SINGLE SOURCE AWARD **BID # SS-0267-18**

Subject: Regional Golf Tourism Marketing for Northeast Florida

Department: City Council

Description of Purchase: Recommend approval of single source award to Florida's First Coast of Golf, Inc. to provide golf tourism marketing services for Northeast Florida. Period of service is from October 1, 2017 to September 30, 2018. Total not to exceed expenditure amount is $148,838.00.

Funding Source: CCTD-1320P

This award is subject to appropriation by the City in the fiscal year beginning October 1, 2017. No funds have been appropriated to date. The City has no obligation for payment and work hereunder is not authorized unless funds are appropriated for the work herein. A written notification will be provided in the event that funds are appropriated.

Single Source Award To: Florida's First Coast of Golf, Inc.

Price Justification: See Attached

Total Award: $148,838.00 **Requisition #:** N/A

Attachments: Recommendation Memo, Single Source Form, Vendor Letter and Scope of Work

Certification as to Single Source: Annette R. Hasting, Executive Director, Duval County Tourist Development Council

THE ABOVE PURCHASE IS RECOMMENDED FOR AWARD IN ACCORDANCE WITH CHAPTER 126.206.

Analyst: Annette Burney

Gregory Pease, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE

"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

CHAIRMAN ***DATE***

ACTION OF AWARDING AUTHORITY DATE: _____

APPROVED_____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Jacksonville
DUVAL COUNTY
Tourist Development Council

OFFICE OF THE CITY COUNCIL

Annette R. Hastings
TDC EXECUTIVE DIRECTOR
OFFICE (904) 630-7625
FAX (904) 630-2906
E-MAIL: ANNETTEH@coj.net

117 WEST DUVAL STREET, SUITE 425
4TH FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202

MEMORANDUM

TO: Gregory Pease, Chief of Procurement
Procurement Division

FROM: Annette R. Hastings, Executive Director
Duval Tourist Development Council

Anna Lopez Brosche, Chair
Duval County Tourist Development Council
President, Jacksonville City Council

SUBJECT: Requesting Permission to use the Single Source Provider for Duval County Tourist Development Plan for Marketing:

- Florida's First Coast of Golf Destination Marketing Services

DATE: September 7, 2017

The Duval County Tourist Development Council (TDC) respectfully requests permission to use the Single Source Provider for Marketing Services for Regional Golf Marketing to promote Northeast Florida region as golf destination especially with the counties of Duval, Nassau, Clay, St. Johns and Flagler.

1. Justification

These professional services require competence in program implementation and the capacity to deliver the services. As such, in order to make the best decision for the City of Jacksonville, the TDC requests permission to use the Single Source Provider in accordance with the Tourist Development Plan.

2. Certification

As required in Section 126.204 (a) (1), Ordinance Code, the TDC certifies the following:

i. The general purpose of the services and specific information is stated in Chapter 70 of the Ordinance Code for the Duval County Tourist Development Plan.

ii. The objective of the services is stated in Florida's First Coast of Golf Scope of Work approved marketing plan for golf tourism marketing for FY2017-2018. The intent of the TDC is to contract an agreement of marketing services for:

- Regional Golf Marketing of Northeast Florida to include Duval County for one (1) year with no options to renew

iii. The proposed cost of the services :

- Regional Golf Marketing-Maximum budget of $148,838.00

iv. The proposed services <u>would not duplicate</u> existing services. This sole source provider request is designed to give the TDC the authority to seek the best Contractor(s) to continue providing these services.

v. Currently, the TDC obtains these marketing services through a grant with the Florida's First Coast of Golf since 1992. The current grant will continue up to and including September 30, 2017.

vi. Representatives from the using agency committee:

- Anna Lopez Brosche, Jacksonville City Council President - Chair, Duval County Tourist Development Council
- Aaron Bowman, Jacksonville City Council Vice President- TDC Member
- Lori N. Boyer, Jacksonville City Council Member-TDC Member
- Barbara Goodman, TDC Member-President, Timucuan Parks Foundation
- MG Orender, TDC Member-President, Hampton Golf, Inc.
- Kirit Patidar, TDC Member-President, Beaches Hospitality, LLC
- Craig Smith, TDC Member-Managing Partner, Alhambra Theatre & Dining
- Jeffery Truhlar, TDC Member,- Regional Vice President, Shaner Hotels

SINGLE SOURCE REQUEST

Pursuant to the City of Jacksonville Procurement Code § 126.206 & § 126.312, when requesting a purchase from a vendor subject to the referenced sections, please complete this form to justify your request and submit to Procurement with applicable attachments.

REQUESTING AGENCY (DEPT./DIVISION): City Council/Duval County Tourist Development Division (TDC)

FUNDING SOURCE: CCTD 1320P TDC Operations-Duval County Tourist Development Plan

BRIEF DESCRIPTION OF GOODS/SERVICES:

Regional Golf Marketing to promote the Northeast Florida region as golf destination specially within the counties of Duval, Nassau Clay, St. Johns and Flagler.

AMOUNT OF PROJECT (attach quote): $148,838.00

PROVIDE A SUMMARY OF THE SCOPE OF GOODS/SERVICES TO BE PROVIDED; IDENTIFY EACH ITEM, COMPONENT OR SERVICE BEING PROCURED (ATTACH QUOTE/PROPOSAL):

Marketing Plan: Advertising through television , print, and digital

Trade , consumer shows, and promotional opportunities

Graphic design, digital agency and public relations,our operators

Research Marketing Trends

PROVIDE A DETAILED JUSTIFICATION AS TO WHY THE REQUESTED GOODS/SERVICES CAN ONLY BE EFFICIENTLY AND EFFECTIVELY PROCURED THROUGH THE RECOMMENDED SINGLE SOURCE PROVIDER:

Florida First Coast of Golf (FFCG) is a not-for-profit corporation designed to promote Northeast Florida region as a golf destination .

Florida First Coast of Golf is the only organization that can provide a regional partnership to market golf tourism

ASSERT THAT YOU HAVE RESEARCHED THE AVAILABILITY OF THE REQUESTED GOODS/SERVICES FROM OTHER SOURCES IN APPLICABLE MARKETS AND HAVE DISCUSSED AND EVALUATED THE SAME WITH COJ'S PROCUREMENT AND EBO DIVISIONS:

Florida First Coast of Golf has built this regional partnership with Duval County Tourist Development Council, Flagler, Nassau, St. Johns, and Clay since 1992. FFCG is endorsed by VISIT FLORIDA, Visit Jacksonville, World Golf Hall of Fame, North Florida Hotel and Lodging Association, and International Association of Golf Tour Operators.

Submitted by: Annette R. Hastings — Executive Director, Duval County Tourist Development Council

(Name) **(Title)**

Date: September 6, 2017

Requesting Agency's Director's Signature: Annette R Hastings

Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

SCOPE OF WORK

APPROVED GRANT FOR GOLF TOURISM MARKETING

From: David Reese, President of Florida's First Coast of Golf
To: Duval County Tourist Development Council
Date: August 25, 2017

Overview

This scope of work provides details on how the $148,838 in grant funding approved by the Duval County TDC on August 16, 2017 for regional golf marketing. Per the TDC's request, it will specifically cover implementation of the marketing plan documented in Tab 5 of the grant application dated July 23, 2017 ("FY 18 Working Marketing Plan").

Single Source Justification

FFCG is a not for profit corporation organization designed to promote the Northeast Florida region as a golf destination, and it was formed by the region's lodging properties, tourist boards, and golf courses. Specifically within the counties of Duval, Nassau, Clay, St. Johns and Flagler. This makes it the only organization that can provide a regional partnership to market golf tourism.

Deliverables

The grant funding will be a crucial contribution to a regional marketing effort aimed at attracting golfers to the region and increasing occupancy in its hotel rooms. The effort spans a wide variety of platforms and will be conducted under the unified brand of Florida's First Coast of Golf (FFCG), which Duval County was instrumental in creating in 1992.

The marketing plan created by FFCG and its Board of Directors involve spending in 12 separate categories, including three types of advertising (television, print, and digital), presence at two types of events (trade shows and consumer shows), and performing several in-house services which are necessary to execute the plan effectively (e.g. graphic design, digital agency and public relations).

This scope of work will discuss each of the 12 overall categories. Please note that earned media, which is estimated to be worth over $2.5 million based on historical levels, dependent on VISIT FLORIDA promotions department opportunities, is a separate category from those listed below, and the precise spending amounts and schedules may vary based on market conditions and co-op investment.

Spending Categories

AGENCY: An outside agency will be retained to perform graphic design work for the entirety of FY 18.

COLLATERAL: The vacation guide listed in the marketing plan is scheduled to be converted into a fold-out map which lists of publicly assessable 18 hole golf courses in the region. The panels would also include the relevant CVB logos and other useful information.

CONSUMER SHOWS: FFCG is planning to have a presence at a series of consumer shows taking place between January and March of 2018. These shows will take place in our target markets.

DIGITAL MARKETING: A total of 27 different programs are included in the digital marketing aspect of the plan, encompassing 55% of the overall budget. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment.

Six of the digital marketing purchases are scheduled to be year-long efforts across FY 18:

- our digital video work
- Digital Edge, a marketing agency
- Golf Advisor, a site that reviews and rates golf courses
- Golf'in Guy, a marketing company that covers all aspects of golf
- GolfTrips.com, a booking site
- NxtBook Media, a digital publisher

The remaining purchases include advertising on popular social media platforms (Twitter and three separate Facebook options) and several specialist golf sites, along with video production activity to enable the highest possible level of production values.

PRINT MEDIA: Advertising in print media will consist of buys in seven different outlets, representing 20% of total expenditures. Six of the publications are golf-specific, and the seventh is Air Canada's in-flight magazine. Print advertising will be placed between the beginning of the fiscal year in October and the end of April. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment.

PROMOTIONS: Promotional opportunities are available with the Jacksonville Jaguars and other Visit Florida promotional opportunities. The promotions are anticipated to occur over three periods in FY 18: October to December, April to mid-May, and mid-August to September.

PUBLIC RELATIONS: Our PR spending will include retaining a communications intern throughout FY18, half-a-dozen meetings to educate partner organizations, and hosting two sets of press trips: one in late January and one in early May.

RESEARCH: We will retain the services of the University of North Florida, Travelsmart, and the National Golf Foundation or other appropriate research company to conduct research during FY 18. The research will focus on market trends in the golf and tourism industry, and it will enable us to make educated marketing decisions throughout the year.

TRADE SHOWS: A variety of trade shows will be attended as part of the marketing effort. The annual PGA Show, International Golf Travel Market, IAGTO North American Convention and a series of six Visit Florida events. Expenditure types include booth space cost, travel expenses, booth materials, promotional items and staff time to attend and conduct business.

TELEVISION: TV advertising will be limited to the Travelling Golfer, a monthly show produced by Comcast SportsNet. The show features a single destination for an entire month, and we have secured a co-op investment for the feature destination in April and are working on a similar arrangement for September.

TOUR OP CO-OP: This effort will involve spending to be promoted as a featured destination by various tour operators. The tour operator spend would involve a catalog presence, special e-mails focusing on Northeast Florida destinations, direct mail pieces, and other similar methods.

OTHER: The remaining expenditures will be on miscellaneous expenses such as communications work and industry dues and meetings. This category accounts for 4% of the budget.

Targeted Markets
Geo-target Markets

Baseline target states FL, GA, NC, SC

Top Ten Visa Spend Markets: ATL, NY/NJ, DC/BALT, VA, CHI, SAV, CLT, BOS, PHI, DAL

Seasonal target DMA's will focus on CIN, CLE, DEN, DET, HOU, IND, MEM, MIN, NOLA, NSH, PITT, RVA and Toronto

Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

Please let me know if you have any questions about the material discussed above in this 5 county golf marketing cooperative where all expenses are shared by all stakeholders. We appreciate the approval of our grant application, and we look forward to a successful partnership that boosts travel to the region, its attractions, and its hotels.

Regards,

David W. Reese | President
Florida's First Coast of Golf
Celebrating 25 Years
4300 Marsh Landing Boulevard Suite 102
Jacksonville Beach, FL 32250
O: 904-249-9683 C: 904-607-3204
david@fla-golf.org

Florida's First Coast Of Golf
Budget

	Budget less Projected	FY 17 Budget	FY 17 Projected	FY 18 Proposed	Proposed less Projected
Ordinary Income/Expense					
Income					
Advertising Income	2,000.00	3,000.00	1,000.00	3,000.00	2,000.00
Interest Income					
Wachovia MM	0.98	6.00	5.02	6.00	0.98
Total Interest Income	0.98	6.00	5.02	6.00	0.98
Partnership					
Cooperatives	156,586.00	242,223.00	85,637.00	291,359.00	205,722.00
Golf	8,108.50	47,191.00	39,082.50	45,000.00	5,917.50
Hotel / Resort	5,331.85	48,427.60	43,095.75	47,404.00	4,308.25
Total Partnerships	170,026.35	337,841.60	167,815.25	383,763.00	215,947.75
Public Sector					
Clay TDC	0.00	25,500.00	25,500.00	25,500.00	0.00
Duval TDC	0.00	148,838.00	148,838.00	148,838.00	0.00
Flagler TDC	0.00	35,000.00	35,000.00	35,000.00	0.00
Nassau TDC	0.00	60,000.00	60,000.00	60,000.00	0.00
St. John's TDC	0.00	188,578.00	188,578.00	188,578.00	0.00
Total Public Sector	0.00	457,916.00	457,916.00	457,916.00	0.00
Patnerships					
JAA	0.00	10,000.00	10,000.00	10,000.00	0.00
Total Partnerships	0.00	10,000.00	10,000.00	10,000.00	0.00
Earned Media	1,742,442.00	2,505,515.00	763,073.00	2,505,515.00	1,742,442.00
Total Income	1,914,469.33	3,314,278.60	1,399,809.27	3,360,200.00	1,960,390.73
Expense					
Administrative Expenses					
Bank Charges	-95.91	320.00	415.91	435.00	19.09
Corporation Fee	6.75	68.00	61.25	68.00	6.75
Insurance					
Directors & Officers Liability	281.00	2,300.00	2,019.00	2,300.00	281.00
Liability Insurance	40.83	710.00	669.17	710.00	40.83
Workers Comp	51.00	1,709.00	1,658.00	1,749.00	91.00
Total Insurance	372.83	4,719.00	4,346.17	4,759.00	412.83
Licenses & Permits	0.00	128.00	128.00	135.00	7.00
Office Equipment	0.00	2,500.00	2,500.00	2,625.00	125.00
Office Furniture	0.00	1,000.00	1,000.00	1,050.00	50.00
Office Rent, Utilities & Maint	1,583.41	23,000.00	21,416.59	22,500.00	1,083.41
Office Supplies	1,148.20	4,100.00	2,951.80	3,100.00	148.20
Printing & Reproduction	81.02	2,350.00	2,268.98	2,400.00	131.02
Professional Development	0.00	500.00	500.00	500.00	0.00
Professional Fees					
Accounting	0.00	6,250.00	6,250.00	6,250.00	0.00
Bookkeeping	-1,042.00	6,200.00	7,242.00	7,500.00	258.00
Legal	800.00	3,500.00	2,700.00	3,500.00	800.00
Total Professional Fees	-242.00	15,950.00	16,192.00	17,250.00	1,058.00
Repair & Maintenance					
Computer	500.00	1,500.00	1,000.00	1,500.00	500.00

Florida's First Coast Of Golf
Budget

	Budget less Projected	FY 17 Budget	FY 17 Projected	FY 18 Proposed	Proposed less Projected
Telephone	0.00	525.00	525.00	525.00	0.00
Total Repair & Maintenance	500.00	2,025.00	1,525.00	2,025.00	500.00
Taxes					
Federal	-1.00	1.00	2.00	1.00	-1.00
Personal Property	-230.71	0.00	230.71	240.00	9.29
Total Taxes	-231.71	1.00	232.71	241.00	8.29
Total Administrative Expenses	3,122.59	56,661.00	53,538.41	57,088.00	3,549.59
Marketing					
Agency	3,647.50	21,000.00	17,352.50	5,000.00	-12,352.50
Brochure Production	604.44	5,000.00	4,395.56	5,000.00	604.44
Co-Ops					
PLAYERS Co-Op	-8,890.23	0.00	8,890.23	0.00	-8,890.23
Tour Operator Partnership	1,155.00	7,000.00	5,845.00	7,000.00	1,155.00
Total Co-Ops	-7,735.23	7,000.00	14,735.23	7,000.00	-7,735.23
Dues/Local Mtgs	364.10	4,200.00	3,835.90	4,050.00	214.10
Digital Marketing					
Digital Agency	0.00	54,000.00	54,000.00	54,000.00	0.00
Digital/Mobile/Retargeting	55,264.00	62,146.00	6,882.00	107,000.00	100,118.00
EMail	28,737.50	63,214.00	34,476.50	78,302.00	43,825.50
Nxtbook/landing pages	40.00	790.00	750.00	5,750.00	5,000.00
SEO/Social	2,050.00	34,050.00	32,000.00	23,000.00	-9,000.00
Total Digital Marketing	86,091.50	214,200.00	128,108.50	268,052.00	139,943.50
Golf Shows					
PLAYFLA & VF Golf	24,656.00	25,646.00	990.00	18,400.00	17,410.00
Travel	1,000.00	1,000.00	0.00	1,000.00	1,000.00
Total Golf Shows	25,656.00	26,646.00	990.00	19,400.00	18,410.00
Postage & Delivery	-346.21	2,500.00	2,846.21	2,988.00	141.79
Print Media					
Air Canada	0.00	22,000.00	22,000.00	22,000.00	0.00
Golf Georgia	3,050.00	9,375.00	6,325.00	17,292.00	10,967.00
Golf Magazine	8,000.00	8,000.00	0.00	9,448.00	9,448.00
Golfstyles Magazine	7,125.00	11,400.00	4,275.00	15,064.00	10,789.00
Links Magazine	7,500.00	10,000.00	2,500.00	5,000.00	2,500.00
Met Golfer	8,000.00	15,000.00	7,000.00	9,875.00	2,875.00
VA Golfer	3,932.50	9,959.00	6,026.50	17,278.00	11,251.50
VF Golf Guide	166.50	2,646.00	2,479.50	0.00	-2,479.50
Total Print Media	37,774.00	88,380.00	50,606.00	95,957.00	45,351.00
Promotions	9,952.79	14,342.00	4,389.21	10,000.00	5,610.79
Public Relations					
Communications Intern	360.00	4,500.00	4,140.00	1,000.00	-3,140.00
Member Meetings	-4,204.49	4,100.00	8,304.49	8,719.00	414.51
Press Trips/FAMS	487.97	10,000.00	9,512.03	10,000.00	487.97
Total Public Relations	-3,356.52	18,600.00	21,956.52	19,719.00	-2,237.52
Research	-11,300.00	1,200.00	12,500.00	11,050.00	-1,450.00
Telephone/Internet	2,299.28	11,882.00	9,582.72	11,000.00	1,417.28
Television	-2,500.00	0.00	2,500.00	8,000.00	5,500.00

Florida's First Coast Of Golf
Budget

	Budget less Projected	FY 17 Budget	FY 17 Projected	FY 18 Proposed	Proposed less Projected
Trade Shows					
IGTM/NAC	3,208.63	16,500.00	13,291.37	16,500.00	3,208.63
PGA Show	718.91	1,500.00	781.09	1,500.00	718.91
WTM/Goodwood	1,446.99	9,000.00	7,553.01	0.00	-7,553.01
Visit Florida	-1,592.24	2,780.00	4,372.24	2,780.00	-1,592.24
Total Trade Shows	3,782.29	29,780.00	25,997.71	20,780.00	-5,217.71
Total Earned Media	1,742,442.00	2,505,515.00	763,073.00	2,505,515.00	1,742,442.00
Travel & Entertainment					
Local	-373.80	2,000.00	2,373.80	2,491.00	117.20
Mileage	374.99	1,120.00	745.01	800.00	54.99
Total Travel & Entertainment	1.19	3,120.00	3,118.81	3,291.00	172.19
Total Marketing	1,887,377.13	2,953,365.00	1,065,987.87	2,996,802.00	1,930,814.13
Payroll Expenses					
Car Allowance	0.00	8,400.00	8,400.00	8,400.00	0.00
Direct Deposit Fees	-10.75	210.00	220.75	210.00	-10.75
Disability Insurance	740.68	2,737.00	1,996.32	2,737.00	740.68
Drug Testing	0.00	400.00	400.00	400.00	0.00
FUTA	-12.55	155.45	168.00	126.00	-42.00
Payroll	17,873.05	238,971.00	221,097.95	237,478.35	16,380.40
Health Insurance	11,926.56	21,500.00	9,573.44	21,500.00	11,926.56
Medicare	198.13	3,465.00	3,266.87	3,443.44	176.57
Recruitment	-387.45	500.00	887.45	500.00	-387.45
Simple IRA Plan	1,546.98	7,169.00	5,622.02	7,124.35	1,502.33
SS	2,192.45	14,816.00	12,623.55	14,723.66	2,100.11
SUI	34.18	62.18	28.00	21.00	-7.00
Total Payroll Expenses	34,101.28	298,385.63	264,284.35	296,663.80	32,379.45
Total Expense	1,924,601.00	3,308,411.63	1,383,810.63	3,350,553.80	1,966,743.17
Net Ordinary Income	-10,131.67	5,866.97	15,998.64	9,646.20	-6,352.44
Net Income	-10,131.67	5,866.97	15,998.64	9,646.20	-6,352.44

Florida's First Coast of Golf

FY 18 WORKING MARKETING PLAN

	October				November				December					January				February				March					April				May				June					July				August				September					Total	Percentage
Medium	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	Net Cost	
Graphic Design	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$5,000.00	
COLLATERAL																																																					$5,000.00	1%
Vacation Guide	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$5,000.00	
CONSUMER SHOWS																																																					$19,400.00	4%
PLAY FLA -14 shows															1	1	1	1	2	2	2	3		1																													$18,400.00	
Travel															x			x	x																																		$1,000.00	
DIGITAL MARKETING																																																					$268,052.00	55%
Digital Video	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$12,000.00	
Digital Edge Agency	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$54,000.00	
Display & Retargeting		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x	x	x	x															x	x	x	$7,800.00	
Drone Video						x	x																				x																						x				$10,000.00	
Facebook Advertising	x		x		x		x		x		x		x		x		x		x		x		x		x		x		x	x	x	x																x		x		x	$7,500.00	
Facebook Look-A-Like		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x	x	x																x		x		$6,000.00	
Facebook Spons. Posts		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x	x	x																x		x		$3,000.00	
Golf Ad Network				x	x		x																																													$8,580.00	
Golf Advisor	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$40,000.00	
Golf Display/Retarget Co		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x																	$10,000.00	
Golf'in Guy Influencer	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$2,000.00	
GSGA					x				x				x				x				x				x				x				x				x												x	x	x	x	$8,651.00	
golf.com											x	x	x	x	x																																					$4,724.00	
Golf Styles Email			x					x				x					x			x		x																														x	$7,532.00	
GolfTrips.com	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$2,000.00	
Golf Vacation Insider			x				x										x		x		x		x						x		x																				x		x	$15,000.00	
Links Email			x																																																		$2,500.00	
MailChimp	x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		$1,800.00	
Met Golfer Email		x			x		x				x			xx		x	x			xx		x	x						xx		x	x																				$9,875.00	
Native Advertising	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x															x	x	x	$11,200.00	
Nxt Book/LP production	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$5,750.00	
Paid Search	x		x		x		x		x		x		x		x		x		x		x		x		x		x	x		x	x	x																		x		x	$6,000.00	
VA Golfer Email	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x														x	x	x	x	x	$8,640.00	
Sojern Travel	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x																													$15,000.00	
Twitter Advertising	x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x	x	x	x	x																	x	x	$3,000.00	
Video Pre-roll			x	x				x	x			x	x																																								$4,500.00	
Video Spotlight					x				x				x													x																							x	x	x	x	x	$1,000.00	
EARNED MEDIA																																																					$2,505,515.00	N/A
VF|Press|Value add	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$2,505,515.00	
PRINT MEDIA																																																					$95,957.00	20%
Air Canada					x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x																																	$22,000.00	
Golf Georgia					x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x																					x	x	x	$17,292.00	
Golf Magazine							x	x	x	x																																											$9,448.00	
Golf Styles	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x																									x	x	x	$15,064.00	
Links Magazine	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x																																						$5,000.00	
Met Golfer	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x																							x	x	x	$9,875.00	

VA Golfer					x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x																									$17,278.00	
PROMOTIONS																																																					$10,000.00	2%
Jaguar/VF opportunities	x	x	x	x	x	x	x	x	x	x	x	x	x														x	x	x	x	x			x	x												x	x	x	x	x	x	$10,000.00	
PUBLIC REL																																																					$19,719.00	4%
Communications Intern	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$1,000.00	
Partner meetings/educ							x											x								x								xx										x							x		$8,719.00	
Press Trips																	xx															xx																					$10,000.00	
RESEARCH																																																					$11,050.00	2%
NGF/Travelsmart/UNF	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$11,050.00	
TRADE SHOWS																																																					$20,780.00	4%
IGTM/NAC												x																											x														$16,500.00	
PGA Show																		x																																			$1,500.00	
VISIT FLORIDA											x						x						x													x										xx							$2,780.00	
WTM																																																					$0.00	
TELEVISION																																																					$8,000.00	2%
Travelling Golfer																													x	x	x	x																	x	x	x	x	$8,000.00	
TOUR OP CO-OP																																																					$7,000.00	1%
Various operators	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x																					$7,000.00	
OTHER																																																					$21,329.00	4%
Communications	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$11,000.00	
Industry Dues/Meetings	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$4,050.00	
Postage/Shipping	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$2,988.00	
Regional T/E	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$3,291.00	
Expense																																																					$491,287.00	
Plus Earned Media																																																					$2,505,515.00	
Marketing Grand Total																																																					$2,996,802.00	

Geo-target Markets
Baseline target states FL, GA, NC, SC
Top Ten Visa Spend Markets: ATL, NY/NJ, DC/BALT, VA, CHI, SAV, CLT, BOS, PHI, DAL
Seasonal target DMA's will focus on CIN, CLE, DEN, DET, HOU, IND, MEM, MIN, NOLA, NSH, PITT, RVA and Toronto

OFFICE OF THE CITY COUNCIL

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JACKSONVILLE, FLORIDA 32202

TOURIST DEVELOPMENT COUNCIL
PRELIMINARY MEETING MINUTES
Wednesday, August 16, 2017
1:00 P.M.
117 West Duval Street
City Hall, First Floor
Lynwood Roberts Room

These minutes are not official until reviewed and approved by the TDC at a future meeting.

ATTENDANCE

City Council President Anna Lopez Brosche, Board Chairperson
City Council Vice President Aaron Bowman, Board Vice Chairperson
City Council Member Lori N. Boyer, Board Member
Barbara Goodman, Board Member
M. G. Orender, Board Member - Excused
Kirit Patidar, Board Member - Excused
Craig Smith, Board Member - Absent
Jeffrey Truhlar, Board Member (dep. 4:21 p.m.)

Annette Hastings, TDC Executive Director
Jeff Clements, Chief of Research
Kim Taylor, Assistant Council Auditor
Phillip Peterson, Council Auditor's Office
Lawsikia Hodges, Deputy General Counsel

Meeting Convened 1:03 p.m. **Meeting Adjourned: 4:34 p.m.**

Introduction
Chairwoman Brosche convened the meeting and the attendees introduced themselves for the record.

Approval of Minutes

Minutes of the TDC Special Meeting of July 27, 2017: Council Member Boyer proposed amendments on p. 2 to delete "on separate slides", and on p. 4 to change "Starwood" to "STR" – the minutes were **approved as amended.**

TDC Financial Report

Phillip Peterson, Principal Council Auditor, gave the TDC quarterly financial report. Bed tax collections for the fiscal year to date and last 12 months compared to prior 12 months are both up by approximately 8.5%. The projected year-end fund balance is $513,911 (assuming the remaining budgeted revenues are collected and the remaining budgeted expenditures are spent or encumbered). The Development and Contingency Fund projected year-end fund balance is $3.53 million. Mr. Peterson answered a question about the current negative $188,061 fund balance, which represents known expenditures through the end of the year and if no additional revenue was collected for the remainder of the fiscal year. In response to a question from Council Member Bowman about the TDC's usual practice regarding year-end fund balances, Mr. Peterson reported that it had been the TDC's practice to appropriate available funds to authorized uses at the end of the year, but the current year is the first year that TDC allocated fund balance to the Development and Contingency Fund awaiting future appropriation by the City Council in accordance with the adopted Tourist Development Plan. Mr. Peterson reviewed the various funding amounts available for use in the remainder of the fiscal year, some with and some without the need for City Council approval.

In response to a question from Council Member Boyer, Paul Astleford, CEO of Visit Jacksonville, reported that their RFP proposal for Convention Sales was $2.5 million for FY17-18. Ms. Boyer said that the maximum amount allowed under the Tourist Development Plan for that function is $2.25 million.

Public comments - none

Motion (Boyer): amend the FY17-18 budget to move $50,000 from "Remaining Appropriation to be spent in accordance with the Tourist Development Plan" to increase the Convention Sales line by that amount – **approved unanimously**.

Visit Jacksonville Convention Grant Encumbrance Requests

Presenter: Monica Smith, Vice President of Sales and Services
Total Encumbrance Request CVB Grant Fund FY 2016-2017: $55,275.00
Total Room Nights: 9,855

1. **Name of Group:** Capella University/Capella Education Company 2019 Doctoral Residency
Hotel Utilized: Hyatt Regency Jacksonville Riverfront
Dates: May 2-5, 2019
Room nights: 1,850 (at $7 per room)
Estimated Attendance: 850
Funds Use: AV, Meeting Room Rental, Reception

Funds to be encumbered: $12,950

Summary: Capella University's Doctoral Residency is a face-to-face residential learning experience designed to enhance student's process of acquiring their Doctorate degree.

Ms. Smith answered questions about room rates and incentives in other competitive jurisdictions and about how Visit Jax determines which time periods of the year need incentivizing and which are already busy enough that incentives are not needed. Visit Jax is offering $7 per room for this event rather than the usual $5 because of competition from a city in Tennessee for the event.

2. Name of Group: Capella University/Capella Education Company 2019 Masters Residency
Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront
Date: April 24-May 2, 2019
Room nights: 3,650 (at $7 per room)
Estimated Attendance: 745
Funds Use: AV, Room Rental, and/or Reception
Funds to be encumbered: $25,550

Summary: Capella University's Masters Residency a is a face-to-face residential learning experience designed to enhance student's process of acquiring their Master's degree.

3. Name of Group: IEEE/PES Transformers Conference
Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront
Date: October 11-21, 2018
Room nights: 2,500 (at $3 per room)
Estimated Attendance: 600
Funds Use: AV, and/ or Marketing
Funds to be encumbered: $7,500

Summary: IEEE and its members inspire a global community to innovate for a better tomorrow through its more than 420,000 members in over 160 countries, and its highly cited publications, conferences, technology standards, and professional and educational activities. IEEE is the trusted "voice" for engineering, computing, and technology information around the globe.

4. Name of Group: Qorvo 2018 Global Sales Conference
Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront
Date: April 13-18, 2018
Room nights: 1,855 (at $5 per room)
Estimated Attendance: 450
Funds Use: AV, and/or Reception
Funds to be encumbered: $9,275
Summary: Qorvo is an American semiconductor company that designs, manufactures, and supplies radio-frequency systems and solutions for applications that drive wireless and broadband communications, as well as foundry services.

Public Comments – none

Florida's First Coast of Golf Quarterly Report - David Reese, President

Dave Reese explained the regional nature of the First Coast of Golf board of directors and that all parties share expenses for a regional effort – there are no county-specific promotions. Expenditures on advertising leverage advertising buying power at a 6/1 ratio and earned media is leveraged at a 23/1 ratio in buying power. Ms. Boyer asked about the roll-out of new marketing materials that include more Jacksonville-specific content as previously requested by the TDC. Mr. Reese said that the new creative content for the upcoming year will include more Jacksonville references, and he estimated that 70% of total ads published during the year will contain one of the four Jacksonville-specific ads previously discussed by the TDC.

New Marketing Initiative Grant Request

Florida's First Coast of Golf Regional Golf Tourism Marketing Cooperative FY 2017-18

Applicant:	Florida's First Coast of Golf
Presenter:	David W. Reese, President, Florida's First Coast of Golf
Date:	October 1, 2017-September 30, 2018
Grant Amount:	$148,838.00
Room Nights:	Projected: 25,783 (Duval County)
Funds Use:	Advertising/Marketing Programs for Leisure Golf Tourism

Phillip Peterson answered questions from the commission about possible funding sources for this grant request (given the amounts mandated for marketing expenditures in the Tourist Development Plan). Ms. Boyer explained the TDC's previous intent in deciding how to fund this marketing initiative, whether directly from TDC or through Visit Jacksonville's marketing budget as a contract add-on. The timing of First Coast of Golf's allocation is somewhat problematic in that the TDC doesn't have a signed contract with Visit Jax for marketing and First Coast of Golf needs to get started on its high season marketing efforts for the fall and winter in the very near future. Deputy General Counsel described the differences between a grant and a contractual service and different means of accomplishing the desired end. Mr. Reese described the quarterly disbursement system used last year and the difficulties it posed with contracting for advertising.

Public Comments – none.

New Special Event Grant Requests

1. THE PLAYERS TPC Regional Tourism Cooperative - 2018

Applicant:	The PLAYERS Championship
Presenter:	Jared Rice, Executive Director, THE PLAYERS Championship
Date:	May 8-13, 2018
Attendance:	200,000 +
Location:	THE PLAYERS Stadium Course - Ponte Vedra Beach
Grant Amount:	$250,000
Funds Use:	Advertising & Marketing outside the geographic footprint of Northeast Florida to drive incremental room nights

Mr. Rice recapped the results and effectiveness of the grant for marketing of the 2017 tournament. There were 33 million viewers watching the tournament through 17 broadcasters sending the tournament to over 1 billion potential viewers around the world. He provided statistics on the results of

the digital marketing efforts. Marketing is tiered in 3 segments to target markets, varying depending on the amount of television and print marketing used in each segment; digital advertising is used in all markets. Several markets within driving distance or with direct flights to Jacksonville are high priority targets (Atlanta, Charlotte, Tampa). He presented statistics on room occupancy and room rates during TPC week over the past 4 years, showing substantial increases in rooms occupied and average room rates over that period. Anecdotal reports indicate that alternative lodging (i.e. AirBNB) use is growing substantially, although there is no independent information source that collects data on this market segment. Visit Florida contributed $100,000 for 2017 but has not yet committed to any funding for 2018.

Ms. Boyer described the TDC's discussions last year about using $25,000 of the Players Championship $250,000 marketing allocation for a hospitality tent to host economic development and meeting planning clients. Council Member Bowman noted that Enterprise Florida had a hospitality tent at the tournament to which the JAXUSA Partnership took clients, which will likely not be the case next year given Enterprise Florida's uncertain funding prospects. Dave Herrell, Sports and Entertainment Officer, said that his office had allocated $75,000 to a hospitality tent for business recruiting purposes (partnering with the TDC's $25,000) for 2017 and has that amount in the budget again for 2018. He described the type of clients invited to the hospitality tent (Universities of Florida and Georgia, CBS Sports, corporate event sponsors, etc.). Monica Smith of Visit Jacksonville described the experience of the 13 meeting planners who attended last year's tournament. They had a great experience, but a golf tournament may not have been the best venue for selling the city to mostly female, non-golfing meeting planners. Paul Astleford said that the TDC's $25,000 contribution in combination with the $75,000 from the Office of Sports and Entertainment gave the City and Visit Jacksonville a tremendous venue to market the city and its many amenities to a variety of clients. They did learn that choosing the right meeting planners to take advantage of the marketing effort is important, and they learned that decorating and stocking the venue with advertising and promotional materials could be greatly improved to increase the impact of the expenditure being made. Barbara Goodman described the TDC's thought process last year about using a portion of the funding the TDC has traditionally contributed to the Player's Championship to produce a more Jacksonville-specific gathering and marketing space.

Public Comments - none

2. Florida Okoberfest & Music Festival

Applicant:	North Florida Productions, LLC
Presenter:	Joshua Woolsey, Managing Member, North Florida Production
Date:	October 6-8, 2017
Attendance:	30,000
Room Nights:	10,000 projected
Location:	Metropolitan Park
Grant Amount:	$150,000
Funds Use:	Regional Advertising & Marketing

Mr. Woolsey described this new, family-friendly event with a variety of beers available, carnival rides and a festival atmosphere along the lines of the Country Superfest held several years ago. Their media partner is I Heart Media which is helping to leverage the bands at a reduced cost. They are anticipating 8,000 – 10,000 attendees per day and expanding on the Oktoberfest they started at Jacksonville Beach several years ago that has outgrown that site. Mr. Woolsey noted that the festival is going to rent

Metropolitan Park for weekend, generating $50,000 in rental revenue for the City plus the parking surcharge on the parking lots. Commissioner Goodman noted that there is a separate Jax Oktoberbest, now in its fifth year, the week before this event at a different location. Mr. Woolsey described that as a very different type of event targeted to a different audience.

Council Member Boyer described the restrictions on the use of Metropolitan Park for private events as a result of having taken federal grant funding for its acquisition. Mr. Phil Vogelsang of North Florida Productions described the difference between attendance figures shown in different parts of the grant application, which differ because the application was submitted before I Heart Media became a partner and increased the quality of the musical acts being presented. Council Member Boyer asked if special event grants could be made to for-profit events; staff recalled one previous event where the TDC helped fund marketing for a for-profit concert promoter. Ms. Boyer asked Mr. Woolsey about his willingness to rebate a portion of the TDC's grant if the event makes a profit. He indicated that North Florida Productions plans to reinvest any profits in growing the event in future years. Ms. Boyer also recalled the issue the TDC had with a previous event for which the company received TDC funding for marketing. The company hired to provide the electronic marketing could not provide data proving that the marketing was directed outside of the Jacksonville area, which was a condition of the grant. Lawsikia Hodges reported that the TDC grant guidelines require applicants to be tax-exempt entities under IRS regulations.

Public Comments - none

Motion (Boyer): approve $55,275 for the 4 convention grant encumbrances from the FY16-17 Convention grants budget – **approved unanimously**.

Motion (Boyer): on the TPC funding request, approve a $250,000 total grant with $25,000 allocated toward the cost of a hospitality chalet for out-of-area marketing purposes –

Motion (Boyer): amend the Boyer motion to provide the $250,000 by exhausting the $65,931.32 in the FY16-17 convention grants budget and the $45,835.50 remaining in the FY16-17 Special Events Grants budget and allocating $138,233.18 from the FY17-18 Special Events Grants budget of $390,000 – **approved unanimously**.

Motion (Bowman): approve the TPC funding request as amended – **approved unanimously**.

Motion (Goodman): approve $148,838 for Florida First Coast of Golf from the FY17-18 budget's Remaining Appropriation to be Spent in Accordance with the Tourist Development Plan

Motion (Boyer): amend the Goodman motion to require that at least 70% of the marketing must include at least one of the four Jacksonville-specific ad campaigns – **approved unanimously**

Motion (Goodman): approve the Goodman motion with the Boyer amendment – **approved unanimously**

Motion (Boyer) request that City Council process the First Coast of Golf marketing program as an ordinance directing award of the contract to that organization – **approved unanimously**.

Ms. Boyer recommended that the First Coast of Golf marketing initiative be included in the TDC budget at the beginning of the budget process and not added later in the year, which is proving to be problematic.

Motion (Boyer): amend the previous Boyer motion to request clarification from the Procurement Division about the TDC's ability to process this procurement as a single-source procurement, with that as the preferred mechanism, if possible; if single-source procurement is not possible, then request that the City Council process the First Coast of Golf marketing program as an ordinance directing award of the contract to that organization – **approved unanimously**.

Contracts and Legislative Items - Lawsikia Hodges, Deputy General Counsel

- **Marketing Services Contract**

Ms. Hodges reviewed the contract terms, noting that it backs out the cost of the Longwood Study, which the TDC will procure directly. Visit Jacksonville will provide an annual plan, comprehensive marketing plan and annual budget to the TDC in April of each year. TDC will perform a performance review in the first quarter of each year, which will inform Visit Jax's annual submissions, and which will help the TDC generate its budget proposal to City Council. The TDC has the ability to revise contract expenditure categories annually depending on the contractor's performance. Ms. Hodges said that she had spoken with Visit Jacksonville representatives and they are agreeable to adding caps on transfer amounts among categories. Ms. Boyer suggested a $50,000 cap on transfers.

Motion (Boyer): revise the contract to provide a transfer cap of 10% not to exceed $50,000 – **approved**.

Motion (Bowman): approve Resolution 2017-1 as amended – **approved**.

Public Comments – none

- **Convention Sales and Services Contract**

Monica Smith asked for clarification about whether convention grants are or are not included in the $2,216,770 contract amount. Ms. Hodges stated that the contract amount did include the grants – the original contract amount of $2,250,000 was reduced by $14,330 for the STR Hotel Data occupancy report and by $18,900 for the STR Destination Map.

Public Comments - none

Motion (Bowman): approve Resolution 2017-2 as amended to reflect a contract revision to provide a transfer cap of 10% not to exceed $50,000 – **approved unanimously**.

TDC RFP ESC-0575-17 Tourist Bureau Plan Services Update

TDC Administrator Annette Hastings referred to the handout with the schedule for the RFP response date and the grading, ranking and consideration of contract award.

Visit Jacksonville President's Report-Paul Astleford, President & CEO

Mr. Astleford reported that various measures of hotel occupancy rates and revenue per available room are all showing good growth. The Beaches market is the City's strongest overall hotel sub-market. Brian Fife reviewed the financial statement through the first three quarters of the fiscal year. The Sales and Service and Marketing categories show favorable expenditure variances in the salaries and benefits category (Sales and Service and Marketing) and consumer ads category (Marketing). Ms. Smith reviewed the prospects and performance numbers in events and room night production, including meeting cancellations. She reviewed advertising, trade show and familiarization trip activities during the quarter and presented the convention calendar for the remainder of the year. Council Member Boyer suggested that the convention sales productivity and activities chart be revised to clearly show the difference between room bookings made during the quarter and actual room occupancy achieved during the quarter.

Katie Mitura of Visit Jacksonville reviewed the organization's tourism marketing during the last quarter, including paid advertising and media contacts, both a media mission (to Atlanta) and hosted media trips. Web site traffic was equal to the same quarter in the previous year (which was a very busy quarter), and web traffic is up in the beginning of the current quarter. Visit Jax is using a digital marketing research company that tracks individual users as they search for information on the internet, going from one site to another to do research before ultimately booking travel to Jacksonville at one site or another.

Closing Comments

- Lawsikia Hodges will work on developing a proposed ordinance to amend the City's travel code regarding TDC contractor travel regulations.
- TDC Special Meeting dates - Visit Jacksonville Marketing Services presentation and Convention & Sales Service Presentation: several dates were discussed. Michael Munz of the Dalton Agency recommended that the two presentations be held on separate days since the volume of information is expected to be substantial. The council agreed on September 11th at 1:00 p.m. for the tourist marketing services presentation and September 13th at 1:00 p.m. for the convention sales and service presentation.
- The TDC's next quarterly meeting is scheduled for November 16, 2017.
- The group discussed the schedule for reading and scoring the tourist information bureau RFP and taking the results to the CSPEC, working around budget hearings, the City economic development trip to London, committee meetings, and other events.

Adjourn

The meeting was adjourned at 4:34 p.m.

Jeff Clements, Council Research Division
Posted 8.21.17 11:00 a.m.

Visit Jacksonville President's Report-Paul Astleford, President & CEO

Mr. Astleford reported that various measures of hotel occupancy rates and revenue per available room are all showing good growth. The Beaches market is the City's strongest overall hotel sub-market. Brian Fife reviewed the financial statement through the first three quarters of the fiscal year. The Sales and Service and Marketing categories show favorable expenditure variances in the salaries and benefits category (Sales and Service and Marketing) and consumer ads category (Marketing). Ms. Smith reviewed the prospects and performance numbers in events and room night production, including meeting cancellations. She reviewed advertising, trade show and familiarization trip activities during the quarter and presented the convention calendar for the remainder of the year. Council Member Boyer suggested that the convention sales productivity and activities chart be revised to clearly show the difference between room bookings made during the quarter and actual room occupancy achieved during the quarter.

Katie Mitura of Visit Jacksonville reviewed the organization's tourism marketing during the last quarter, including paid advertising and media contacts, both a media mission (to Atlanta) and hosted media trips. Web site traffic was equal to the same quarter in the previous year (which was a very busy quarter), and web traffic is up in the beginning of the current quarter. Visit Jax is using a digital marketing research company that tracks individual users as they search for information on the internet, going from one site to another to do research before ultimately booking travel to Jacksonville at one site or another.

Closing Comments

- Lawsikia Hodges will work on developing a proposed ordinance to amend the City's travel code regarding TDC contractor travel regulations.
- TDC Special Meeting dates - Visit Jacksonville Marketing Services presentation and Convention & Sales Service Presentation: several dates were discussed. Michael Munz of the Dalton Agency recommended that the two presentations be held on separate days since the volume of information is expected to be substantial. The council agreed on September 11th at 1:00 p.m. for the tourist marketing services presentation and September 13th at 1:00 p.m. for the convention sales and service presentation.
- The TDC's next quarterly meeting is scheduled for November 16, 2017.
- The group discussed the schedule for reading and scoring the tourist information bureau RFP and taking the results to the CSPEC, working around budget hearings, the City economic development trip to London, committee meetings, and other events.

Adjourn

The meeting was adjourned at 4:34 p.m.

Jeff Clements, Council Research Division
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