

Convention Sales & Services Year 2 Plan



CONVENTION SALES & SERVICES ANNUAL PLAN YEAR 2

EXECUTIVE SUMMARY

2017-2018 has been strong year for our Convention Sales & Service efforts. We launched our new “Meet Yourself in JAX” campaign with a call to action of “Meet In JAX” for meetings and “Tour In JAX” for group tours. Our advertising this year is performing well across our target markets and new Sales & Services collateral has been developed to align with our marketing efforts. We launched a new LinkedIn strategy targeting meeting planners, and recently planned to expand our social media efforts to include Facebook. We are also excited about the future changes scheduled for the meetings and group tour pages of our website.

Our team hosted another successful THE PLAYERS Championship FAM trip and partnered with Florida’s First Coast of Golf on a FAM trip for Chinese travel agents. We are also seeing a solid return on investment from our sales events and tradeshow participation in both lead generation and increasing destination awareness for meeting and group tour planners. In addition, the Group Segment Trend report indicated significant gains in group occupancy and RevPAR for the months of February and April, contributing to the historic Q1 visitation figures for the destination.

Note: Bold, italic font throughout document represents additional items due to amendments to the plan by TDC at the meeting on August 9, 2018.

2017-2018 Convention Sales Results to Date

FY2017-2018 Sales Goals	Actual YTD as of June 30, 2018	% of Annual Goal
Generate 85,000 Definite RN	72,908	86%
Increase annual room night actualization by 5%; 85,000 in Year 1	Contracted 72,089 Picked up 71,990	95%
Generate a minimum increase of 0.25% in REVPAR for the Group Segment Trend report - Goal amount: \$14.54 (FY 2017-2018)	Group REV Par Avg - \$15.44 Group REV Par Running 12 Months - \$15.91	104%
Increase the awareness of Jacksonville as a destination by 2% per the Destination MAP Report (base of 6% with 40% survey response rate)	TBD; Awaiting final results	TBD
Maintain a minimum base of 50% new business for room night production.	80% new business for Q3	

Any year 1 contract deliverables not completed by September 30, 2018 will be delivered prior to November 30, 2018 using the funds encumbered from the year 1 budget for 2017-18.

All metrics and deliverables will be based and tracked on the contractual and fiscal years running from October 1 through September 30.

2018-2019 Proposed Metrics

Performance Metrics	FY2018-2019 Goals
Increase in new room night production for FY2018-2019 by 5%	85,000 FY2017-2018 metric plus 5% increase is 89,250 Definite Room Nights FY 2018-2019
Increase annual room night actualization for FY2018-2019 by 5%	85,000 FY2017-2018 metric plus 5% increase is 89,250
Generate a minimum increase of 0.25% in REVPAR for the Group Segment Trend Report in FY2018-2019	\$14.54 for FY2017-2018 metric plus 0.25% increase is \$14.58
Increase in the awareness of Jacksonville as a destination by 2% per the Destination MAP Report	TBD; Awaiting final results for FY2017
Maintain a minimum base of 50% new business for room night production.	

Internal and external research will continue to guide our sales and marketing efforts. Using research as a tool, the Visit Jacksonville Sales & Services team will focus its efforts on the six Convention Sales & Services components to market, promote, and sell the City of Jacksonville as a convention, meeting, and group tour destination. We used the following industry and internal research as a guide for our efforts FY2018-2019:

- American Express Meetings Events Forecast 2017
- MPI: Meetings Outlook 2017 Quarterly Reports
- Visit Jacksonville Convention Services Survey Responses & Client Requests

Strategy: Promotion to Tourist Groups

Visit Jacksonville’s Sales & Services Team is solely focused on the promotion and marketing of the City of Jacksonville to meeting planners, event planners, and group tour operators. Our team adheres to industry standards and possesses the destination knowledge to develop strategic marketing tactics, which include:

- Manage an annual advertising campaign for digital and print ads, social media, websites, and e-newsletters
- Generate sales collateral including meeting planner guides, banners, postcards, tradeshow booths, event invitations, and sales presentations
- Create convention services collateral including brochures, planning toolkits, pre/post-event mailers, and services presentations
- Establish annual promotions for meetings and group tour (lead generation business) initiatives

These marketing efforts assist the Visit Jacksonville Sales & Services Team in soliciting and cultivating business from key meeting and group tour markets that have historically booked in Jacksonville, as well as developing new business opportunities. We will continually implement new and innovative marketing initiatives to aid in increasing in leads, bookings, and the awareness of Jacksonville as a destination.

We will plan to implement the following promotion to tourist group tactics in FY2018-2019:

Tactics:

- Distribute and publicize new medical meetings collateral
- Sponsor a Meeting Professionals International (MPI) Healthcare Meeting Compliance Certificate (HMCC) course to increase visibility of Jacksonville to medical meeting planners

- Research opportunities to use virtual reality products for convention marketing efforts
- Enhance meetings and group tour website pages and drive client visitation to these pages

Strategy: Convention Market Targeting

We are currently working with a Convention Sales & Services database of over 4,500 accounts, in all markets. Based on Smith Travel Research, Destination MAP, and our existing iDSS database, we will continue our focus to increase market penetration in the current convention, meeting and group markets:

- Association
- SMERF (Sports, Military, Education, Religious, and Fraternal)
- Corporate
- Government
- Multicultural
- Reunion
- Group Tour

We will continue to leverage destination awareness by maintaining and increasing proactive sales efforts in these cities and regions:

- Atlanta
- Charlotte
- Chicago
- Dallas
- New York City
- Tallahassee
- Washington DC

We will implement the following Convention Sales market targeting tactics in FY2018-2019.

Tactics:

- Initiate proactive efforts to book financial and insurance training meetings and conferences
- Assess current group tour sales efforts with “group tour friendly” hotels and attractions, to determine the level of interest in future group-tour business
- Research and develop lists for “Group Tour Friendly” hotels, restaurants, and attractions
- Establish group tour “seasons” based on local festivals and events
- Implement data-appending project to enhance client database and customize e-newsletter messaging for key target markets

Strategy: Convention Sales Activities

Convention sales is a process which requires time to cultivate and maintain business relationships with meeting planners and group tour operators. We will continue to use the variety of sales activities listed, as part of our “10 touches” process to generate meeting, convention, and group tour business for the City of Jacksonville.

- Prospecting
- Tradeshows
- Sales Missions

- Client Events
- Familiarization Trips (FAM)
- Site Visits
- Email/e-newsletters
- Direct mail

We will plan to implement the following Convention Sales tactics for FY2018 - 2019.

Tactics:

- Initiate outreach to colleges, universities, hospitals and churches for Bring It Home JAX (BIHJ) efforts
- Relaunch a proactive medical meetings effort
- Attend 2 national group tour association tradeshow
- Host bi-annual luncheons to educate local leaders on the BIHJ program and recognize local BIHJ Ambassadors
- Host 4 sales missions in target markets (Chicago, New York, Tallahassee, and Texas)
- Plan 1 local client event in conjunction with the NCAA Men’s Basketball Tournament
- Host 1 FAM targeted for the following markets and purposes: THE PLAYERS Championship (to close business). Note: this was previously estimated to be 2 FAM events in Year 2; however, the second event was the NCAA Tournament which is scheduled so close to the new TPC date that it was determined that a client event would be more successful for the NCAA Tournament.
- Participate in VISIT FLORIDA co-ops for tradeshow and client events

Proposed FY2018-2019 Travel Schedule

Each year the Sales & Services team will analyze return-on-investment and return-on-objectives for the current year’s tradeshow, sales missions, client events and FAMs. Based on strategies to align with key market segments, and to support the efforts to generate future meeting, event, and group tour bookings, we have prepared a travel schedule attached in a separate document for approval by the TDC.

Strategy: Coordination with City Convention Center Management

Visit Jacksonville will continually manage our working relationship with the SMG Jacksonville facility managers to help provide business leads, and monthly sales reports to assist in fully booking the convention center.

We will plan to implement the following tactics to ensure coordination with City Convention Center Management in FY2018-2019.

Tactics:

- Conduct annual review of open dates to book additional conventions, supplementing current consumer show bookings at the Prime Osborn Convention Center
- Review processes for convention center bookings and contracting
- Develop a brochure for convention center-hotel transportation options and/or packages
- Incorporate SMG facilities in FAMs and local client events, when possible

Strategy: Convention Service Activities

The Visit Jacksonville Convention Services team continues to lead the way with innovative service offering and serves as the destination experts for meeting planners.

A sampling of services we continually provide and enhance include:

- Attendance building materials for pre-event marketing: photo library, videos, infographics, and conference pre-promotion collateral
- Services referrals (audio-visual companies, photographers, décor, transportation, etc.)
- Activities and Entertainment referrals (restaurants for offsite events, dine-a-rounds, entertainment, nightlife, teambuilding, and group tours)
- Welcome Tables with visitor information for groups when they arrive onsite

We will plan to implement the following tactics to provide Convention Services in FY2018–2019.

Tactics:

- Relaunch the Show Your Badge program
- Develop group tour welcome packets for tour operators
- Evaluate and enhance the Jacksonville International Airport convention welcome signage plan and group welcome opportunities
- Plan and coordinate annual sales events (FAMs, client events, local industry meetings)
- Organize and manage the Local Host Committee for the Florida Society of Association Executives 2019 Annual Conference

Strategy: Convention Grants

Visit Jacksonville will continue to offer convention grants to conventions or conferences and qualify these groups via the grant checklist, which includes group need periods, city competition, and use of grant funds, etc.

We will plan to implement the following tactics to manage the Convention Grant Program in FY2018-2019.

Tactics:

- Implement new TDC convention grant policies, and recommend policy updates that will assist the City of Jacksonville in maintaining a competitive grant program, as needed
- Identify potential opportunities to streamline the grant payment process
- Offer multiple-year grants to attract new business opportunities to Jacksonville, during need periods

FY2019 VISIT JACKSONVILLE MEDIA PLAN: MEETINGS | 8.9.2018



LET'S CREATE

@daltonagency

AGENDA

Media Objectives

Planning Parameters

Target Audience Analysis

FY2018 Performance Insights

Q3 Results

Strategic Approach

Media Tactics

Investment Summary

Campaign Measurement

MEDIA OBJECTIVES

Build awareness among Meeting Planners and Group Tour Planners of what Jacksonville has to offer

Create awareness of the Bring It Home JAX! referral initiative within the Jacksonville business community

Increase visits to Meetings landing page

Drive leads for the Sales Team

PLANNING PARAMETERS

TARGET AUDIENCE

Meeting Planners

Key Markets

- Associations
- Religious Meetings
- Military Meetings
- Fraternal Meetings

Growth Segments

- Corporate Meetings – Industries:
 - Financial
 - Insurance
 - Medical
- Group Tour / Motor Coach
 - Student/Youth Travel (Group Tours)



TARGET AUDIENCE

New! Jacksonville Business Leaders

Initiative: Bring It Home JAX!

- C-Level Executives
- Directors
- Managers



GEOGRAPHY

National

State/Local Emphasis

- High potential markets
 - Florida*
 - Chicago*
 - Georgia*
 - District of Columbia
 - Carolinas
 - New York*
 - Texas*
- Trade Show support



TIMING

Annual

FY2019

(October 2018 - September 2019)

Key placements leading up to select industry trade shows to support sales efforts

PLANNING BUDGET

Flat YOY

\$147,824 NET

-14% YOY

TARGET AUDIENCE ANALYSIS

TARGET AUDIENCE ANALYSIS

Who are they?



- 80% Female, 20% Male
- 44 – Average Age
- Type of Planner:
 - 44% Corporate
 - 24% Association
 - 29% Third Party
 - 3% Government

TARGET AUDIENCE ANALYSIS

What are their travel attitudes and preferences?

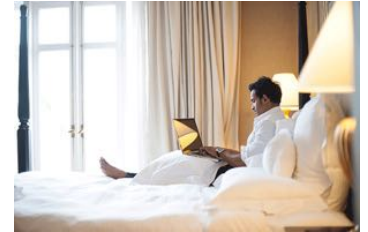


Enjoy traveling

- Planning a domestic trip in the next year – Index 140
- “On my vacations, I prefer traveling to places I've never been” – 82% comp
- Make domestic destination decisions – Index 150

Splurge on Travel

- “It's worth it to me to pay more for high quality hotel accommodations” – Index 124
- Spent \$5,000+ on vacations last year – Index 307



Travel Activities

- Go to the beach – Index 178
- Attend specific events – Index 171
- General sightseeing – Index 162
- Fine dining – Index 161
- Shopping – Index 154

Travel Influentials

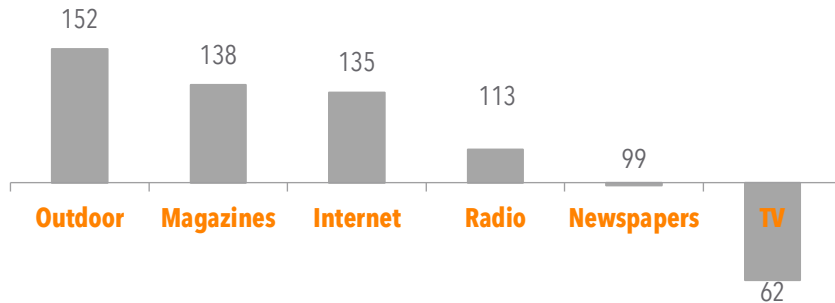
- “I often take the opportunity to discuss my knowledge of vacation spots with others” – 71% comp
- Travel Influentials – Index 271



TARGET AUDIENCE ANALYSIS

How do they consume media?

**Media Usage Heavy Quintile
Composition Index**
(Adults = 100)



The internet is the most trusted media, with 54% being heavy internet users



Over eight-out-of-ten read magazines, averaging 10 magazines per month, relying on them to stay up-to-date on the latest styles and trends, and to get ideas



While they listen to the radio, they are 31% more likely to do so on the internet to stream internet-only radio such as Pandora or Spotify



Not as likely to read newspaper articles, less than five-out-of-ten have read one in the past month



The majority are TV watchers, with 42% being more likely to subscribe to streaming TV services such as Netflix or Hulu

TARGET AUDIENCE ANALYSIS

How do they consume online media?

They are heavy users of internet, staying connected on-the-go.



They average **24** hours online per week



97% go online via smartphone, 73% via laptops or netbook computers and 64% via desktop computers

They are active on social media networks.

- 76% use Facebook (Index 120)
- 63% use YouTube (Index 125)
- 48% use LinkedIn (Index 374)

They are active online

- Make business purchases (Index 478, 61%)
- Make personal or business travel plans (Index 302, 63%)
- Track investments (Index 291, 35%)
- Visit online blogs (Index 244, 32%)
- Obtain real estate information (Index 233, 36%)

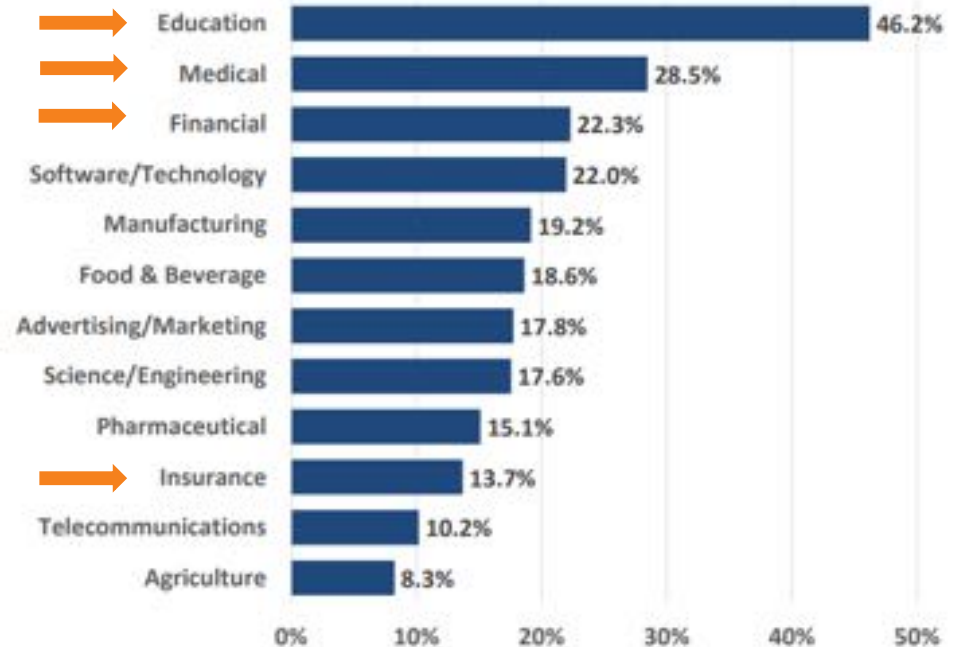
They turn to their smartphones

- Use search engines (86%, Index 151)
- Check the weather (76%, Index 148)
- Check the news (75%, Index 160)
- Search for product information (59%, Index 151)
- Listen to music (54%, Index 128)

MEETING PLANNER INDUSTRY INSIGHTS

TOP INDUSTRIES FOR MEETING PLANNERS

The top three industries meeting planners have experience planning events for include **education**, **medical**, and **financial** which represents 3 of 4 growth areas for Visit Jacksonville



DESTINATION RESEARCH PRACTICES

While their own experience, word-of-mouth from their colleagues or other planners, and contact at the CVB/DMO are the most commonly relied on resources for destination information . . .

All tactics used for the FY2018 media plan are also noted as resources

In general, which of the following resources do you regularly access when researching destinations in which to hold meetings or events?

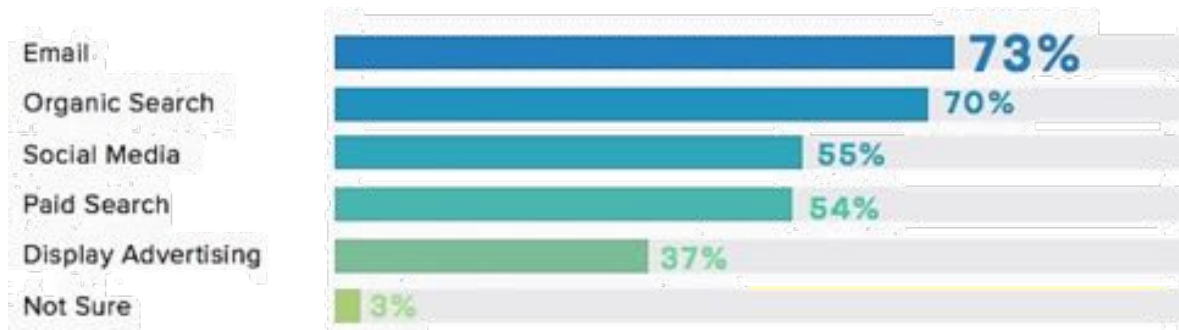


B2B LEAD GENERATION CHANNELS

Email, Social Media and Paid Search are the top ranking paid media tactics for driving leads

Top Digital B2B Lead Generation Channels

WHICH OF THE FOLLOWING CHANNELS DRIVE LEADS FOR YOU?



*Respondents were asked to select all that apply.

DemandWave, 2017.

FY2018 PERFORMANCE INSIGHTS

FY2018 Objectives / Performance Insights

FY2018 Objectives	Type of Measurement	KPI
Create awareness among Meeting Planners and Group Tour Planners of what Jacksonville has to offer	Attitudinal	<ul style="list-style-type: none">• Brand Awareness
Increase visits to Meetings Landing Page	Behavioral	<ul style="list-style-type: none">• Site Visits to Meetings Landing Page• New Visits to Meetings Landing Page
Drive leads for the Sales Team	Outcome	<ul style="list-style-type: none">• RFPs

BRAND AWARENESS

BRAND AWARENESS

Objective:

To provide feedback on brand awareness and reader perception

Methodology:

Readers* from the publication's circulation list were invited to participate in this online study of the November/December 2017 ads

Participants were connected to a Signet website where they viewed the ads to be measured (conducted after the issue comes out, before the next issue is available)

Ads are rotated to avoid order bias

The report is based on 188 total respondents, with a minimum base of 100 respondents per ad



Established in 1968, SIGNET Research is a provider of Ad Measurement studies specializing in publication, association, and advertising research


BRAND AWARENESS



135 total ads measured in the November/December 2017 issue
22 other advertisers were in the category of destinations, hotels/resorts, cruises

Visit Jacksonville' scored in the Top 5 (#4) for **AdBrand™** Scores*
Of the 22 comparable category advertisers

Visit Jacksonville's **AdBrand™** Score is 28% higher than the average of all 135
advertisers in the issue (average - 115)



Royal Caribbean International: 174
Visit Orlando: 160
Renaissance Hotels: 158
Visit Jacksonville: 147
Greater Miami CVB: 139

*Combines scores of Company Awareness and Purchase Consideration

** Note: Royal Caribbean International and Greater Miami CVB ran a 2-page full spread

BRAND AWARENESS

Visit Jacksonville scored above average on all Perception Scores within the Destinations category, and at, or above average for all advertisers measured in the issue

SIGNET Address™ PREVIEW November/December 2017

PERCEPTION SCORES

Page	Advertiser	Net Perception*	Quality Products/ Services*	Service/ Support*	Innovation*	Reputation*	Value*
DESTINATIONS							
C-4	Bermuda Tourism Authority	63%	37%	20%	25%	29%	15%
19	Branson CVB	66%	33%	31%	18%	35%	37%
C-3	Cayman Islands Dept of Tourism	62%	43%	32%	19%	37%	22%
9	Emerald Coast	47%	16%	31%	14%	25%	20%
42-43	Greater Miami CVB	65%	43%	35%	24%	36%	21%
46	Vienna Convention Bureau	41%	25%	14%	15%	22%	8%
27	Visit El Paso	41%	13%	23%	17%	14%	13%
13	Visit Jacksonville	74%	37%	40%	21%	35%	41%
17	Visit Monaco	32%	16%	10%	15%	13%	5%
15	Visit Orlando	79%	40%	48%	28%	57%	36%
29	Visit Raleigh	38%	11%	15%	14%	17%	18%
47	Visit Sweden	50%	33%	20%	18%	33%	13%
28	Visit Westchester	36%	14%	13%	13%	0%	13%
Average for Category		53%	28%	26%	19%	28%	26%
TOTAL ISSUE AVERAGE		57%	32%	29%	21%	30%	22%

*The percentage of respondents who associate the company with each attribute

BRAND AWARENESS

Sampling of verbatim responses

"Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey"

Every need possible will be accommodated in Jacksonville

Simple message with the right visuals. Well done ad for this city

Peaks interest

Come to Jacksonville! We offer so much more than a place to meet

That there are diverse options for down-time

Jacksonville has lots of entertainment opportunities, a variety of settings for meetings/conferences/events with a variety of food and beverage options in a vacation destination with beautiful cityscape and beach access

Favorite ad so far. Photos are descriptive and the name badge relates well

Great photos that explain what it is they are selling. Could use one more venue site for smaller meetings, but overall, it's to the point, which I appreciate. I would remember this ad

This is a venue we have used in the past and would consider in the future. There is too much crammed into this ad though. The ad copy references 50 yard line views but not really any of the other photos. Very little unique about the city

It shows there is lots to do and a wide variety of interest for people. It is cultural, and would be of interest. The only thing that would be good would to clarify what state. Some people are not good with geography

Q3 RESULTS

Convention Sales and Services Q3 Report



Q3 Summary

MEETINGS CAMPAIGN:

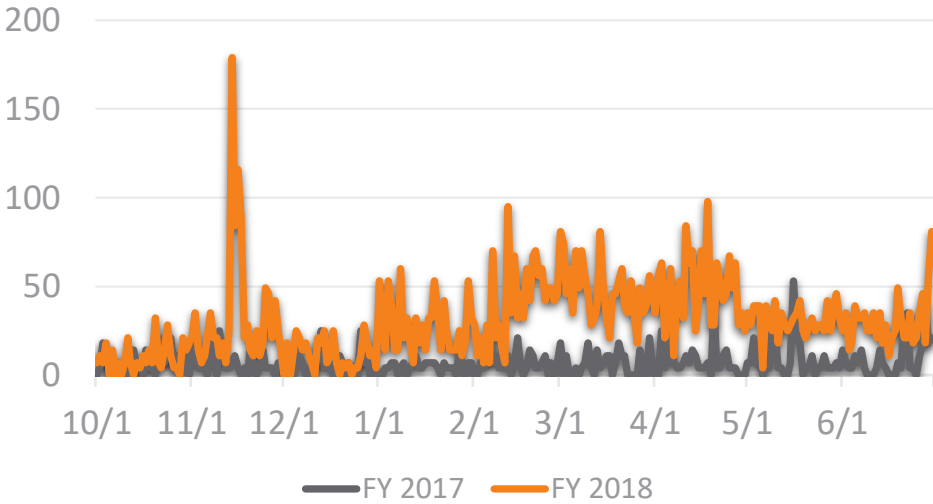
- Paid media for the meetings campaign continued its strong performance for the third consecutive quarter, with an overall clickthrough rate of 0.30%, **nearly four times the industry benchmark of 0.08%**.
- **Visits to the VisitJacksonville.com Meetings page were up 111% in Q3 2018 versus Q3 2017**, continuing on the strong gains experienced in Q1 and Q2. Fiscal year to date, the **Meetings page is up almost 200%**.
- In addition to the 3,500 visits driven to the meetings page, **13,000 additional visits were recorded to two blog posts on VisitJacksonville.com aimed specifically at meeting planners**. Views to these two blogs alone, **driven by paid native advertising through Pulsepoint, drove three times more traffic than the entire meetings page itself in FY 2017**.
- **The sales pipeline appears strong, with leads up 27% through the end of Q3.**

Site Traffic

Visits to the VisitJacksonville.com Meetings page were **up 111% in Q3 2018 versus Q3 2017**, continuing on the strong gains we experienced in Q1 and Q2.

Fiscal year to date, **the Meetings page is up almost 200%**.

Meetings Page Traffic (Fiscal Year to Date)



VisitJacksonville.com - Meetings Page Visits

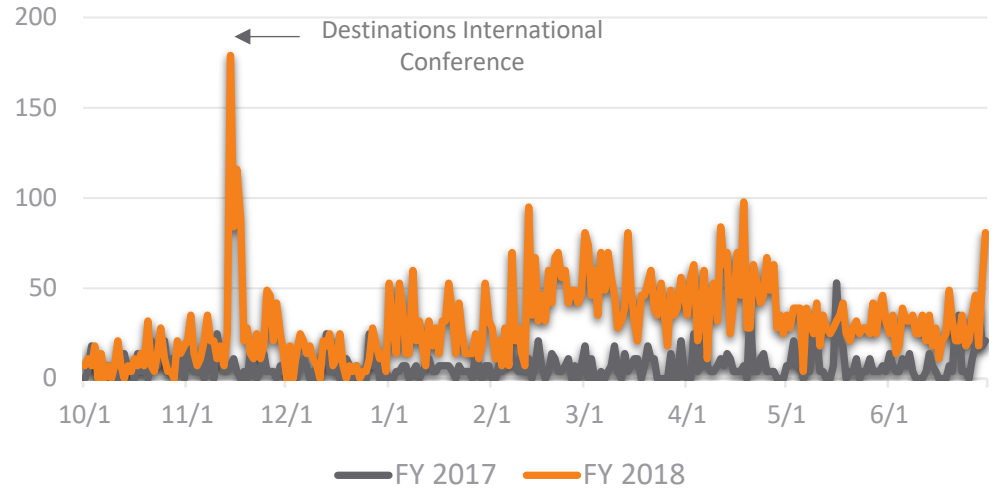
Month	FY 2017	FY 2018	YoY
Q1 Total	700	1,875	+168%
Q2 Total	724	3,748	+418%
Q3 Total	1,647	3,479	+111%
YTD	3,071	9,102	+196%

SITE TRAFFIC: BY TACTIC

VisitJacksonville.com – Meetings Page Traffic Sources

SOURCE / MEDIUM	CHANNEL	VISITS
MNI Paid Search / SEM Keywords	Paid Search	2,090
google / organic	Organic	451
MNI / banner	Paid Media	385
(direct) / (none)	Direct	231
bing / organic	Organic	67
_CMCA_ePostcard / (not set)	Paid Media	45
Linkedin / In Feed Ad	Paid Social	23
yahoo / organic	Organic	22
demo.maddenmedia.com / referral	Paid Media	16
MPI Carolina / eBlast	Paid Media	16
tempest.mydone.com / referral	Referral	14
ewth.com / referral	Referral	13
visitflorida.com / referral	Referral	13
outbrainpp / referral	Paid Media	8
MPI New York / Banner	Paid Media	7

Meetings Page Traffic (FISCAL YEAR to Date)



MNI Paid Search drove the highest level of traffic in Q3, with MNI banner also driving significant traffic to the meetings page as well. In the time since SEM went live in February, traffic to the meetings page has doubled.

SITE TRAFFIC: BY MARKET

New York, Orlando, and Houston drove the most **out-of-market traffic** to the Meetings page during Q3.

Dallas, which we targeted during Q3, entered the top five, and **Boston and Miami** showed the same strong growth YoY on the meetings side that they did with leisure.

Our strategy of driving meeting planners directly to the meeting page continues to prove successful.

VisitJacksonville.com - Meetings Page Top Traffic Markets

RANK	CITY	PAGE VIEWS	% TRAFFIC
1	Jacksonville	285	8.2%
2	New York	99	2.8%
3	Orlando	67	1.9%
4	Houston	58	1.7%
5	Dallas	52	1.5%
6	Boston	51	1.5%
7	Miami	48	1.4%
8	Chicago	47	1.4%
9	Washington	43	1.2%
10	Charlotte	42	1.2%
11	Atlanta	39	1.1%
12	Alexandria	38	1.1%
13	Tucson	22	0.6%
14	Nashville	19	0.5%
15	Gainesville	18	0.5%

Meeting Blog Pages

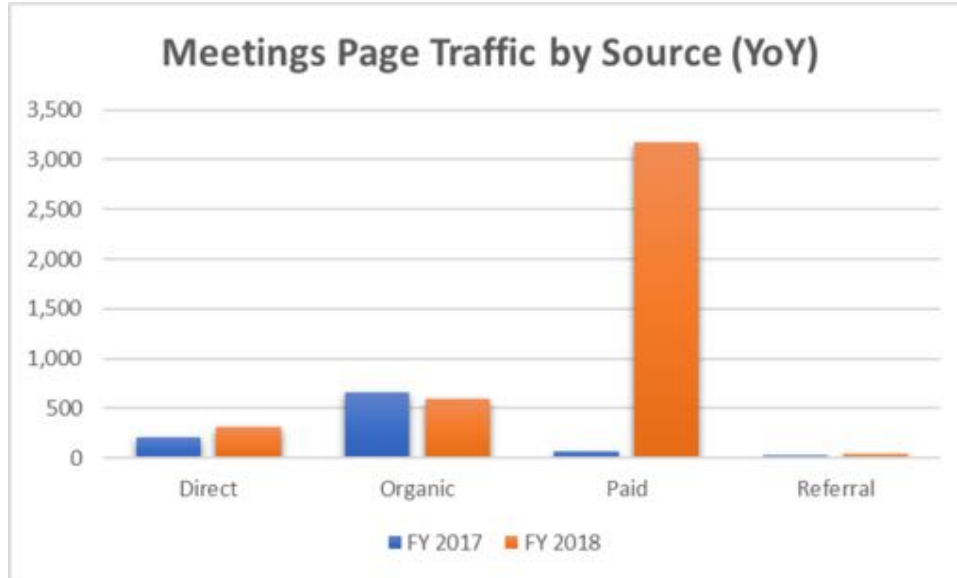
In addition to the 3,500 visits driven to the meetings page, **13,000 additional visits** were recorded to two blog posts on VisitJacksonville.com aimed specifically at meeting planners.

Views to these two blogs alone, driven by paid native advertising through Pulsepoint, drove three times more traffic than the entire meetings page itself in FY 2017.

Atlanta, New York, Charlotte, Orlando, and Nashville drove the most out-of-market viewership of these posts.



SITE TRAFFIC: BY CHANNEL



Channel	FY 2017	FY 2018	% Change
Direct	204	316	55%
Organic	658	593	-10%
Paid	71	3,170	4,365%
Referral	27	41	52%

Performance Summary

SEGMENT	COST	IMPRESSIONS	CLICKS/ENGAGEMENTS	CLICKTHROUGH RATE	COST PER CLICK
Meetings	\$104,329	9,949,004	42,288	0.30%	\$1.45

Clickthrough rate measures the percentage of delivered digital ads that are clicked on vs. the number of digital impressions served.

The overall clickthrough rate for the Meetings campaign in Q3 2018 is 0.30%, **nearly four times the industry benchmark of 0.08%**.

In terms of individual media partners, **MNI Programmatic, Convention South, SAE Texas, and MPI (New York) all posted clickthrough rates near or over 0.5%**, with Pulsepoint and MNI Programmatic posting the best efficiencies.

OUTCOME: YOY SALES INQUIRIES / LEADS

The sales pipeline remains strong with **sales leads up 27%** year-over-year through Q3 2018

Sales leads are up 27% year-over-year.

Meetings page visits and time spent are up significantly YOY:

- **Page visits YOY: +196%**
 - Oct-Jun '18: 9,102
 - Oct-Jun '17: 3,071
- **Avg Time on Page YOY: +48%**
 - Oct-Jun '18: 1:24
 - Oct-Jun '17: 1:01

Visit Jacksonville Meetings Leads (Oct - June)			
Source	FY 2018	FY 2017	YoY
Total Visit JAX Sales Leads	405	318	+27%
Website - Online Lead Submissions	12	11	1%
Cvent*	8	36	-78%
Inquiries	146	115	27%
Tradeshows	46	51	-10%

*Cvent leads have been reclassified as 3rd party; the 8 leads in 2018 were registered prior to reclassification.

STRATEGIC APPROACH

FY2019 STRATEGIC APPROACH

Continue a Print / Digital multiplatform approach, but with an **increased spend on digital channels YOY** based on its proven ability to drive strong increases in traffic to the site

Reduce Print spend to increase Digital; Focus on publications that provide impact with both their print and digital channels

Place additional emphasis on **Mobile Geo-Fencing;** increase the number of events to be targeted

Investigate digital **targeting to reach Student/Youth Travel** Group Tour Planners/ Operators

Include digital media associated with local business print targeted to Jacksonville business leaders to increase awareness of **Bring It Home JAX!**

TACTICAL ALIGNMENT

BRAND
AWARENESS

SITE TRAFFIC /
LEAD GEN

Industry Print / Digital

Drives awareness and familiarity with the JAX brand within content specifically referred to for Meeting Planning

KEY MARKETS

Associations
Religious
Military
Fraternal

GROWTH SEGMENTS

Corporate
Financial
Insurance
Medical

Group Tour / Motor Coach

BRING IT HOME JAX!

C-Level Executives
Directors
Managers

DIGITAL

A proven traffic driver; to be increased to extend through more months of the fiscal year

DIGITAL BANNERS

Provides audience
scale with targeted
reach

SEM

Reaches qualified
hand raisers
actively seeking
information

MOBILE GEO- FENCING

Significant driver
of site traffic

CVENT

Maintain destination
exposure in this industry
planning tool as well as
support hotel lead gen

LOCAL CHAPTER

Primarily email which
is a strong traffic
driver and lead
generator

EVALUATION CRITERIA

- Recommended tactics and media partner are selected based on evaluation of the following criteria:

MEETS KEY METRICS

- Target audience focus
- Past performance
- Ability to geo-target

STRATEGIC ALIGNMENT

- Contextually relevant content
- Unique to Visit Jacksonville
- Custom content opportunities

VALUE + EFFICIENCY

- Out-of-pocket cost
- Measurable CPM
- Added Value

MEDIA TACTICS

Meeting
Planners

Medical

Military

Religious

Financial/
Insurance







Corporate

Group
Tour

Association

Local
Chapter

Bring it
Home, Inc.

Continue	Discontinue	New	Reviewed, Not Recommended
 Continue with a lower budget; maintain 2-Diamond status	 Similar results to Madden Media. Discontinued due to lower budget		 Budget constraints
 Continue with the same budget from FY2018	 Implemented more dollars to increase results; low performance		
 Increased traffic to the Meetings page since launch in February			

cvent

Visit Jacksonville placements within Cvent increase visibility of Jacksonville as a destination, as well as provide support to Jacksonville hotels in driving leads

FY2018 Plan	FY2019 Recommendation
Timing: 12 months	Timing: 8 months
2 Diamond Listing – Includes (2) complimentary usernames	2 Diamond Listing – Includes (2) complimentary usernames
Content Promotion – Southeast Newsletter	---
Featured Article – Southeast Newsletter – (1) month	Featured Article – Southeast Newsletter – (1) month
CVB Copy Feature	CVB Copy Feature
Destination Request a Quote Button	Destination Request a Quote Button
COMP MKT Ad (Tampa/Clearwater, FL) – 3 months	COMP MKT Ad (Tampa/Clearwater, FL) – 3 months
Video Retargeting (10,000 views)	---
---	(4) Additional Usernames - \$2,000
Total Cost: \$34,660	Total Cost: \$21,097

 Indicates a change YOY

Meeting
Planners

Medical

Military

Religious

Financial/
Insurance

Corporate

Group
Tour

Association

Local
Chapter

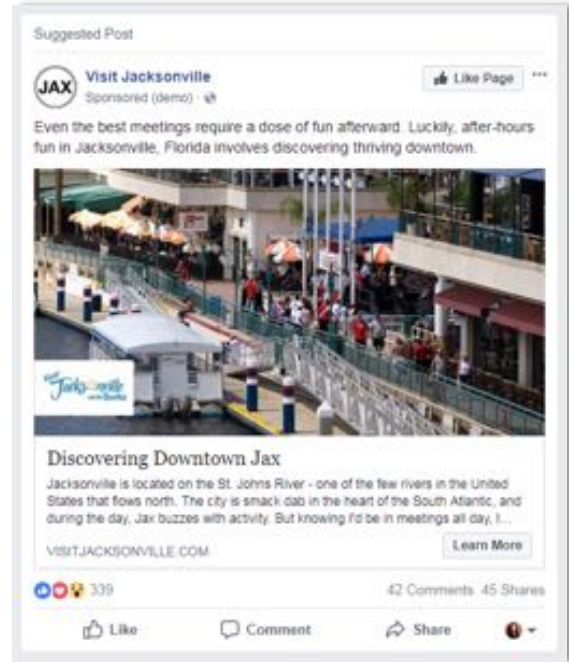
Bring It
Home Jax

Native Advertising



Provides exposure of the message, organically, in contextually relevant, audience targeted environments

Has proven to be a consistent source for driving traffic to the website



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Bring it
Home, Inc.

Google

AdWords

- Reaches the lowest hanging fruit
- Those qualified hand raisers who are actively seeking information about Jacksonville
- Site traffic increased significantly since the launch of SEM in February



Sample keywords:

hosting a convention jacksonville fl
conferences jacksonville fl
conventions
conventions in jacksonville fl
meeting places in jacksonville florida
unique meeting spaces jacksonville fl

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Bring it
Home Jax

Returning	Not Returning	New	Reviewed, Not Recommended
 <p>Dedicated healthcare/pharma newsletter to provide message exposure to planners prior to healthcare events</p>	 <p>Ran this publication in 2018, changing to Aspire for 2019 to provide exposure to that audience</p>	 <p>Publication of the RCMA; provide message exposure to this audience in 2019, did not use in 2018</p>	 <p>Not Cost Efficient, not affiliated with an association</p>
 <p>Only dedicated publication servicing the Military Industry</p>			
 <p>Only audited publication servicing this industry</p>			

Meeting
Planners

Medical

Military

Religious

Financial/In
surance










Corporate

Group
Tour

Association

Local
Chapter

Bring it
Home Jax

Returning	Not Returning	New	Reviewed, Not Recommended
 <p>Only publication servicing the African American Travel Industry</p>	 <p>Higher Out-of-Pocket Cost, 25% lower circulation than Meetings Today; did not drive traffic to site</p>		 <p>Targeted to those who set-up event space, not specifically to meeting planners</p>
 <p>Highest Circulation, #2 print publisher in driving traffic to site</p>			 <p>Budget constraints</p>
 <p>Only national meetings magazine with regional focus, #1 print publisher in driving traffic to site</p>			 <p>Budget constraints</p>
 <p>Strong circulation against the medical target segment (21%), #3 publisher in driving traffic to site</p>			 <p>Budget constraints</p>

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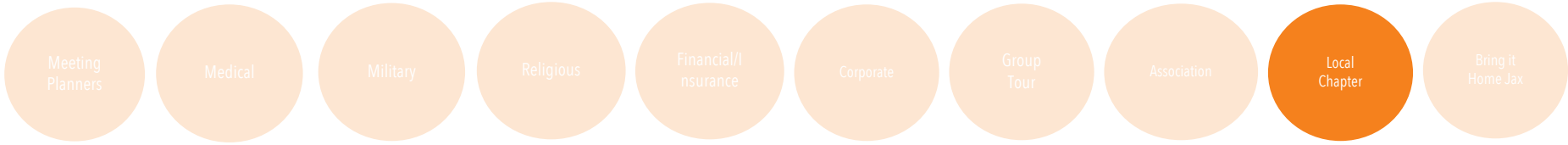
Local
Chapter

Bring it
Home Jax

Returning	Not Returning	New	Reviewed, Not Recommended
 Highest composition of Tour Operators (62%), Strong performance in 2018 with immediate inquiries after the ad ran	 Higher Out-Of-Pocket Cost		 Budget Constraints
			 Budget Constraints

- Meeting Planners
- Medical
- Military
- Religious
- Financial/Insurance
- Corporate
- Group Tour
- Association**
- Local Chapter
- Bring it Home Jax

Returning	Not Returning	New	Reviewed, Not Recommended
 Annual Digital Presence	 Higher Out-Of-Pocket Cost		 Budget Constraints
 The top 5 industries within the circulation; Healthcare (Physician), Fraternity, Health Care (Admin), Association Management, and Healthcare (Dental) are target industries; Chicago is a high potential market			



Channel	Returning	Not Returning	New	Reviewed, Not Recommended
Print	FSAE The Source			
Digital	Event Mobile Geo-Fencing Increase the number of events in FY2019 to 5*, from 3 in FY2018			
	MPI - South Florida			
	MPI - Potomac			
	MPI - Carolinas Chapter			
	MPI - New York			
	MPI - Philadelphia			
	SAE - Texas			
	SGMP - Florida			

*Geo-Fence Industry Events: IMEX America, 10/16-18, RCMA Emerge, 1/29-31, Destinations International Destination Showcase, TBD, American Society of Association Executives, TBD, Student & Youth Travel Assn Annual Conference, 8/9-13

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JACKSONVILLE BUSINESS JOURNAL

Digital banners on the Jacksonville Business Journals' website are recommended to reach business leaders in Jacksonville

- 130,000 ROS impressions
- (4) weeks, October 1-31, 2018
- Ad sizes:
 - 728x90
 - 300x250
 - 320x50

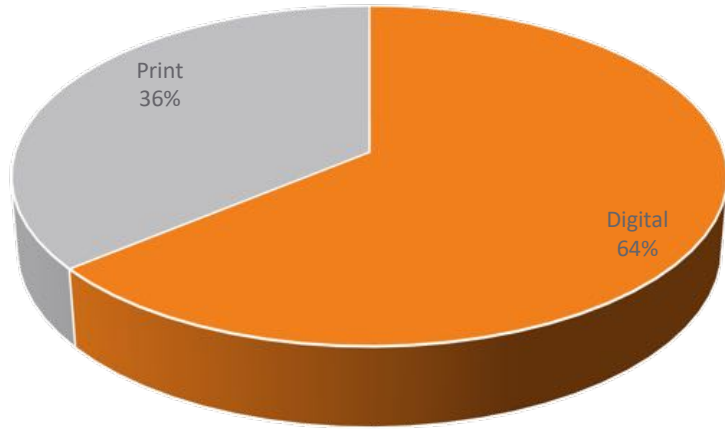


FY2019 INVESTMENT SUMMARY

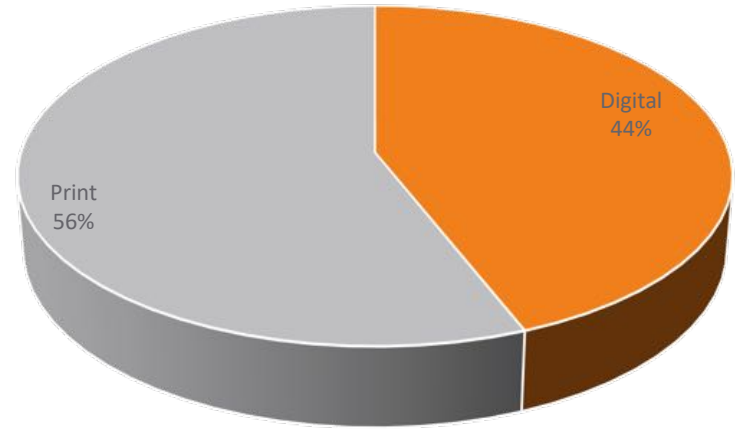
YOY PROJECTED MEDIA MIX

Digital will command the largest share of dollars in FY2019; an inverse from FY2018 spending allocation

FY2019 Media Mix Projection



FY2018 Media Mix



YOY BUDGET PROJECTION BY CHANNEL

Digital will command the largest share of dollars in FY2019;
an inverse of FY2018 spending allocation between print and digital

FY2019			FY2018			
Medium	Est. Net Cost	% Allocation	Medium	Actual Spend	% Allocation	% Change YOY
Print	\$53,366	36%	Print	\$96,734	56%	-45%
Digital	\$94,458	64%	Digital	\$74,894	44%	+26%
TOTAL:	\$147,824	100%	TOTAL:	\$171,628	100%	-14%

YOY BUDGET PROJECTION BY SEGMENT

Print/Digital spending in all segments, except Religious, will decrease;
Digital Media tactics against Meeting Planners (general) and State/Local Chapter, will increase

FY2019

Target	Est. Net Spend	% Alloc
Meeting Planners	\$60,963	41%
Corporate	\$33,723	23%
Association	\$4,195	3%
Group Tour	\$5,446	4%
Medical	\$2,646	2%
Military	\$2,700	2%
Religious	\$5,000	3%
Financial/Insurance	\$3,902	3%
State/Local Chapter	\$26,249	18%
<i>New!</i> Bring It Home JAX	\$3,000	2%
TOTAL:	\$147,824	100%

FY2018

Target	Actual Spend	% Alloc
Meeting Planners	\$49,000	29%
Corporate	\$56,438	33%
Association	\$19,380	11%
Group Tour	\$9,076	5%
Medical	\$3,969	2%
Military	\$4,050	2%
Religious	\$1,698	1%
Financial/Insurance	\$7,804	5%
State/Local Chapter	\$20,214	12%
Bring It Home JAX	- - -	0%
TOTAL:	\$171,628	100%

Target	% Change YOY
Meeting Planners	+24%
Corporate	-40%
Association	-78%
Group Tour	-40%
Medical	-33%
Military	-33%
Religious	+194%
Financial/Insurance	-50%
State/Local Chapter	+30%
Bring It Home JAX	0%
TOTAL:	-14%

CAMPAIGN MEASUREMENT

FY2019 SITE TRAFFIC GOAL

Projected goal at a **25% increase** from FY2018

LET'S CREATE

 daltonagency