Visit Jacksonville

Meeting with the

Duval County Tourist Development Council

Thursday, June 16, 2011

To Review Planned Deployment of $519,528 Grant

As Requested

**Purpose:** To make and approve the following motion:

“Accept, as presented today, Visit Jacksonville’s deployment plan for the $519,528 grant fund previously approved (on 5/19/11) by this body, and encourage the immediate implementation of all of the plan’s aspects in order to further the profitability and competitiveness of Jacksonville’s hospitality and tourism industries, as well as to generate additional room nights and bed tax revenues for the City of Jacksonville.”

**Summary and Presentation**

On May 19, 2011 Visit Jacksonville presented and reviewed a funding request in the amount of $519,528 to accomplish the following primary objectives:

Capitalize on the lodging industry’s current momentum (generated in large part by the historic support of the TDC - see TDC Grant Summary) and regain national competitiveness

* + - By area of Jacksonville.
    - By type of lodging facility.
    - On a market segment by market segment basis.

The $519,528 grant request was considered in total, but was comprised of three (3)

homogeneous initiatives for ease of presentation:

* + - $219,528 for marketing
    - $100,000 for CVB grant fund 2010-2011
    - $200,000 for business development

The TDC motioned, seconded and approved the full $519,528 grant request subject to the submission of a more detailed plan of deployment. That plan is submitted herein. This document is not meant to replicate the May 19th presentation.

Its objective is to provide cost estimates and currently available practical implementation descriptions on each of the initiatives described in the original presentation. More information and detail can be provided as an appendix where indicated by (A).

**$219,528 for Marketing**

These deployments will primarily be managed in conjunction with, and invoiced through, Visit Jacksonville’s marketing firm; the Dalton Agency. Initiatives will include the following:

Media Insertions to generate Summer Season business – Leisure and

In-state Group Business - $22,500

1. $3,250 - People Magazine Southeast Travel Planner ad
2. $16,666.66 - Two (2) Visit Florida Summer newspaper inserts with Collinson Media; Sunday, half page.
3. $2,592.50 - Florida Society of Association Executives Source Magazine

Media Insertions (including Billboard) to open Puerto Rico travel market and support new Non-Stop service - $10,000

* 1. Showcase America’s Health Center
  2. Support new Jet Blue flight
  3. Jet Blue and Airport Authority ran billboards in Puerto Rico for 6 months (Spring and Summer)
  4. Run advertising in Caribbean Business (and other Caribbean publications where appropriate) utilizing traditional and online channels.
     1. Reaches 228,000 business professionals each week through printed piece.
     2. Strong online audience

Continual “Jacksonville Special Events” Marketing & Sales Program - $30,000

1. Renewal of existing grant to cover key cards, posters, in-hotel marketing efforts, web-portal, Jacksonville Event Calendar, etc.

Spirit Magazine “Adventure in Jacksonville” Advertising and PR (A) - $15,000

1. A special in-depth editorial feature in Southwest Airlines Spirit Magazine.
2. September 2011 issue, 3.4 million readers per month.

Re-incorporation of the words “and the Beaches” into all Visit Jacksonville identifier materials - $7,500

1. Collateral needs and logo development

Jacksonville Birding Campaign - $7,500

1. $2,500 co-op advertising with the Zoo in Birdwatcher’s Digest
2. $5,000 University of North Florida birding and photography event weekend marketing support to include email marketing campaign.

Broad-Based Components of Neighborhoods Marketing Initiative - $90,000

Immediately design and execute individual plans, developed with hoteliers, to drive room nights and put upward pressure on ADR in each of the geographical areas of Duval County:

* + - * Southside/ Mandarin
      * Northside/Airport
      * Westside
      * Downtown
      * Beaches

Tactics used in each of these geographical areas will feature different tourism assets (i.e.: shopping, dining and entertainment in Mandarin, city-wide convention facilities downtown, etc.) but will generically include the following:

* + - Custom designed email marketing campaigns
    - Custom designed brochures and maps by area
    - Golf availability and positioning reinforcement
    - In-hotel graphics
    - Radio advertising to capture drive markets
    - Interstate Highway Billboards
    - I-95 Visitor Center information disbursement

Neighborhood Specific Initiatives as requested - $37,000

* + Re-branding of the Airport area with new name and identity incorporating multiple tourism assets.
  + Beaches off-season- create demand generators and find markets to support same.
  + Enhanced Equestrian Center, agriculture and sports direct sales focus for the Westside.

**$100,000 for CVB Grant Fund 2010-2011**

Mechanically treated as “Cash for Contracts” Version II. Makes funds available to potentially close deals based off of Visit Jacksonville tentatives. This fund to close tentatives will only be made available until September 30, 2011. The original “Cash for Contracts” generated 58,790 room nights with an economic impact of $30 million. As a result, this initiative is strongly supported by hotels throughout Duval County.

**$200,000 for Business Development**

2016 Olympic Trials Bid Opportunity - $20,000

1. USA Swimming (20,000 RN’s over eight days with national TV coverage)
2. Sept 2011 Full Site Visit by US Aquatics Board of Directors already meeting at the Hyatt Regency Jacksonville. (A)

Two (2) Additional Buyer Education Trips (BET’s) - $36,000

1. Jacksonville Convention Center Alliance Groups, diversity market focus
2. Florida Society of Association Executives
3. Brings to seven the number of BET’s held this fiscal year.
4. Ten to twelve meeting planners attend each BET; all with qualified room night potential for Jacksonville.

Jacksonville Sings - $30,000

Bridge funding will include design, planning, and marketing of September event (Southside) along with early design, planning, and marketing of December event (Beaches) which includes Winter Fest concepting. Additionally, marketing materials for potential choral/music related group business, and branding expenses for the establishment of Jacksonville Sings will be coded here (A).

The Co-Opetition Group Agreement – Phase I - $40,000

1. Contract for immediate qualified lead generation through “market research and integrated direct marketing platforms” as requested by Jacksonville Convention Center Alliance (JCCA). Visit Jacksonville provides Phase II funding on October 1. (A)

Upgrades/Training on D3000 Account Management/Direct Sales System - $15,000

Visitor Guide Production & Advertising Needs -$25,000

* 1. Bridge Needs Until October – Inventory management
  2. Will include print and web based channels
  3. Miles Media was provider
  4. Renewal / additional options – Travel Host – Where Magazine (A)

Booked Convention Attendance Stimulation Program - $24,000

* + 1. Develop microsite tools and email templates utilizing main site resources.
    2. Develop collateral for convention attendees (post cards, tri-fold brochure, maps.)
    3. Marketing support for city-wide groups coming in over next year.

Certified Tourism Ambassador Program Initiation (A) - $10,000

A community based project that educates front- line staff, human resource recruiters, citizens, etc. about their destination. It is a customized program and can be enacted regionally.

* Will require significant corporate support and participation.