

# DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

## Tourist Development Plan Components - January 31, 2018

		<b>Budget</b>
<b>(1) Tourist Bureau</b>		\$ 315,000.00
Transfers In		\$ 29,544.00
Less Disbursements to Visit Jacksonville		(88,061.37)
Less Other Disbursements		-
Less Encumbrances		-
Visit Jacksonville Contract	(16,938.63)	-
	<u>(16,938.63)</u>	<u>(16,938.63)</u>
<b>Budgetary Balance Available</b>		<b>\$ 239,544.00</b>
<b>(2) Marketing</b>		\$ 2,648,838.00
Less Disbursements to Visit Jacksonville		(583,290.96)
Less Other Disbursements		-
Less Encumbrances		-
Visit Jacksonville Contract	(1,886,209.04)	-
Florida's First Coast of Golf Marketing 2017/18	(148,838.00)	-
	<u>(2,035,047.04)</u>	<u>(2,035,047.04)</u>
<b>Budgetary Balance Available</b>		<b>\$ 30,500.00</b>
<b>(3) Convention Sales</b>		\$ 2,250,000.00
Less Disbursements to Visit Jacksonville		(488,852.04)
Less Other Disbursements		(13,430.00)
Less Encumbrances		-
Visit Jacksonville Contract	(1,602,917.96)	-
Other	(18,900.00)	-
CVB Grants (Approved)	(59,635.00)	-
CVB Grants Remaining Balance	(65,365.00)	-
	<u>(1,746,817.96)</u>	<u>(1,746,817.96)</u>
<b>Budgetary Balance Available</b>		<b>\$ 900.00</b>
<b>(4) Development and Planning</b>		\$ 150,000.00
Less Disbursements		-
Less Encumbrances		-
	<u>-</u>	<u>-</u>
<b>Budgetary Balance Available</b>		<b>\$ 150,000.00</b>
<b>(5) Special Event Grants</b>		\$ 850,000.00
Less Disbursements		-
Less Encumbrances		-
Gator Bowl Game 2017	(460,000.00)	-
The Players Regional Tourism Coop 2018	(138,233.00)	-
	<u>(598,233.00)</u>	<u>(598,233.00)</u>
<b>Budgetary Balance Available</b>		<b>\$ 251,767.00</b>
<b>Accounts Requiring Additional City Council Action</b>		
<b>(6) Development Account</b>		\$ 1,750,000.00
Transfers In		1,000,000.00
Less Disbursements		-
Less Encumbrances		-
	<u>-</u>	<u>-</u>
<b>Budgetary Balance Available</b>		<b>\$ 2,750,000.00</b>
<b>(7) Contingency Account</b>		\$ 1,750,000.00
Transfers In		500,000.00
Less Disbursements		-
Less Encumbrances		-
Jacksonville Zoo Marketing	(687,000.00)	-
	<u>(687,000.00)</u>	<u>(687,000.00)</u>
<b>Budgetary Balance Available</b>		<b>\$ 1,563,000.00</b>

# DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

## Financial Report - January 31, 2018

### Summary of Amounts Remitted to Trust Fund

Collections					
Received In	FY 2013/2014	FY 2014/2015	FY 2015/2016	FY 2016/2017	FY 2017/2018
October	399,998.61	431,801.69	496,948.63	541,604.68	668,044.01
November	372,400.06	573,437.03	605,465.38	587,941.11	637,536.54
December	532,027.94	481,192.50	495,702.99	699,596.30	764,027.06
January	373,105.79	429,454.58	453,379.14	530,509.12	<b>602,791.23</b>
February	425,695.05	515,053.07	551,386.34	592,966.57	
March	483,576.64	531,359.25	626,218.30	653,410.71	
April	567,571.80	630,863.12	712,788.88	769,115.39	
May	560,224.43	622,788.38	675,913.27	710,688.08	
June	585,089.59	613,152.36	679,849.55	723,941.13	
July	542,750.16	562,866.99	662,553.02	656,112.00	
August	547,880.04	616,882.30	675,028.85	713,000.13	
September	501,821.14	529,195.91	581,582.03	610,751.15	
<b>Totals</b>	<b>\$ 5,892,141.25</b>	<b>\$ 6,538,047.18</b>	<b>\$ 7,216,816.38</b>	<b>\$ 7,789,636.37</b>	<b>\$ 2,672,398.84</b>

#### Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending January, 2018	\$ 8,102,384.00
12 months ending January, 2017	\$ 7,524,971.45
Change over prior 12 months	<u>\$ 577,412.55</u>
Percentage change	7.67%

#### Comparison of Collections, Fiscal Year to Date vs. Prior Fiscal Year to Date

4 months ending January, 2018	\$ 2,672,398.84
4 months ending January, 2017	\$ 2,359,651.21
Change over prior year to date	<u>\$ 312,747.63</u>
Percentage change	13.25%

#### Comparison of Collections, This Month vs. Same Month Last Year

January, 2018	602,791.23
January, 2017	530,509.12
Change over prior year	<u>\$ 72,282.11</u>
Percentage change	13.63%

# DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

## Financial Report - January 31, 2018

### Operating Expenditure Budget Balance

<b>Original Operating Budget</b>	<b>\$ 6,243,382.00</b>
Encumbrances Carried Forward from September 30, 2017	590,971.40
Add: Transfers from Fund Balance	0.00
Add: Transfers from Administration	0.00
Add: Transfers from Cash Carryover	0.00
<b>Subtotal</b>	<b>6,834,353.40</b>
Less: Transfers to Fund Balance	(37,626.68)
 <b>Revised Operating Budget</b>	 <b>6,796,726.72</b>
Less Expenditures to Date:	
Convention & Visitors Bureau Contract - 4 months	(1,160,204.37)
Other Disbursements	(33,618.10)
 <b>Total Expenditures</b>	 <b>(1,193,822.47)</b>
Less Encumbrances at end of month:	

Event Dates	Visit Jacksonville Contract		
F/Y 2017/2018	Tourist Bureau Information	(16,938.63)	
	Convention Sales & Services	(1,602,917.96)	
	Marketing Services Duval County Tourist	(1,886,209.04)	(3,506,065.63)
	<b>Prior Year's Encumbrances</b>		
11/5-11/12/2017	Assoc for Educational Communication & Tech 2017 - CVB	(8,000.00)	
2/1-2/6/2018	Southeastern Assoc of Agricultural Scientists 2018 - CVB	(9,000.00)	
2/27-3/6/2018	AQHA (American Quarter Horse Associaton) 2018 - CVB	(9,425.00)	
7/7-7/14/2018	USTA (United States Twirling Association) 2018 - CVB	(13,100.00)	
9/19-9/30/2018	ASAS (United States Aquatic Sports) 2018 - CVB	(10,000.00)	
4/2-4/12/2019	American Assoc of Occupational Health Nurses 2019 -CVB	(24,795.00)	
8/13-17/2018	NASHP 2018-CVB	(5,000.00)	
11/13-11/19/2017	Commission on Accreditation for Law Enforcement CVB	(9,025.00)	
3/14-3/18/2018	Shamrock Showdown 2018-CVB	(5,010.00)	
3/13-3/17/2019	Shamrock Showdown 2019-CVB	(5,010.00)	
11/23-/11/25/2017	Fiddler's Turkey Run 2017 CVB	(5,010.00)	
11/22-/11/24/2018	Fiddler's Turkey Run 2018 CVB	(5,010.00)	
11/28-/11/30/2019	Fiddler's Turkey Run 2019 CVB	(5,010.00)	
11/1-9/2020	AECT 2020-CVB	(5,000.00)	
3/6-12/2018	Bible Study Fellowship (BSF) 2018 CVB	(7,500.00)	
6/29-7/1/2019	Christian Congregation of Jehovah's Witnesses Conv 2019 C	(15,000.00)	
6/29-7/1/2018	Christian Congregation of Jehovah's Witnesses Conv 2018 C	(15,000.00)	
5/25-27/2018	Christian Congregation of Jehovah's Witnesses Conv 2018 C	(15,000.00)	
2/17-27/2018	Association for Student Conduct ADM Conf 2018 CVB	(11,500.00)	
4/26-5/3/2018	State & Local Government Benefits Association Annual Conf	(5,000.00)	
7/12-14/2019	CCOJWC 2019 CVB	(15,000.00)	
7/3-5/2020	CCOJWC 2020 CVB	(15,000.00)	
7/10-12/2020	CCOJWC 2020 CVB	(15,000.00)	
7/2-4/2021	CCOJWC 2021 CVB	(15,000.00)	
7/9-11/2021	CCOJWC 2021 CVB	(15,000.00)	
1/9-13/2018	Tastefully Simple Leadership Conf 2018-CVB	(2,952.00)	
7/14-22/2018	National Auctioneers Assoc. Annual Conf 2018 CVB	(6,765.00)	
7/20-29/2018	Self Realization Seminar 2018 CVB	(13,620.00)	
8/13-17/2018	NASHP 2017 CVB	(5,000.00)	
4/30-5/5/2018	FL Assoc Of Free Will Baptist State Assoc 2018 CVB	(800.00)	
4/29-5/4/2019	FL Assoc Of Free Will Baptist State Assoc 2019 CVB	(800.00)	
4/12-20 & 6/8-10/2018	Most Worshipful Union Grant Lodge Annual Session 2018 C	(6,300.00)	
5/2-7/2018	Capella University Doctoral Residency 2018 CVB	(10,000.00)	
5/16-24/2018	Capella University Masters Residency 2018 CVB	(10,000.00)	
1/13-18/2018	ECRM Select Cosmetic, Fragrance & Bath EPPS 2018 CVB	(7,500.00)	
8/1-12/2018	Improved Benevolent & Protective Order Elks of World Nat'	(10,000.00)	
9/15-20/2018	Smiths Medical Americas Business Meeting 2017 - CVB	(3,500.00)	

11/5-10/2017	GNA & HHP Summit 2017 CVB	(5,000.00)
2/2-12/2019	ASCA	(11,500.00)
4/22-26/2018	UTC, AA&S and PS&S Conference 2018 CVB	(4,991.40)
3/11-15/2018	(OCLC) Online Computer Library Ctr Resource Sharing Conf ;	(2,495.70)
3/17-21/2019	(OCLC) Online Computer Library Ctr Resource Sharing Conf ;	(2,495.70)
4/13-18-2018	Qorvo Global Sales Conference 2018 CVB	(9,275.00)
5/2-5/2019	Capella University/Capella Education Company 2019 CVB Dc	(12,950.00)
4/24 - 5/2/2019	Capella University/Capella Education Company 2019 CVB M	(25,550.00)
10/11-21/2018	IEEE/PES Transformers Conference 2018 CVB	(7,500.00)
5/8-13/2018	The Players Regional Tourism Cooperative 2018	(250,000.00)

(671,389.80)

**FY 2017/18 Encumbrances**

	Gator Bowl Game 2018	(460,000.00)
	Duval County Golf Tourism	(148,838.00)
4/13-18/2019	Nat'l Assoc. St Admin & Supervisors of Private Schools 2019	(2,450.00)
10/18-25/2018	Nat'l Catholic Educational Assoc. 2018 CVB	(4,200.00)
10/10-18/2020	Nat'l Assoc. of Schools of Art & Design 2020 CVB	(4,555.00)
7/29- 8/4/2019	Buffalo Soldiers Motorcycles of Jacksonville 2019 CVB	(15,500.00)
1/26 - 2/4/2019	US Sailing Association Nat'l Symposium 2019 CVB	(3,080.00)
3/5-8/2018	N. American Electric Reliability Corp. 2018 CVB	(1,650.00)
5/1-3/2018	N. American Energy Markets Assoc. 2018 CVB	(2,500.00)
5/7-10/2018	Conf. of State Bank Supervisors State-Federal Supervisory Ft	(3,800.00)
11/6-9/2018	The Council on Occupational Educations 2018-CVB	(6,300.00)
2/4-8/2018	ECRM Select 2018 CVB	(10,025.00)
4/17-21/2020	Southern Assoc. for College Admissions Counseling 2020 CV	(5,575.00)
	STR, INC.	(18,900.00)

(687,373.00)

**Subtotal Encumbrances**

(4,864,828.43)

**CVB Convention Grant**

(65,365.00)

**Budgetary Balance Available**

672,710.82

**Development Account Budget Balance**

<b>Prior Year's Unallocated Budget</b>	\$ 1,750,000.00
Add: Transfers from TDC Operating Account	1,000,000.00
<b>Subtotal</b>	<u>2,750,000.00</u>
<b>Expenditures</b>	<u>0.00</u>
<b>Budgetary Balance Available</b>	<u>2,750,000.00</u>

**Contingency Account Budget Balance**

<b>Prior Year's Unallocated Budget</b>	\$ 500,000.00
Add: Transfers from TDC Operating Account	1,750,000.00
<b>Subtotal</b>	<u>2,250,000.00</u>
<b>Allocated Projects</b>	
Jacksonville Zoo Marketing	(687,000.00)
<b>Total Allocated Projects</b>	<u>(687,000.00)</u>
<b>Expenditures</b>	<u>0.00</u>
<b>Budgetary Balance Available</b>	<u>1,563,000.00</u>

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL**  
**Financial Report - January 31, 2018**

**Administrative Support Budget Balance**

Original Operating Budget	\$	166,618.00
Add Encumbrances Carried Forward From September 30, 2017		0.00
Add Transfer from Contingency		0.00
Less Transfers to Fund Balance		0.00
Revised Budget		<u>166,618.00</u>
Less Encumbrances for Fiscal Year 2017/2018		0.00
Less Expenditures to Date		<u>(36,154.73)</u>
<b>Budgetary Balance Available</b>	\$	<b>130,463.27</b>

**TDC Operations Year to Date Transactions (S/F 132)**

	REVISED BUDGET	ACTUAL TO DATE	ENCUMBERED	BUDGETARY BALANCE
<b>REVENUES:</b>				
Tourist Development Taxes	\$ 7,900,000.00	\$ 2,671,398.84	\$ 0.00	(\$5,228,601.16)
Interest Earnings	10,000.00	4,687.76	0.00	(5,312.24)
Contributions From Private Sources		\$ 1,000.00	\$ 0.00	\$1,000.00
Return from Grants	0.00	0.00	0.00	0.00
<b>TOTAL REVENUES</b>	<b>\$ 7,910,000.00</b>	<b>\$ 2,677,086.60</b>	<b>\$ 0.00</b>	<b>(\$5,232,913.40)</b>

<b>EXPENDITURES:</b>				
CVB Contract	\$ (4,640,020.00)	\$ (1,160,204.37)	\$ (3,506,065.63)	\$ (26,250.00)
Other Disbursements	\$ (2,156,706.72)	\$ (33,618.10)	\$ (1,424,127.80)	\$ 698,960.82
Total Operating	\$ (6,796,726.72)	\$ (1,193,822.47)	\$ (4,930,193.43)	\$ 672,710.82
Administration	(166,618.00)	(36,154.73)	-	130,463.27
Transfers Out	(2,557,937.51)	(1,432,937.51)		1,125,000.00
<b>TOTAL EXPENDITURES</b>	<b>\$ (9,521,282.23)</b>	<b>\$ (2,662,914.71)</b>	<b>\$ (4,930,193.43)</b>	<b>\$ 1,928,174.09</b>

<b>REVENUES - EXPENDITURES</b>	<b>\$ (1,611,282.23)</b>	<b>\$ 14,171.89</b>	<b>(\$4,930,193.43)</b>	<b>(\$3,304,739.31)</b>
--------------------------------	--------------------------	---------------------	-------------------------	-------------------------

Cash Balance, October 1, 2017	<u>1,813,247.73</u>
Payables, September 30, 2017	(167,745.72)
Vouchers Payables	140,704.32
Cash Balance, end of month	\$ <u>1,800,378.22</u>
Less Encumbrances, end of month	(\$4,930,193.43)
<b>Fund Balance, end of month</b>	<b>\$ <u>(3,129,815.21)</u></b>

Remaining Budgeted Revenue	\$5,232,913.40
Remaining Budgeted Expenditures	\$ (1,928,174.09)
<b>Projected End of Year Fund Balance</b>	<b>\$ 174,924.10</b>

**Development and Contingency Year to Date Transactions (S/F 136)**

	REVISED BUDGET	ACTUAL TO DATE	ENCUMBERED	BUDGETARY BALANCE
<b>REVENUES:</b>				
Transfers In	\$ 5,000,000.00	\$ 4,932,937.51	\$ 0.00	(\$67,062.49)
Interest Earnings	-	65,229.83	0.00	65,229.83
<b>TOTAL REVENUES</b>	<b>\$ 5,000,000.00</b>	<b>\$ 4,998,167.34</b>	<b>\$ 0.00</b>	<b>(\$1,832.66)</b>

<b>EXPENDITURES:</b>				
Disbursements	\$ (5,000,000.00)	\$ -	\$ -	\$ 5,000,000.00
<b>TOTAL EXPENDITURES</b>	<b>\$ (5,000,000.00)</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,000,000.00</b>

<b>REVENUES - EXPENDITURES</b>	<b>\$ -</b>	<b>\$ 4,998,167.34</b>	<b>\$ -</b>	<b>\$4,998,167.34</b>
--------------------------------	-------------	------------------------	-------------	-----------------------

Cash Balance, October 1, 2017	<u>-</u>
Cash Balance, end of month	\$ <u>4,998,167.34</u>
Less Encumbrances, end of month	-
<b>Fund Balance, end of month</b>	<b>\$ <u>4,998,167.34</u></b>

## Marketing Quarterly Update

1st Quarter: Oct-Dec 2017



### TDC Performance Requirements:

PERFORMANCE MEASURES	GOAL	Expected YTD	Actual YTD	% of Annual Goal
An annual 5% increase in leisure market visitors/tourists as determined by the Longwood Travel USA Jacksonville Visitor Report	TBD by 2017 report	TBD	TBD	TBD
Tax Collections (5% increase in tourist Development tax collections)	\$8,179,118	\$2,044,780	\$2,060,868	25%
Website Visits (10% annual increase in website traffic to the official tourism website)	1,337,315	334,329	284,097	18%
Advertising Impressions	194,539,184	48,634,796	47,421,812	24%
Clicks/Engagement	479,136	119,784	211,385	44%
Email Opens	133,157	33,290	105,410	79%
Video Views	1,775,379	443,845	0	0

### Communications/Media/PR:

KPI	Quarter (Oct-Dec)
Earned Media Value	\$32,378
Number of Stories	16
Total Media Reach	12,175,703

- The Visit Jacksonville/Dalton PR Team generated great stories for Jacksonville as a top travel destination.
- From October through December, we were able to place **16 high media value or high audience reach stories** about Jacksonville. That included **Family Vacation Critic, Family Traveler, Florida Trend and influencer The Taylor House.**
- We've had a slow first quarter in print media value, but what is most important is that we **hosted 20 travel writers** during that period, and that has resulted in us already more than tripling our earned media value for articles in the month of January, so the hard work of the first quarter is paying up now!
- One of those writers that came in November, just published one of his pieces at the end of January on **Food & Wine Magazine** online featuring dozens of local restaurants. The story is now also in Southern Living Online.
- We also want to mention that we hosted a freelance travel writer from the **New York Times**, and he was so impressed with the city he is trying to get a Jacksonville article published there. Fingers crossed!
- We also interacted with more than travel 300 media outlets with personalized pitches about Jacksonville and all the experiences visitors can enjoy here with a focus on nature and waterways, culture, and sports. We are getting the city's name out there!

**Media Missions:**

**ArtRepublic Partnership hosted:**

- **Jason Michael Woodside** Blogger / Vlogger / Social Media Influencer
- **Aurora Loyola Mendez** Contributor writer for Vogue, Vogue Mexico, Elle & Vanity Fair
- **Danny Rivero** Fusion Magazine
- **Camila Alvarez** Complex Magazine
- **Robin Soslow** Freelancer: Robin's story already ran this January <https://www.newsday.com/travel/your-2018-florida-calendar-festivals-and-other-events-in-the-sunshine-state-1.16141385>

**Hosted Media:**

Date of Visit	Writer/Influencer Name	Outlet	Website
10/19/2017	<b>Todd Habberkon</b>	Influencer	
October 11-13, 2017	<b>Susan Finch</b>	Family Travel Forum/ FloridaFamilyTravel.com	<a href="https://myfamilytravels.com/">https://myfamilytravels.com/</a>
October 24-26, 2017	<b>Margarita Ibbott</b>	DownshiftingPRO	<a href="http://www.downshiftingpro.com">www.downshiftingpro.com</a>
October 24-26, 2017	<b>Paula Schuck</b>	Thrifty Momma Tips	<a href="http://www.thrifymommastips.com">www.thrifymommastips.com</a>
October 24-26, 2017	<b>Aeryn Lynne</b>	Geek with Style	<a href="https://geekwithstyle.ca/">https://geekwithstyle.ca/</a>
October 24-26, 2017	<b>Sandi Allen</b>	Canadian Blog House	<a href="http://canadianbloghouse.com/">http://canadianbloghouse.com/</a>
November 12-15, 2017	<b>Glenda Winders</b>	Creators Syndicate	<a href="https://www.creators.com/">https://www.creators.com/</a>
November 30- December 3	<b>David Landsel</b>	Senior Editor, FoodandWine.com	<a href="http://www.foodandwine.com/">http://www.foodandwine.com/</a>
December 1-4, 2017	<b>Chrissy Taylor</b>	The Taylor House	<a href="https://www.thetaylor-house.com/">https://www.thetaylor-house.com/</a>
December 8-11	<b>Mike Jordan</b>	Thrillist / Southern Kitchen	<a href="http://www.thrillist.com">www.thrillist.com</a>
December 8-11	<b>Dennis Byron</b>	Beer Influencer	<a href="http://alesharpton.blogspot.com">http://alesharpton.blogspot.com</a>
December 9	<b>Holly V. Kapherr</b>	Freelancer	<a href="http://hollyvkapherr.pressfolios.com">http://hollyvkapherr.pressfolios.com</a> on assignment for Marriott Traveler <a href="https://traveler.marriott.com">https://traveler.marriott.com</a>
December 16-18	<b>Marcio Nel Cimatti + daughter (hosted by Visit Florida)</b>	Brasilian Blogger	
December 19-22, 2017	<b>Melody Pittman</b>	Family blogger	<a href="http://www.whereverimayroamblog.com">www.whereverimayroamblog.com</a>
December 19-22, 2017	<b>Sara Broers</b>	Family blogger	<a href="http://travelwithsara.com">travelwithsara.com</a>

**Email Database Additions: 495 new contacts (30,732 Current Total Contacts)**

Persona	Contacts Added
Growing Family	100
No Persona Chosen	127
Empty Nesters	75
Retirees	92
Millenials	90
Meeting Planners	11



**Adara** provides insights by mapping the digital marketing investments to the actual destination revenues. Adara has partnerships with over 100 brand-name travel providers (airlines, hotels, rental cars). These numbers show bookings that resulted after customers visited the Visit Jacksonville website during the travel planning process. These numbers do not reflect all bookings, but show a trend in customer that use DMO websites.

Key Performance Indicators	Quarter (Oct-Dec)	FYTD
Hotel Searches	31,774	31,774
Hotel Bookings	1,346	1,346
Air Searches	8,603	8,603
Air Bookings	300	300
Total Travelers	522	522
Total Nights	3,369	3,369
Total Room Revenue	\$477,468	\$477,468
Average Room Rate	\$141.72	\$141.72

**Social Media:**

OVERALL ACCOUNTS	Oct 2017	Nov 2017	Dec 2017
Mentions	1,256,900	1,299,808	1,309,137
Reach	286,967,174	263,350,199	250,738,288
Spread	106,903,526	81,564,344	75,223,875
<b>FACEBOOK</b>			
Engagement	10,404	3,751	9,658
Impressions	1,701,307	1,325,405	4,742,733
Followers	86,782	87,184	88,165
<b>TWITTER</b>			
Engagement	960	590	900
Impressions	49,608	35,414	74,640
Followers	36,785	36,971	37,173
<b>INSTAGRAM</b>			
Engagement	5,162	9,754	7,774
Impressions	426,600	959,406	513,604
Followers	17,775	18,102	18,343
<b>HASHTAGS</b>			
#jaxaletrail	38	82	54
#onlyinjax	1,590	1,710	1,407

**Website:**

KPI	Quarter (Oct-Dec)	% Change over 2016	FYTD	% Change FYTD
Sessions	284,097	-15%	284,097	-15%
Users	244,334	-13%	244,334	-13%
New Sessions	84%	3.3%	84%	3.3%



**STR Metrics:****Oct-Dec 2017 (FYTD) Stats (Duval County):**

2017	Year to Date	% of change
Occupancy	72.5%	5.8%
ADR	\$91.46	3.0%
RevPAR	\$66.52	8.9%
Room Revenue	\$111,093,500	10.1%

**Year to Dates Stats (Duval County):**

Full Year 2017	Year to Date	% of change
Occupancy	73.30%	2.7%
ADR	\$91.62	4.4%
RevPAR	\$67.14	7.2%
Room Revenue	\$443,839,096	8.2%

**Year to Date Stats by Areas (Duval County):**

2017	Occupancy YTD	% of change	ADR YTD	% of change	RevPAR YTD	% of change
Arlington	77.4%	5.1%	\$80.75	7.6%	\$62.47	13.2%
Beaches	76.3%	-1.3%	\$146.67	5.0%	\$111.85	3.6%
Downtown	63.1%	-4.3%	\$124.36	0.0%	\$78.44	-4.3%
Northside/Airport	72.9%	7.8%	\$83.94	5.7%	\$61.23	14.0%
Southside/Mandarin	75.0%	3.3%	\$84.54	5.0%	\$63.41	8.5%
Westside	78.8%	2.7%	\$73.95	7.0%	\$58.25	9.9%

**Tourist Bureau Oct -Dec 2017 (1<sup>st</sup> Quarter):**

<b>VISITOR CENTER</b>	<b>1<sup>st</sup> Quarter interactions</b>	<b>1<sup>st</sup> Quarter Total In-person visitors</b>	<b>17-18 Annual Goal In-person Visitors</b>	<b>% to Annual Goal</b>
Airport	38,081	36,497	157,299	23.2%
Beaches	-	-	15,000	-
Downtown	8,597	7,204	27,195	26.5%
VISIT FLORIDA	22,920	22,920	108,968	21.0%
<b>TOTAL:</b>	<b>69,598</b>	<b>66,621</b>	<b>308,462</b>	<b>21.6%</b>

<b>Visitor Center Traffic</b>	<b>Oct-Dec</b>	<b>FYTD</b>
Website/Phone interactions	2,977	2,977
Businesses added to database/ visitjacksonville.com listings	20	20
Total visitor magazines distributed	3,680	3,680
Total referrals to tourism businesses from visitor center employees	191,669	191,669

## **VISIT JACKSONVILLE**

### **Proposed 17/18 Budget Reallocation**

We are seeking approval to reallocate 17/18 budget dollars between line items as follows:

#### Marketing Overhead Administration

Change Office Supplies to Office Supplies/Utilities/Office Expenses

Move \$20,000 out of Salaries/Wages/Benefits (\$181,561) into Office Supplies/Utilities/Office Expenses (\$6,110) to cover Telephone, Internet, Copiers, Payroll Processing and GP Hosting

#### Sales & Services Overhead Administration

Change Office Supplies to Office Supplies/Utilities/Office Expenses

Move \$30,000 out of Salaries/Wages/Benefits (\$269,842) into Office Supplies/Utilities/Office Expenses (\$9,164) to cover Telephone, Internet, Copiers, Payroll Processing and GP Hosting

#### Sales & Services

Change Postage & Shipping to Postage/Shipping/Office Supplies

Move \$5,000 out of Salaries/Wages/Benefits (\$844,519) into Postage/Shipping/Office Supplies (\$2,000) to cover Office Supplies

#### Tourist Bureau

Change Postage for consumer requests, brochures mailings to Postage/Other Operating Expenses

**Visit Jacksonville  
Marketing Income Statement**

**DECEMBER 2017 YTD (THREE MONTHS)**

Description	ACTUAL YTD	BUDGET YTD	VARIANCE	BUDGET 17/18
<b>Overhead Costs - Visit Jacksonville Administration</b>				
SALARIES/WAGES/BENEFITS	21,709	45,390	23,682	181,561
FACILITY RENT	23,746	25,170	1,424	100,680
OFFICE EQUIPMENT/IT	4,295	4,586	291	18,344
OFFICE SUPPLIES/UTILITIES/OFFICE EXPENSES	6,026	1,528	(4,499)	6,110
PROFESSIONAL SERVICES	2,400	1,000	(1,400)	4,000
INSURANCE	1,250	1,152	(98)	4,608
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	377	355	(22)	1,420
TRAVEL, MEALS & ENTERTAINMENT - OOC	-	1,946	1,946	7,784
INDUSTRY ASSOCIATION DUES	1,182	2,061	879	8,245
INTEREST EXPENSE	-	1,250	1,250	5,000
<b>Subtotal</b>	<b>60,985</b>	<b>84,438</b>	<b>23,453</b>	<b>337,752</b>
<b>Overhead/Salaries Costs - Visit Jacksonville &amp; Dalton Agency</b>				
SALARIES/WAGES/BENEFITS	65,220	76,750	11,530	307,000
Marketing Services - Dalton Agency expenses for Media Buying, Creative Retainer and Public Relations	43,500	43,500	-	174,000
Postage/Shipping	491	750	259	3,000
Supplies	227	750	523	3,000
<b>Subtotal</b>	<b>109,437</b>	<b>121,750</b>	<b>12,313</b>	<b>487,000</b>
<b>(i)(ii)(iii)Advertising - Name Branding</b>				
Digital	321,110	204,667	(116,444)	818,667
Cable	-	44,991	44,991	179,965
Outdoor	-	16,508	16,508	66,030
Radio	43,031	18,125	(24,906)	72,500
Print	33,170	14,171	(18,999)	56,685
Local Sports Teams Promotion out of market (not Jaguars)	-	12,750	12,750	51,000
<b>(iv)Direct Flight Markets</b>	<b>-</b>	<b>7,324</b>	<b>7,324</b>	<b>29,295</b>
Contingency	-	215	215	858
<b>Subtotal</b>	<b>397,311</b>	<b>318,750</b>	<b>(78,561)</b>	<b>1,275,000</b>
<b>(v)Website Services &amp; New website</b>				
(v)Website Services & New website	4,350	21,250	16,900	85,000
<b>(vi)Social Media sites - online galleries, social media monitoring, photo collection and management for media</b>				
(vi)Social Media sites - online galleries, social media monitoring, photo collection and management for media	27,400	8,625	(18,775)	34,500
<b>(vii)Visitor Magazine</b>				
(vii)Visitor Magazine	-	7,500	7,500	30,000
<b>(viii)Media Relations - Media Site Visits, Media FAMs, Media Promotions</b>				
(viii)Media Relations - Media Site Visits, Media FAMs, Media Promotions	13,285	7,500	(5,785)	30,000
<b>(ix)Map Creation and Printing</b>				
(ix)Map Creation and Printing	-	3,750	3,750	15,000
<b>(x)Printing costs of topic specific brochures</b>				
(x)Printing costs of topic specific brochures	-	13,750	13,750	55,000
<b>(x)Costs for new videos/photography/audio tours/podcasts</b>				
(x)Costs for new videos/photography/audio tours/podcasts	14,500	17,500	3,000	70,000
<b>Promotional contests, promotional items, outreach events</b>				
Promotional contests, promotional items, outreach events	12,380	6,562	(5,818)	26,248
<b>Subtotal</b>	<b>71,914</b>	<b>86,437</b>	<b>14,523</b>	<b>345,748</b>
<b>MARKETING AND COMMUNICATION TRAVEL</b>				
Travel - marketing conferences	75	1,500	1,425	6,000
Travel - communications, media missions, media tradeshow	176	4,500	4,324	18,000
<b>Subtotal</b>	<b>251</b>	<b>6,000</b>	<b>5,749</b>	<b>24,000</b>
<b>Total Marketing</b>	<b>639,900</b>	<b>617,375</b>	<b>(22,525)</b>	<b>2,469,500</b>

**Visit Jacksonville**  
**Convention Sales & Services**

**DECEMBER 2017 YTD (THREE MONTHS)**

Description	ACTUAL YTD	BUDGET YTD	VARIANCE	17/18 BUDGET
<b>Overhead Costs - Visit Jacksonville Administration</b>				
SALARIES/WAGES/BENEFITS	32,563	67,461	34,898	269,842
FACILITY RENT	35,619	31,505	(4,113)	126,021
OFFICE EQUIPMENT/IT	6,442	6,879	437	27,516
OFFICE SUPPLIES/UTILITIES/OFFICE EXPENSES	9,040	2,291	(6,749)	9,164
PROFESSIONAL SERVICES	3,600	1,500	(2,100)	6,000
INSURANCE	1,875	1,728	(147)	6,913
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	566	533	(33)	2,130
TRAVEL, MEALS & ENTERTAINMENT - OOC	-	2,919	2,919	11,675
INDUSTRY ASSOCIATION DUES	1,773	3,092	1,319	12,367
INTEREST EXPENSE	-	2,500	2,500	10,000
<b>Subtotal</b>	<b>91,478</b>	<b>120,407</b>	<b>28,929</b>	<b>481,628</b>
<b>Overhead Costs - Visit Jacksonville Convention Sales &amp; Services</b>				
SALARIES/WAGES/BENEFITS	184,207	211,130	26,923	844,519
RELO EXPENSE	2,026	1,250	(776)	5,000
RECRUITMENT	597	375	(222)	1,500
PROFESSIONAL DEVELOPMENT	3,879	2,324	(1,555)	9,295
OTHER STAFF EXPENSES	281	250	(31)	1,000
POSTAGE & SHIPPING	1,722	500	(1,222)	2,000
<b>Subtotal</b>	<b>192,712</b>	<b>215,829</b>	<b>23,117</b>	<b>863,314</b>
<b>Promotion to Tourist Groups</b>				
CONVENTION/GROUP ADS - PRINT	36,517	22,310	(14,207)	89,238
CONVENTION/GROUP ADS - DIGITAL	34,902	16,841	(18,061)	67,363
CONVENTION/GROUP ADS - SOCIAL MEDIA/SEM	-	2,500	2,500	10,000
CONVENTION/GROUP TOUR INDUSTRY GUIDES	-	1,250	1,250	5,000
AD/PR AGENCY FEES - CONVENTION	9,000	9,000	-	36,000
CONVENTION CONTENT DEVELOPMENT/EMAIL	360	1,500	1,140	6,000
WEBSITE - CONVENTION	-	2,527	2,527	10,106
EMAIL SERVICE - CONVENTION	-	250	250	1,000
COLLATERAL - CONVENTION	612	5,000	4,388	20,000
PROMOTIONS - CONVENTION	-	1,250	1,250	5,000
<b>Subtotal</b>	<b>81,390</b>	<b>62,427</b>	<b>(18,964)</b>	<b>249,707</b>
<b>Convention Market Targeting</b>				
IDSS SALES CRM MODULE	-	2,375	2,375	9,500
EMPOWERMINT DATABASE	5,100	3,750	(1,350)	15,000
<b>Subtotal</b>	<b>5,100</b>	<b>6,125</b>	<b>1,025</b>	<b>24,500</b>
<b>Convention Sales Activity</b>				
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	487	688	201	2,750
INDUSTRY ASSOCIATION DUES	3,728	4,125	397	16,500
FAM TRIPS	-	11,250	11,250	45,000
CLIENT DEVELOPMENT/PROSPECTING	780	1,875	1,095	7,500
SITE VISITS - CONVENTIONS	4,521	4,125	(396)	16,500
SALES MISSIONS	2,507	4,000	1,493	16,000
CLIENT EVENTS	3,314	6,250	2,936	25,000
SALES TRAVEL/MEALS/ENTERTAINMENT - OOC	14,353	10,750	(3,603)	43,000
TRADESHOW BOOTH SHIPPING	4,550	3,750	(800)	15,000

OTHER REGISTRATION FEES	23,477	22,500	(977)	90,000
SPONSORSHIPS/PROMOTIONS	3,339	20,000	16,661	80,000
<b>Subtotal</b>	<b>61,056</b>	<b>89,313</b>	<b>28,256</b>	<b>357,250</b>
<b>Coordination with City Convention Center Manager</b>				
CO-OP CONVENTION ADS - PRINT	-	625	625	2,500
CO-OP CONVENTION ADS - DIGITAL	-	1,250	1,250	5,000
JOINT TRADESHOW REGISTRATION	-	625	625	2,500
JOINT CONVENTION MARKETING COLLATERAL	-	2,250	2,250	9,000
<b>Subtotal</b>	<b>-</b>	<b>4,750</b>	<b>4,750</b>	<b>19,000</b>
<b>Convention Services Activity</b>				
TRAVEL, MEALS & ENTERTAINMENT - LOCAL	89	225	136	900
CONVENTION SERVICES AMENITIES/PROMO ITEMS	1,442	3,818	2,376	15,271
CONVENTION SERVICES - CONCESSIONS	1,064	18,800	17,736	75,200
CONVENTION SERVICES - SITE INSPECTIONS	37	750	713	3,000
CONV SERVICES - TRAVEL/MEALS - OOC	195	500	305	2,000
<b>Subtotal</b>	<b>2,828</b>	<b>24,093</b>	<b>21,265</b>	<b>96,371</b>
<b>Total Convention Sales &amp; Services</b>	<b>434,563</b>	<b>522,943</b>	<b>88,379</b>	<b>2,091,770</b>