(Visit Jacksonville Handout…TDC Policy Subcommittee June 5, 2014 )

Marketing Requirements for a Group Directly Applying for TDC Funding

Mechanics for grant application:

* An applicant should meet with Visit Jacksonville to put together a marketing plan for the event and evaluate media/advertising plans
* TDC Application would need to include proof of meeting with Visit Jacksonville
* Visit Jacksonville will be present at all grant presentations to address any additional questions concerning the event’s marketing plan

Guidelines for discussion with Visit Jacksonville prior to application:

* Make sure that the out-of-market advertising is well thought out and detailed to show the potential broad awareness of the event in out-of-market media.
* Consider the potential attendees that would come and decide best ways to reach these audiences
* Consider how far the advertising reach of an event of this type might have. Is this regional? National? International?
* What is the timeline for marketing this event? Is this event within 90 days? What type of marketing can actually work with the proposed timeline?
* Once we have evaluated of all of the above, create a plan to figure out the most impactful advertising
* Visit Jacksonville will assist in measuring the value of the advertising placements for reporting to the TDC using measurements such as:
  + - Cost of Advertising
    - Total Impressions
    - Click thru rate (CTR)
    - Clicks on the ad
    - Circulation/Viewers/Listeners
    - Google Analytics/website traffic
    - Ads served
    - Leads provided
    - Engagement (for a video ad)