and group tour target markets.		
5. Increase Market Share in the Following Markets: Association, Corporation, SMERF, Government, Multicultural & Reunion/Wedding a. Work with Only In Jax partners to offer incentives and specials for groups. b. Increase exposure on RFP distribution channels. c. Establish an RFP referral campaign for third party meeting planners in the Association, Corporate, and SMERF market segments.		
Component 3: Actively Pursuing Convention Sales Activities and Coordinating Bookings		
1. Retain, Empower and Challenge 5 Sales Manager Positions a. Require 5% increase in bookings above prior year. b. Conduct 60 site visits per year per sales manager. c. Conduct 120 sales calls with current and potential clients to include a tailored presentation on an annual basis per sales manager. d. Host 2 FAMs targeted around unique Jacksonville events (specific events to be determined based on discussions with facility partners on coming attractions).		

2. Attend Tradeshows Targeting Key Segments a. Develop tradeshow travel schedule targeting Association, Corporation, SMERF, Government, Multicultural and Reunion/Wedding. b. Provide ROI tracking and reports on all travel. c. Utilize digital marketing pre & post show to communicate sales team travel & tradeshow activities to create awareness to planners for promotional opportunities. d. Use tradeshow attendance to qualify planners for additional site visit/FAM follow-up.		
3. Leverage Awareness of Jacksonville in Targeted Cities a. Reassess and recommend 4 major Jacksonville feeder cities using data from iDSS database, Smith Travel Research and website platforms. b. Host Sales Missions in the 4 major cities. c. Provide ROI tracking and reports on Sales Mission efforts.		
4. Partner with Local Businesses and Entities to Leverage Jacksonville as a Destination a. Create sharable experiential content in partnership with local businesses and planners. b. Share any seasonal discounts or promotions that would enhance group destination experience.		
5. Target Multi-Year Bookings by Groups a. Structure a termed marketing promotion for small meetings groups that don't qualify for grant dollars targeting need months. b. Expand grant coverage opportunities to offer 1-3 years instead of single year bookings. c. Develop concessions packages incentivizing multi-year bookings.		
Component 4: Coordinated Efforts with the City Convention Center Manager		
1. Expand the Relationship Between Visit Jacksonville and the City Convention Center Manager		

a. Develop a Customer Advisory Council of diverse and qualified local hoteliers and venues. b. Develop and administer a survey to the Advisory Council to determine objectives, create focused goals and address concerns. c. Develop a Jacksonville resource guide of venues, best practices and strategies for partners to utilize. d. Review and update the Convention Center Alliance agreement with hoteliers and the Prime Osborn Convention Center. e. Partner with the TIAA Bank Field and Bold Events to assist in their efforts to sell stadium event space during their identified need periods.		
Component 5: Provide Exemplary Convention Services Activities to Conventions and Group Attendees		
1. Expand Service Efforts to Groups to Create Referable Experiences a. Provide personalized touches to planners booked to Jacksonville every 3 months once booked. b. Implement two additional services for meetings and conventions. 1. A personalized welcome for groups via Visit Jacksonville's social media outlets -Facebook, Instagram, and/or Twitter. 2. For qualifying meetings and conventions, offer a welcome amenity or room drop for all attendees at turn-down service, to include Visit Jacksonville printed collateral. c. Assist with planning site visits during planning phase for booked groups that make visits to Jacksonville prior to their meeting or event. d. Provide services and referrals to meetings, conventions, and events who reach out to Visit Jacksonville after booking. e. Incentivize completion of post-event surveys by planners so that feedback and improvements can be continually made.		
2. Collaborate with Local Hoteliers, Venues, Restaurants, and Tourism Entities to Ensure Service Levels Exceed Expectations a. Partner with local businesses to develop additional deals and incentives through the Visit Jacksonville Attendee Passport – onboard an additional 5 businesses.		

b. Create a Meeting Planner Toolkit with destination information and share with booked groups to assist with planning.		
3. Target Prior Year Conferences to Encourage Attendees to Come to Jacksonville and Increase Length of Stay a. Work with marketing to develop bleisure-focused collateral and promotional materials to provide to meeting planners for attendees. b. Develop an e-blast template for planners to send to prospective attendees with 5 reasons they should attend the conference in Jacksonville.		
4. Coordinate and Fulfill All Concessions, Sponsorships, Promotions, Grants or Additional Items offered to groups during Sales Process. a. Design and coordinate installation of welcome signage at airport, street pole banners and floor decals for groups. b. Staff and produce welcome tables and/or delivery of visitor information to groups. This will include the distribution of JAX stickers to qualifying groups. c. Collect and ensure compliance for all required documents for payment of CVB grants, VJ Promotions and VJ Sponsorships. d. Provide additional tailored concessions as requested by Sales Managers during closing of business.		
5. Assist Sales Team in Targeting and Hosting Large-Scale Meeting Planners a. Produce (4) Sales Mission/Client Events in Jacksonville feeder cities as determined by sales team outreach and research. b. Coordinate FAM itineraries, invitations, RSVP management and coordination of expenses and payments in collaboration with Sales Managers. c. Prioritize "Only In Jax" unique locations and experiences when bringing planners to Jacksonville. d. Qualify and vet meeting planners prior to approval and attendance on FAMs.		

6. Create Sample Itineraries for Meeting Planners and Attendees to promote and encourage visits to "Only In Jax" Assets. a. (4) Sample Dine-Around Itineraries • Downtown / Springfield • Riverside/Avondale • Beaches • San Marco b. (4) Sample one-day itineraries for attendees who extend their stay. • Family-friendly • Sports Fans • Nature Enthusiasts • Art & Museum Lovers		
Component 6: Utilize Convention Grants to Leverage Jacksonville as a Destination		
1. Issue grants to groups to close bookings to groups considering alternative cities. a. Proper administration of convention grant issuance. b. Provide recommendations to the TDC for grant program modifications to maintain a competitive grant program. c. Utilize grant funding that doesn't actualize to obtain additional groups when appropriate.		
Market Indicators:		
Room Night Future Production *5% increase in new room night future production for a total of 93,712 room nights*	Click here to enter text.	Click here to enter text.
Room Night Actualization *5% increase in room night actualization for a total of 93,712 actualized room nights*	Click here to enter text.	Click here to enter text.
REVPAR *.25% minimum REVPAR group segment growth based on the Group Segment Trend Report data per year over each year's actual rate; CY 19-20 $14.62*	Click here to enter text.	Click here to enter text.
Market Awareness *2% increase in awareness in meeting planners of Jacksonville as a destination as measured by Smith Travel Research as part of the Destination MAP report and surveys with a minimum 40% response rate.*	Click here to enter text.	Click here to enter text.
New Business *Minimum base of 50% of room night production that is new business.*	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:**

Convention Sales & Services 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. Identify allocation to entertainment of industry professionals, FAM visits, etc:

Travel, Meals & Entertainment - Local for Administration	$	4,132
Travel, Meals & Entertainment - Local for Conv. Sales & Services	$	1,000
Total	$	5,132
Travel, Meals & Entertainment - Out-of-County for Administration	$	18,567
Travel, Meals & Entertainment - Out-of-County for Conv. Sales & Services	$	48,450
Total	$	67,017
Site Visits	$	25,000
Sales Missions & Client Events	$	33,500
FAM Trips	$	40,000
Total	$	98,500

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

Building & Equipment	$	129,640
Overhead Expenses for Administration/IT/Equipment (excluding staff expenses)	$	83,684
Overhead Expenses for Conv. Sales & Services (excluding staff expenses)	$	7,000
Total	$	220,324

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

Total Administration Staff Budget - 4	$	245,140
President & CEO - 1		
Chief Operating Officer - 1		
Director of Finance - 1		
Executive Administrative Assistant - 1		
Total Conv. Sales & Services Staff Budget - 10.35	$	892,653
Director of Sales - 1		
Director of Services - 1		
Sr. National Accounts Manager - 1		
National Accounts Managers - 3		
Meetings Express Manager - 1		
Conv. Services Manager - 1		
Sr. Manager of Analytics - 1 (35%)		
Sales Coordinator - 1		
Conv. Services Asst. Manager - 1		

iv. Allocation of proposed annual budget between marketing and promotions:

Marketing	$	153,824
Promotions	$	81,000
Total	$	234,824

VISIT JACKSONVILLE
CONVENTION SALES & SERVICES BUDGET
FY 2019 - 2020

DESCRIPTION	18-19 BUDGET	19-20 BUDGET	OVER/(UNDER)	% OVER/(UNDER)
OVERHEAD COSTS - VISIT JACKSONVILLE ADMINISTRATION:				
SALARIES/WAGES/BENEFITS	$ 287,307	$ 245,140	$ (42,167)	-15%
FACILITY RENT	$ 122,358	$ 129,640	$ 7,282	6%
INFORMATION TECHNOLOGY	$ 22,649	$ 26,096	$ 3,447	15%
OFFICE EXPENSES	$ 29,547	$ 30,920	$ 1,373	5%
PROFESSIONAL SERVICES	$ 4,730	$ 5,160	$ 430	9%
INSURANCE	$ 6,531	$ 6,798	$ 267	4%
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	$ 5,667	$ 4,132	$ (1,535)	-27%
TRAVEL, MEALS & ENTERTAINMENT - OOC	$ 15,372	$ 18,567	$ 3,195	21%
INDUSTRY ASSOCIATION DUES	$ 13,272	$ 14,280	$ 1,008	8%
INTEREST EXPENSE	$ 6,450	$ 432	$ (6,018)	-93%
SUBTOTAL	**$ 513,883**	**$ 481,165**	**$ (32,718)**	**-6%**
OVERHEAD COSTS - CONVENTION SALES & SERVICES:				
SALARIES/WAGES/BENEFITS	$ 832,390	$ 892,653	$ 60,263	7%
RELO EXPENSE	$ 5,000	$ -	$ (5,000)	-100%
Relocation Expenses Qualified		$ -		
RECRUITMENT	$ 1,500	$ -	$ (1,500)	-100%
PROFESSIONAL DEVELOPMENT	$ 9,500	$ 9,500	$ -	0%
OTHER STAFF EXPENSES	$ 1,000	$ 1,000	$ -	0%
POSTAGE/SHIPPING/OFFICE SUPPLIES	$ 7,000	$ 7,000	$ -	0%
SUBTOTAL	**$ 856,390**	**$ 910,153**	**$ 53,763**	**6%**
COMPONENT 1: PROMOTION TO TOURIST GROUPS:				
CONVENTION/GROUP ADS - PRINT	$ 51,243	$ 16,000	$ (35,243)	-69%
CONVENTION/GROUP ADS - DIGITAL	$ 96,581	$ 131,824	$ 35,243	36%
CONVENTION/GROUP ADS - SOCIAL MEDIA/SEM	$ 5,000	$ 5,000	$ -	0%
CONVENTION/GROUP TOUR INDUSTRY GUIDES	$ 1,000	$ 1,000	$ -	0%
AD/PR AGENCY FEES - CONVENTION	$ 36,000	$ 36,000	$ -	0%
CONVENTION CONTENT DEVELOPMENT/EMAIL	$ 1,000	$ 1,000	$ -	0%
WEBSITE - CONVENTION	$ 12,000	$ 12,000	$ -	0%
EMAIL SERVICE - CONVENTION	$ 500	$ 500	$ -	0%
COLLATERAL - CONVENTION	$ 17,200	$ 15,000	$ (2,200)	-13%
SUBTOTAL	**$ 220,524**	**$ 218,324**	**$ (2,200)**	**-1%**
COMPONENT 2: CONVENTION TARGET MARKETING:				
MARKET TARGETING- RESEARCH	$ 500	$ 500	$ -	0%
IDSS SALES CRM MODULE	$ 10,000	$ 10,000	$ -	0%
EMPOWERMINT DATABASE	$ 16,000	$ 16,000	$ -	0%
SUBTOTAL	**$ 26,500**	**$ 26,500**	**$ -**	**0%**
COMPONENT 3: CONVENTION SALES ACTIVITY:				
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	$ 2,750	$ 2,750	$ -	0%
INDUSTRY ASSOCIATION DUES	$ 9,100	$ 35,000	$ 25,900	285%
FAM TRIPS	$ 38,000	$ 40,000	$ 2,000	5%
SITE VISITS - CONVENTIONS	$ 25,000	$ 25,000	$ -	0%
SALES MISSIONS & CLIENT EVENTS	$ 33,500	$ 33,500	$ -	0%
SALES TRAVEL/MEALS/ENTERTAINMENT - OOC	$ 43,000	$ 43,950	$ 950	2%
TRADESHOW BOOTH SHIPPING/SUPPLIES	$ 20,789	$ 19,639	$ (1,150)	-6%
REGISTRATION FEES	$ 68,134	$ 71,625	$ 3,491	5%
SPONSORSHIPS/PROMOTIONS	$ 106,000	$ 81,000	$ (25,000)	-24%
SUBTOTAL	**$ 346,273**	**$ 352,464**	**$ 6,191**	**2%**
COMPONENT 4: COORDINATION WITH CITY CONVENTION CENTER MANAGER:				

VISIT JACKSONVILLE
CONVENTION SALES & SERVICES BUDGET
FY 2019 - 2020

DESCRIPTION	18-19 BUDGET	19-20 BUDGET	OVER/(UNDER)	% OVER/(UNDER)
CO-OP CONVENTION ADS - PRINT, DIGITAL & JOINT REGISTRATION	$ 7,500	$ 5,000	$ (2,500)	-33%
SUBTOTAL	**$ 7,500**	**$ 5,000**	**$ (2,500)**	**-33%**
COMPONENT 5: CONVENTION SERVICES ACTIVITY:				
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	$ 1,000	$ 1,000	$ -	0%
CONVENTION SERVICES AMENITIES/PROMO ITEMS	$ 24,500	$ 20,000	$ (4,500)	-18%
CONVENTION SERVICES - CONCESSIONS	$ 65,000	$ 53,894	$ (11,106)	-17%
CONVENTION SERVICES - SITE INSPECTIONS	$ 1,000	$ 1,000	$ -	0%
CONV SERVICES - TRAVEL/MEALS - OOC	$ 4,000	$ 4,500	$ 500	13%
SUBTOTAL	**$ 95,500**	**$ 80,394**	**$ (15,106)**	**-16%**
TOTAL CONVENTION SALES & SERVICES	**$ 2,066,570**	**$ 2,074,000**	**$ 7,430**	**0%**
STR Reports	13,430	36,000		
CONVENTION GRANTS	170,000	140,000		
TOTAL	**$ 2,250,000**	**$ 2,250,000**		

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN COMPONENTS: (1) TOURIST BUREAU SERVICES, (2) MARKETING SERVICES AND (3) CONVENTION SALES SERVICES

BID #: ESC-0136-17 **OPEN DATE: 05/03/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based On Evaluation Criteria

NUMBER OF BIDS INVITED: (9) NUMBER RECEIVED: (3) OTHER: (1)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:

On May 3, 2017, the City of Jacksonville, Procurement Division received two (2) responses to Component One, three (3) responses to Component Two, and one (1) response to Component Three to subject bid. The Evaluation Committee has completed their review and has recommend approval to move forward with Interviews/Oral Presentations with the only vendor for each Component to score above the required sixty-five (65) points, Jacksonville and the Beaches Convention and Visitors Bureau, d/b/a Visit Jacksonville and The Dalton Agency. As part of the response for Component 2 Marketing Services, The Dalton Agency failed to submit the requested forms as listed in the RFP. Procurement has received these forms and request approval to accept and waive this technicality as a minor irregularity.

ATTACHMENTS: Recommendation Memo; Scoring Sheets; Evaluation Criteria's

ANALYST: _____ CHELSEY FLEMING

RESPECTFULLY SUBMITTED _____ GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Lori N. Boyer, Chair, 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 4 MEMBERS DISAPPROVING Ø DATE: 5/18/17

Teresa R. Eilhar _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED ✓ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION Lori N. Boyer, Chair Tourist Dev. Council

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN COMPONENTS: (1) TOURIST BUREAU SERVICES, (2) MARKETING SERVICES AND (3) CONVENTION SALES SERVICES

BID #: ESC-0136-17 **OPEN DATE: 05/03/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based On Evaluation Criteria

NUMBER OF BIDS INVITED: (9) NUMBER RECEIVED: (3) OTHER: (1)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:

On May 3, 2017, the City of Jacksonville, Procurement Division received two (2) responses to Component One, three (3) responses to Component Two, and one (1) response to Component Three to subject bid. On May 18, 2017 approval was granted to move forward with the interviews/demonstrations with Jacksonville and the Beaches Convention and Visitors Bureau, d/b/a Visit Jacksonville and The Dalton Agency. The Evaluation Committee has completed their bid response scoring and the vendor interviews scoring for each Component as listed below:

Component	Vendor	RFP Evaluation Score	Interview Evaluation Score	Combined Scores
Component 1 – Tourist Bureau Services	Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville	72.63	5.71	**78.34**
Component 2 – Marketing Services	Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville & The Dalton Agency	77.13	7.14	**84.27**
Component 3 – Convention Sales Services	Jacksonville and The Beaches Convention and Visitors Bureau d/b/a Visit Jacksonville	77.00	6.71	**83.71**

Recommend approval to forward the recommendation to the Tourist Development Council for final deliberations and award.

ATTACHMENTS: Recommendation Memo; Scoring Sheets; Evaluation Criteria's

ANALYST: CHELSEY FLEMING

RESPECTFULLY SUBMITTED for GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Lori N. Boyer, Chair, Duval County Tourist Development Council Lori Boyer

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)

ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING 0 DATE: 6/5/17

OTHER:

ACTION OF AWARDING AUTHORITY DATE

APPROVED by CSPEC to grant TDC final award authority Lori N Boyer DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION

SUBJECT: DUVAL COUNTY TOURIST DEVELOPMENT PLAN COMPONENTS: TOURIST BUREAU SERVICES, MARKETING SERVICES AND CONVENTION SALES SERVICES

BID #: ESC-0136-17 **OPEN DATE: 5/3/2017**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: Service Contract – Five (5) years from date of contract execution with one (1) five (5) year renewal option

AGENCY: Duval County Tourist Development Council

BASIS OF AWARD: Highest Scoring Bidder Based on Evaluation Criteria

NUMBER OF BIDS INVITED: (9) **NUMBER RECEIVED: (3)** **OTHER: (1)**

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Recommend approval to increase the award with Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville and Jacksonville and the Beaches Convention and Visitors Bureau dba Visit Jacksonville and The Dalton Agency by $4,914,192.00 for the initial five (5) year period. Total revised not to exceed expenditure amount is $9,475,462.00.

Contract	Award Amount	Increase Amount	Maximum Indebtedness
Marketing Services	$2,469,500.00	$2,847,622.00	$5,317,122.00
Convention Sales	$2,091,770.00	$2,066,570.00	$4,158,340.00

Funding for this award to be encumbered by the following accounts and executed by formal contract amendment through the Office of General Counsel:

CCTD132MA-04904 - $2,847,622.00; CCTD132CON-04904 - $2,066,570.00

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