

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
2018/2019 MARKETING GRANT APPLICATION**

Please submit your **COMPLETE** application in a format using dividers or tabs for the items and Sections of the Application listed below and one (1) electronic submission copy with all attachments (separated or included in one file?) to:

**Tourist Development Council
c/o Executive Director
117 W. Duval St., Suite 425
Jacksonville, FL 32202**

(need email)[@coj.net](mailto:coj.net) (consider email such as TDCgrants@coj.net)

Marketing Grants are TDC grants awarded to Applicants that market Duval County as a tourism destination through advertising and marketing campaigns approved by the TDC. Section 125.104, *Florida Statutes*, defines "**Tourist**" as a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations.

TDC may award **Marketing Grants** to eligible entities based on the grant guidelines available on the TDC web site at <http://www.coj.net/city-council/tourist-development-council/grant-application-policies-and-procedures>.

Marketing grants are intended to assist applicants in promoting tourism to Duval County as a tourism destination through advertising and marketing outside our region, (i.e. at least a 150 mile radius from the County boundary), in campaigns or promotions approved by the TDC.

Applications must be completed and submitted in the manner prescribed herein by the applicable grant application cycle deadline, as required by the TDC. Marketing Grant applications shall be submitted to the TDC for review. Grant cycles and submission deadlines will be posted on the TDC webpage. Applications must be submitted to Visit Jacksonville for review of applicant's marketing plan a minimum of 5 business days prior to the published deadline for submission of the application to the TDC.

No application will be considered by the TDC unless the completed application is received at least 30 days prior to the TDC meeting at which it is to be considered. Applications will be posted on the TDC webpage and become public records upon submission.

PART 1 – Eligibility Review

Please answer the following eligibility requirements:

I. Threshold Requirements Review

Section 125.0104(5)(a)(3), *Florida Statutes*, requires that for grants to be awarded for marketing, that the marketing shall promote and/or advertise tourism of Duval County as a destination, within the state of Florida, nationally and/or internationally. **An Applicant who fails to demonstrate this threshold requirement shall be ineligible to receive Marketing Grant funding.** The following questions shall be answered in order for the TDC to determine if the Marketing meets this threshold requirement. Only if the answers demonstrate that the marketing campaign or promotion is marketing the County as a destination and is conducted outside the region, will a grant be awarded and if awarded, paid to recipient.

- a) **Describe how the Marketing Campaign or Promotion promotes and/or advertises the County as a destination, within the state of Florida but outside of our immediate region (i.e. at least a 150 mile radius from the County boundary), nationally and/or internationally (include target markets, regions of advertising, and any other information relevant to answering this question).**

- b) **How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?**

Failure to answer these questions renders you ineligible for any funds

II. Entity Eligibility Review

Please answer the following eligibility requirements:

1. Is the Applicant noncompliant with a City agreement to which the entity is a party?
 Yes, please identify contract(s):
 No.
2. Is the Applicant delinquent on taxes or the payment of liens or are there debts owed to the City?
 Yes, please identify all delinquencies:
 No.
3. Is the Applicant noncompliant with the conditions or requirements of a City grant award or program in which the entity is a recipient?
 Yes, please identify the grant award or program:
 No.

PLEASE BE ADVISED:

The Applicant shall be ineligible to receive a Marketing Grant if any of the above questions are answered in the affirmative. The Applicant shall be in compliance prior to the TDC's review of this Marketing Grant application if it decides to go forward with the application process.

PART 2—Required Documents

I. Please provide the following documents

- Articles of Incorporation (except government entities)
- IRS Form W-9
- I State of Florida Certificate of Solicitation of Contributions (see Florida Statutes Sec. 496.405) (if a not-for-profit)
- *TDC Post-Event Report (for previous TDC grantees only)
- Written authorization for Authorized Agent to act on behalf of Applicant
 - Resolution from the Applicant's governing board authorizing this application for funds
 - A notarized agent authorization form
- Certification of Grantee is executed (last page of this Application)
- Organization outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);
- Complete Marketing Plan, including all programs, brochures, media articles, etc.
- Letter of Recommendation

See Se app

PART 3 – General Information

Applicant Information:

1. Name of Applicant: **THE PLAYERS**
2. Federal Employer Identification Number: **52099206**
3. Phone: **9042733435** Fax: **NA**
4. Mailing Address: **112 PGA TOUR BLVD** City: **PVB** State: **FL** Zip: **32082**
5. Name of Grant Coordinator: **Jen Hendrich** Title: **Community Outreach**
**The Grant Coordinator shall be the person who will be in direct contact with TDC and be responsible for administering this grant if awarded.*
6. Contact Information of Grant Coordinator:
Mailing Address: **same** City: _____ State: _____ Zip: _____
Telephone: _____ Fax: _____ Email: _____
7. Overview of the Applicant, Include following information:
 - a) Description of Applicant's business and history:
 - b) Description of Applicant's programs, activities, services, and/or events:

PART 4 – Marketing Campaign information

I. General Marketing Plan Information Section

1. Name of Campaign or Promotion: **The PLAYERS Championship**
2. Overall description of Marketing effort or Campaign (Attach a detailed Marketing Plan and itemized costs; include samples or concepts regarding how local imagery and content will be used to market the destination):
SEE special event application
3. Explanation of current need, problem or opportunity and how the Marketing Grant will address these issues:
SEE special event application

4. Explain and attach materials or other examples of past tourism marketing campaigns or promotions (not limited to the County):

see special event application
(SE app)

5. Anticipated quantifiable outcomes of this Campaign or Promotion or similar prior campaigns (not limited to within the County) For example, this Campaign or Promotion will increase tourism to a specific asset (i.e. the beaches or the river) or for a specific activity (golfing or restaurant scene):

see special event application

6. Relevant timelines for the marketing Campaign or Promotion. Specifically, but not limited to the following information: when will the Campaign or Promotion begin, what is the duration and frequency of the Campaign or Promotion, if the Campaign or Promotion is related to a specific event, please include the information for the specific event, and what is the deadline for commitment to the Campaign or Promotion?

see special event application

7. Any other important information about the Campaign or Promotion:

see special event application

II. Total Tourism Impact Section

Objective: Explain how the Campaign or Promotion will drive tourism developments, benefits economic prosperity and opportunity for the County.

Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

1. The projected impact on tourism to be derived from the Campaign or Promotion to the TDC. see special event app
2. The potential number of tourists outside of 150 mile radius to expected to visit the County as a result of the campaign or promotion.

SE app

3. **The potential for generating tourists beyond a specific event based on exposure, new markets, etc.** *The target audiences provide additional or unique tourism benefits for return visits, expansion of our market, etc. (NFL location, direct flight to JAX airport opportunity, major corporate partner, new demographic target, etc.).*

Se app -

4. **The quantity, duration, and category or type of marketing and audiences targeted.** *The Applicant provides the expected audience that will be reached, the number of printed publications, social media postings, advertisements aired or broadcasted, etc.*

Se app :

5. **The existence of any other special economic benefits to the County from the Campaign or Promotion:** *The campaign promotes a new tourism attraction or asset that was funded in part by the TDC or local government, showcases a hidden gem, etc.*

Se app :

III. Brand Opportunity Section

Objective: *The Campaign or promotion will successfully articulate, competitively position, and positively promote the City's brand. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:*

1. **The Campaign or Promotion creates a leadership position for the Jacksonville brand.** *The Campaign or Promotion sets Jacksonville apart from other destinations.*

Se app :

2. **The Campaign or Promotion is in alignment with the TDC adopted vision and brand of Jacksonville as a destination.** *There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sports, or Arts, Culture & History.*

Se app

3. **The quality or quantity of national or international television broadcast or other means of exposure.** *The Applicant intends to advertise or promote the Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville logo.*

Se app -

4. **The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication.** *Jacksonville will be marketed as a destination throughout the Campaign or Promotion in numerous*

marketing efforts and to target audiences outside of the 150 mile radius. The Jacksonville logo is used in various event marketing approaches including promotional items.

Se app

5. The potential and expected earned media coverage as a result of the campaign or promotion.

Se

IV. Marketing Plan Section

Objective: *The proposed promotion or marketing plan demonstrates a likelihood of increasing tourism and that it is consistent with the Marketing Services Contractor's Marketing Plan. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:*

1. **The types of marketing approaches being used:** What type of marketing will be utilized to attract tourists to the event? Explain the timeframes each marketing element is projected to run. Where will such marketing be conducted, specifically outside 150 mile radius of the County, and who are the target audiences? Identify the types of marketing you plan to use, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influence marketing.

See marketing mix + plan

2. **The plan is innovative or unique:** If applicable, describe how the marketing plan is innovative or unique.

SE app

V. Return on Investment Section

Objective: The value of the proposed Campaign or promotion substantially exceeds the grant amount. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

1. Describe how the market value of the advertising provided compares to the amount of the grant request. *See PPT Presentation for #s*
2. If it is worth a minimum of 2x the grant amount, please explain why. *Yes. See PPT presentation for the #s*
3. In the alternative, if it is not worth a minimum of 2x the grant amount, please explain why and how it brings other nonmonetary value. *from 2018*

VI. Stewardship Section

Objective: The Campaign or promotion has leverage opportunities for the City. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

See se app



1. Promotion of local assets. Does the proposed Campaign or Promotion promote local publicly owned or supported venues or assets?

Will the Campaign or Promotion promote one or more local attractions or museums?

2. Potential business opportunities: Identify any and all potential business opportunities for area assets in collaboration or conjunction with the Campaign or Promotion.

3. Utilization of local talent, suppliers, service providers, or subcontractors: Identify all local talent, suppliers, subcontractors, and other local service providers utilized in the Campaign or Promotion.

VII. Multiple Years Funding Section

Objective: Determine whether the Applicant received consecutive TDC funding last year and in prior years.

If so, list all years you received funding from TDC and the amount of each year's grant:

See se app

See se app

PART 5—Certification

I, (print name) _____, as (Title) _____, acting with authority from and on behalf of, (Applicant) _____, the entity applying for this Marketing Grant, have reviewed the GRANT APPLICATION to the Duval County Tourist Development Council. I am in full agreement with the information and certifications contained in this application and its attachments, confirm that such information is true, accurate, and complete, and understand that this application will be rejected, or that the previous acceptance of this application will be withdrawn, should such information or certifications be untrue, incorrect, or incomplete.

I certify that the Applicant is in compliance with all City and County agreements to which the Applicant is a party, is in compliance with the conditions or requirements of all City or County grant awards or programs in which the Applicant is a recipient and is not delinquent on taxes or the payment of liens or other debt owed to the City or County.

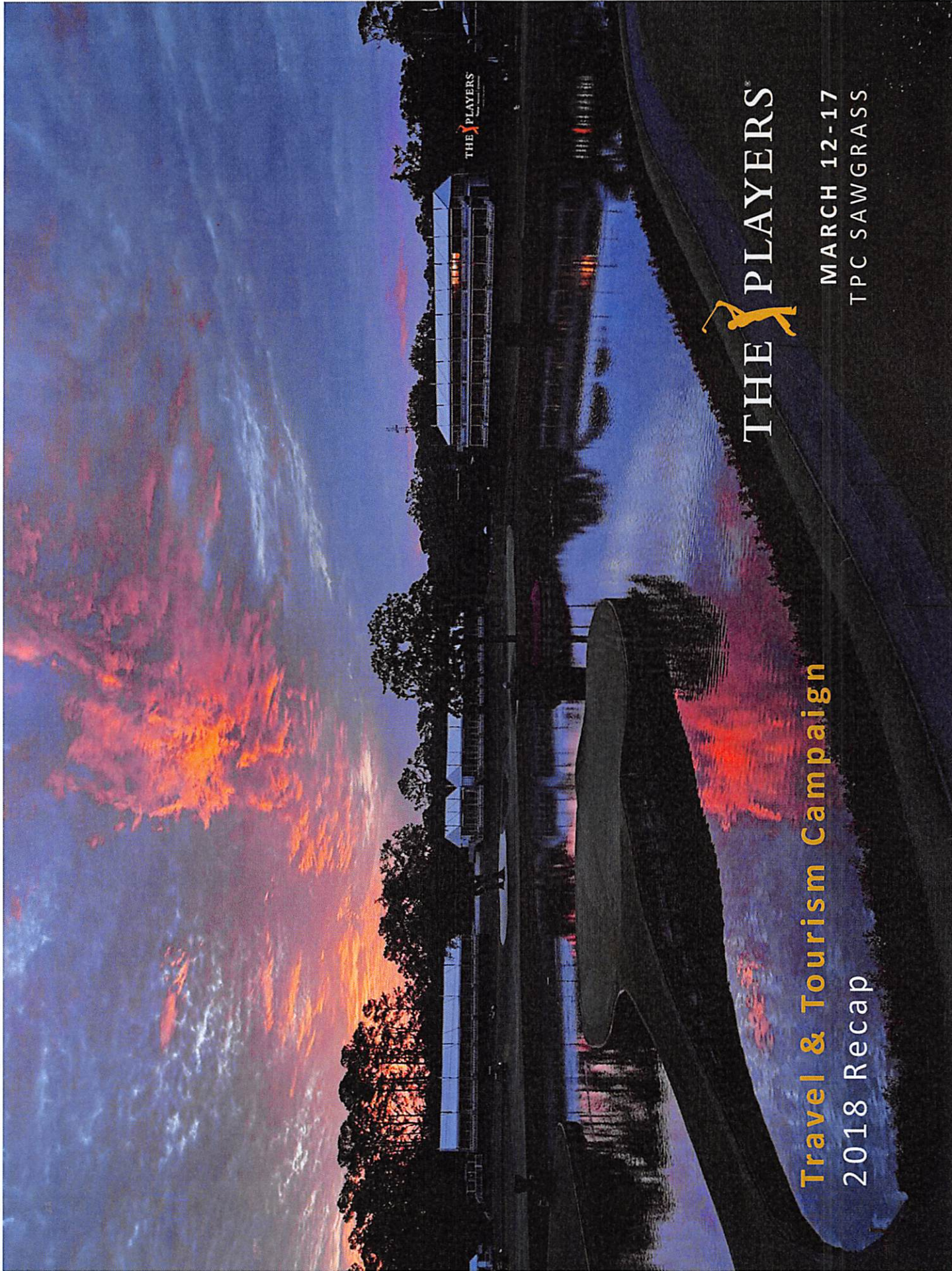
I acknowledge my understanding that the Ordinance Code of the City of Jacksonville prohibits the advance payment of City funds and that all awards of the Duval County Tourist Development Council are for purposes of reimbursement and are conditioned upon the submission of documentation, acceptable to the Duval County Tourist Development Council and in keeping with its reimbursement criteria, evidencing the actual payment of all costs and expenses for which reimbursement is sought. Further, I guarantee that Applicant will abide by the TDC Marketing Grant Guidelines and all local, state and federal regulations as they apply.

I further acknowledge my understanding that the Duval County Tourist Development Council in making a Marketing Grant does not assume any liability or responsibility for the ultimate financial profitability of the marketing campaign for which the grant is awarded. The Duval County Tourist Development Council, unless otherwise specifically stated, is only a financial contributor to the marketing campaign and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such campaign. The Duval County Tourist Development Council is not responsible or liable to any third party; its only obligation is to a successful applicant for grant funds, provided such applicant remains at all times in compliance with all terms of the award.

Signature

Date

Print Name & Title



THE PLAYERS®

MARCH 12-17
TPC SAWGRASS

Travel & Tourism Campaign
2018 Recap

THE PLAYERS 2018

Overall Recap

200,000+  **TOTAL ATTENDANCE IN 2018**

923 TOTAL MEDIA STAFF MEMBERS REPRESENTING
195 OUTLETS AND 21 COUNTRIES
WHO ATTENDED THE 2018 TOURNAMENT

1 BILLION

TOTAL HOUSEHOLDS OUTSIDE THE US THAT RECEIVE THE BROADCAST OF THE PLAYERS

226

TOTAL NUMBER OF COUNTRIES & TERRITORIES THAT RECEIVE THE BROADCAST OF THE PLAYERS

17
INTERNATIONAL MEDIA PARTNERS ON-SITE WITH PRODUCTION PRESENCE

THE PLAYERS WAS BROADCASTED IN 23 LANGUAGES

7

NUMBER OF INTERNATIONAL MEDIA PARTNERS THAT REBRANDED / DEDICATED THEIR CHANNELS TO THE PLAYERS FOR THE ENTIRE TOURNAMENT WEEK

OVER 58
PERCENTAGE OF TICKET PURCHASERS THAT WERE FROM OUTSIDE THE 5-COUNTY AREA

THE PLAYERS 2018

Marketing Recap

MARKETING MIX



Category	Percentage
Digital	77%
TV	23%

\$40-80 MILLION
VALUE OF 8 VIGNETTES DURING THE BROADCAST

376 MILLION
CAMPAIGN IMPRESSIONS

45,789 PR STORIES
MENTIONING THE PLAYERS VALUING

\$96.4 MILLION

\$61.9 MILLION
VALUE OF THE 25 DUVAL COUNTY MENTIONS DURING THE BROADCAST

THE PLAYERS 2018

Marketing Recap

Resources spent towards the national marketing campaign will come from THE PLAYERS and their travel partners:

- Duval County TDC
- Florida's Historic Coast
- Visit Florida
- THE PLAYERS National Media Buy

Mediums for the national marketing campaign include:

- Television
- Digital
- Promotions
- Public Relations

Mediums for the international marketing campaign include:

- Digital
- Public Relations



TIER EXPLANATION

Different media treatments will be used in the market tiers to maximize the media spend. This approach will maximize ticket sales from proven areas while also continuing to build event awareness in higher-opportunity markets.

TIER 1

PRIORITY MARKETS (TV AND HEAVY DIGITAL)

- Atlanta
- Charlotte
- Miami/Ft. Lauderdale
- Orlando
- Tampa

TIER 2

INVESTMENT GEOGRAPHIES (TV AND MEDIUM DIGITAL)

- Nashville
- Philadelphia
- Savannah
- Washington DC

TIER 3

LOWER PRIORITY MARKETS (DIGITAL ONLY)

- Boston
- Charleston
- Columbia, SC
- Chicago
- Dallas
- Houston
- Ft. Myers/Naples

INT'L

CANADA

- Montreal
- Toronto

UNITED KINGDOM

- Birmingham
- Bradford
- Leeds
- Liverpool
- London
- Manchester
- Oxford

IRELAND

- Dublin

Duval County

STR Report

Duval County May 9-14 2017 vs. 2018						
Occupancy						
	Wednesday	Thursday	Friday	Saturday	Sunday	Average
2018	89.10%	89.50%	88.00%	85.00%	62.60%	82.84%
2017	88.60%	86.40%	88.00%	87.10%	59.70%	81.96%
% of change	0.6%	3.6%	0.0%	-2.5%	4.8%	1.3%
ADR						
	Wednesday	Thursday	Friday	Saturday	Sunday	Average
2018	\$126.41	\$127.70	\$127.11	\$122.40	\$101.36	\$121.00
2017	\$120.50	\$119.57	\$118.87	\$116.04	\$95.47	\$114.09
% of change	4.9%	6.8%	6.9%	5.5%	6.2%	6.1%
RevPAR						
	Wednesday	Thursday	Friday	Saturday	Sunday	Average
2018	\$112.60	\$114.34	\$111.83	\$104.00	\$63.46	\$101.25
2017	\$106.74	\$103.31	\$104.63	\$101.09	\$57.01	\$94.56
% of change	5.5%	10.7%	6.9%	2.9%	11.3%	7.5%
Rooms Sold						
	Wednesday	Thursday	Friday	Saturday	Sunday	Total
2018	16,167	16,252	15,968	15,422	11,363	75,172
2017	16,078	15,681	15,975	15,811	10,838	74,383
% of change	0.6%	3.6%	0.0%	-2.5%	4.8%	1.3%
Room Revenue						
	Wednesday	Thursday	Friday	Saturday	Sunday	Total
2018	\$2,043,703	\$2,075,352	\$2,029,735	\$1,887,679	1,151,709	\$9,188,178
2017	\$1,937,367	\$1,874,998	\$1,898,974	\$1,834,733	1,034,705	\$8,580,777
% of change	5.5%	10.7%	6.9%	2.9%	11.3%	7%

THE PLAYERS 2018

PR Recap

- Overall National PR Value: **\$96.4 Million**
- THE PLAYERS hosted familiarization trips (FAM) leading up to, and during, the event to promote the region as well at the tournament



TRAVEL

THIS SECRET GEM ON THE COAST IS ACTUALLY GETTING COOL AGAIN



By MATT MELTZER
Published On 08/03/2018
@mmeltz

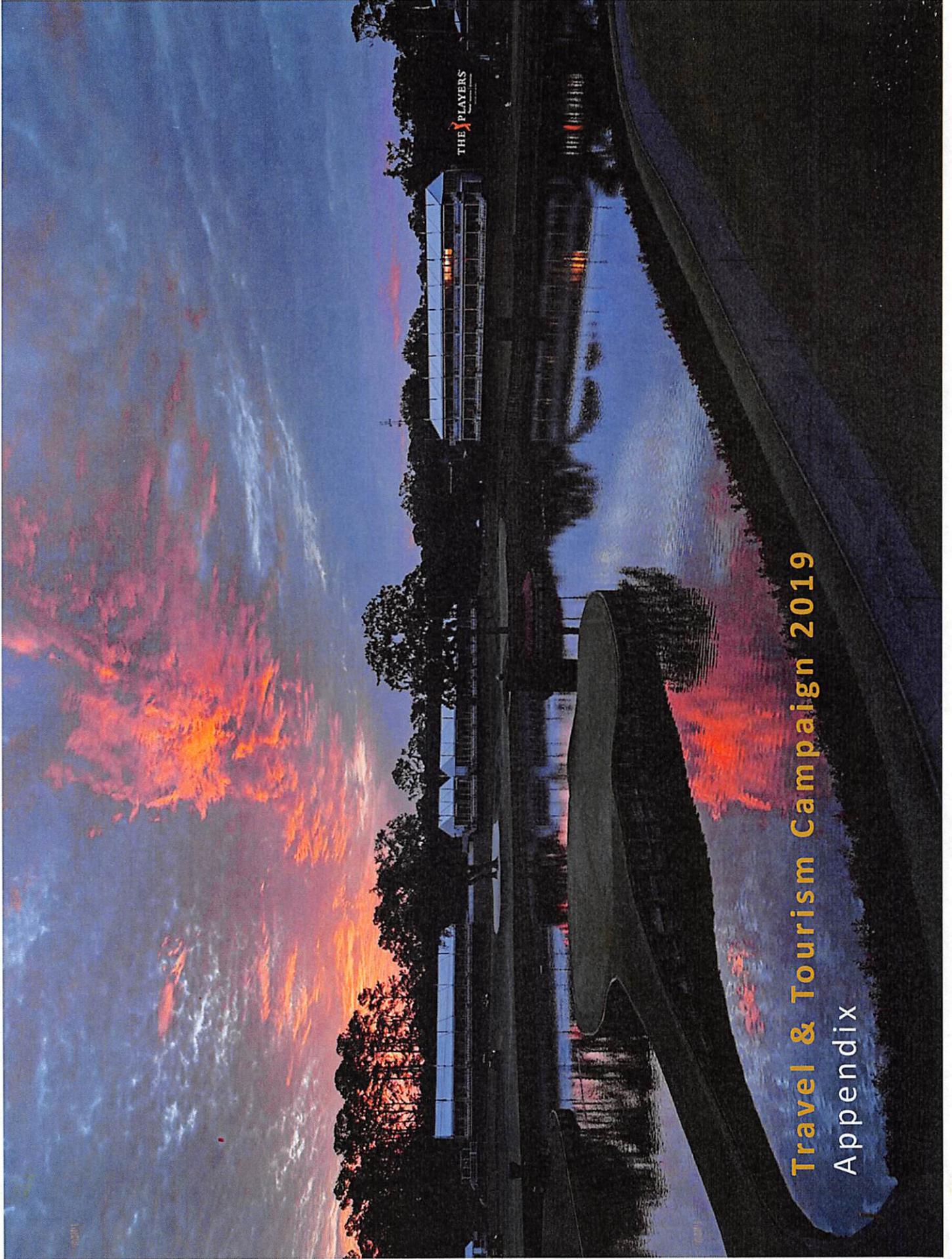


DREW SWANTAK/TED MCGRATH/THRILLIST

THE PLAYERS 2019

Application Request Overview

- **Funding**
 - \$250,000
- **Use of Funds**
 - National marketing to be used outside the 5-county area in select target markets
- **Media Mix:**
 - Television
 - Digital
 - Public Relations
 - Marketing
- **Out-of-Market Advertising Launch:**
 - International marketing began in October – **Clicks are up 150%**
 - A travel & tourism television spot ran during the TOUR Championship in September
 - National campaign will launch on 1/7/18
- **Tournament Broadcast**
 - THE PLAYERS will work with Golf Channel/NBC and Visit Jacksonville to create vibrant broadcast footage that **showcases what the Jacksonville has to offer**
 - THE PLAYERS will continue to provide Golf Channel/NBC talking points about Jacksonville
- **Public Relations**
 - THE PLAYERS, with partnership with two PR agencies, will bring media from the target markets to visit Jacksonville before, and during, the tournament
 - THE PLAYERS will work closely with Visit Jacksonville to showcase the city
- Dollars spent in the campaign will drive the audience to **THEPLAYERS.com/travel** which promotes the Jacksonville area



Travel & Tourism Campaign 2019
Appendix

THE PLAYERS 2019

Target Markets

TIER EXPLANATION

Different media treatments will be used in the market tiers to maximize the media spend. This approach will maximize ticket sales from proven areas while also continuing to build event awareness in higher-opportunity markets.

TIER 1

TV AND HEAVY DIGITAL

- Atlanta, GA
- Miami/Ft. Lauderdale, FL
- Orlando, FL
- Tampa, FL
- Savannah, GA

TIER 2

TV AND MEDIUM DIGITAL

- Nashville, TN
- Ft. Myers/Naples, FL
- West Palm Beach, FL
- Charleston, SC
- Mobile-Pensacola, FL
- Tallahassee, FL
- Charlotte, NC

TIER 3

DIGITAL ONLY

- Columbia, SC
- Chicago, IL
- Boston, MA
- Washington, DC
- Philadelphia, PA

INT'L

CANADA

- Montreal
- Toronto

UNITED KINGDOM

- Birmingham
- Bradford
- Leeds
- Liverpool
- London
- Manchester
- Oxford

IRELAND

- Dublin

THE PLAYERS 2019

Marketing Mix

Resources spent towards the national marketing campaign will come from THE PLAYERS and their travel partners:

- Duval County TDC
- Florida's Historic Coast
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Mediums for the national marketing campaign include:

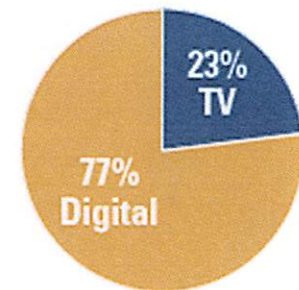
- Television
- Digital
- Promotions
- Public Relations

Mediums for the international marketing campaign include:

- Digital
- Public Relations

OVERALL MARKETING MIX

THE PLAYERS team continues to refine the marketing mix to ensure efficiencies. The primary focus is on television and digital direct marketing to serve content directly to a qualified demographic that fits the profile of a consumer with capacity to travel for sports & entertainment.



All advertising will push customers to the Plan Your Visit page (THEPLAYERS.com/travel) which highlights Jacksonville

THE PLAYERS 2019

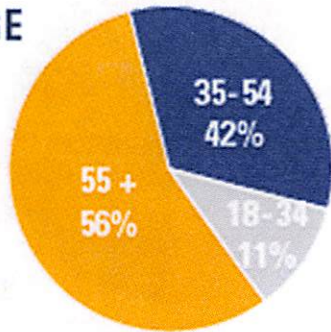
Target Demographic 1

CORE GOLF FANS

Heavy consumers of sport and golf

SIZE 11.6 M

AGE



GOLF CONSUMPTION

12%
Golf Viewership
(last three years)

39%
% of Total Golf
Hours Viewed

100%
Play Golf

41%
PGA TOUR's Share
of Golf Hours/Year

75%
Golf Among Three
Favorite Sports

16
Average Golf
Events Watched

MEDIA HABITS

70%
TV Viewership
(3+ Hours/Day)

54%
Use Streaming

72%
Use Social Media

21% Twitter
61% Facebook
16% Instagram

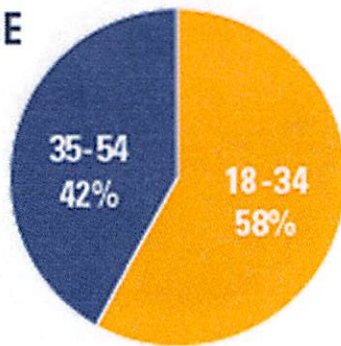
THE PLAYERS 2018

Target Demographic 2

SPORTS SOCIALITES

SIZE 19.1 M

AGE



GOLF CONSUMPTION

28%

Play Golf

28%

Golf Among Three Favorite Sports

24%

% of Total Golf Hours Viewed

26%

PGA TOUR's Share of Golf Hours/Year

6

Average Golf Events Watched

MEDIA HABITS

48%

TV Viewership (3+ Hours/Day)

86%

Use Streaming

92%

Use Social Media



38%

Twitter

61%

Facebook

30%

Instagram

THE PLAYERS 2019

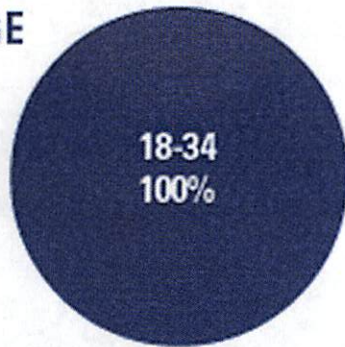
Target Demographic 3

MILLENNIAL GOLF FANATICS

Heavy consumers of sport and golf

SIZE 1.3 M

AGE



GOLF CONSUMPTION

17%

Golf Viewership
(last three years)

5%

% of Total Golf
Hours Viewed

100%

Play Golf

34%

PGA TOUR's Share
of Golf Hours/Year

68%

Golf Among Three
Favorite Sports

23

Average Golf
Events Watched

MEDIA HABITS

69%

TV Viewership
(3+ Hours/Day)

92%

Use Streaming

96%

Use Social Media



55%

80%

52%

Twitter

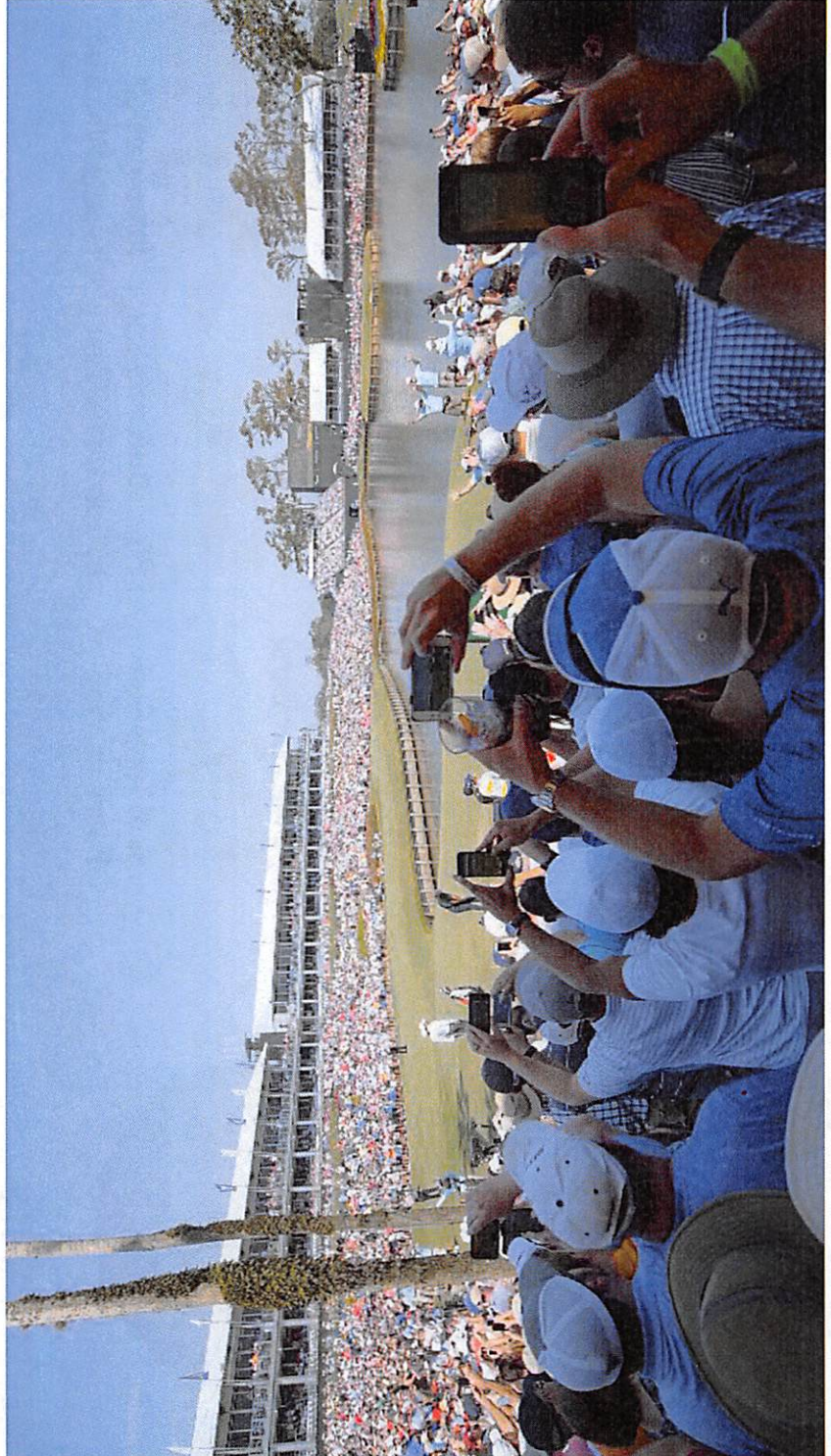
Facebook

Instagram

THE PLAYERS 2019

Travel & Tourism TV Spot

- Launched during the TOUR Championship in Atlanta
- Drives the audience to THEPLAYERS.com/travel which highlights Jacksonville and the region



		7-Jan	14-Jan	Farmers (CBS)	WM (NBC)	AT&T (CBS)	Genesis (CBS)	WGC (CBS)	Honda (NBC)	Valspar (NBC)
		7-Jan	14-Jan	21-Jan	28-Jan	4-Feb	11-Feb	18-Feb	25-Feb	4-Mar
Tier 1	Atlanta									
	Miami									
	Orlando									
	Tampa									
	Savannah									
Tier 2	Tallahassee									
	W. Palm Beach									
	Ft. Myers									
	Mobile									
	Nashville									
	Charleston									
	Charlotte									
Tier 3	Chicago									-
	Washington									-
	Boston									-
	Philadelphia									-
	Columbia									-
Int.	Toronto									-

TV & Digital =
Digital Only =

