

Light Show Content Research Online Survey & Focus Groups | November 7, 2018

Introduction

This document outlines the scope of work for an online market and content validation study being conducted on behalf of the City of Jacksonville Tourism Development Council (TDC).

This research will survey tourism travelers in our target market segments via an online survey. Four additional focus groups will be conducted with local residents in Jacksonville who will be asked similar questions on content of the water activation light show videos, based on the perspective of hosting out of town guests/visitors to Jacksonville.

Objectives

- + Determine what content should be developed for the light shows
- + Identify what type of activities residents look for when hosting out of town guests
- + Gain feedback from leisure travelers on concepts and what they would be interested in seeing when traveling to Jacksonville

Based on the research findings, we will refine the content outline for the videos.

Fieldwork/Data Collection

Quantitative research will be conducted through online surveys distributed through email to individuals that are part of a national research panel and the Visit Jacksonville database. This survey will use a variety of closed and open-ended questions—with a 10 – 15-minute survey, which will allow for 20 – 30 questions, including up to 4 open-ended questions. A report will be built with data tables for each question and findings.

Qualitative research will be conducted through focus groups that will last up to 90-minutes. A discussion guide will be used to engage participants in identified topics. A report will be produced with key findings.

Online Survey:

Jacksonville Tourist Population – requires access to Visit Jacksonville database

- + Target number of responses: 400 *contingent on active database numbers
- + Overall results accurate to +/- 3% with 95% confidence
- + Leisure travelers
- + Targeting demos: 18-65

Focus Groups:

Four groups:

1. Millennials, 2. M/F with children in the home, 3. Boomers, 4. African American/Black 25 – 54
 - + Four groups, recruit 8 – 10 each
 - + Last up to 90-minutes
 - + Moderated by Brendan Cumiskey
 - + Client viewing room

Timeline – Survey:

Questionnaire Submitted	Week of December 10, 2018
Questionnaire Finalized	Week of December 17, 2018
Program Survey	January 2 – 4, 2019
Surveys Live	January 8, 2019
Surveys Close	January 16, 2019
Data Tabulation and Report Complete	January 31, 2019

Timeline – Focus Groups:

Discussion Guide Submitted	Week of December 10, 2018
Discussion Guide Finalized	Week of December 17, 2018
Recruit Participants	Weeks of December 10 and 17
Conduct Focus Groups	Week of January 7, 2019
Data Analysis and Report Complete	January 31, 2019

Downtown Light Show Projected Public Return on Investment Analysis

The Return on Investment Analysis will estimate visits to downtown Jacksonville on an annual basis and project the average amount of sales and bed tax revenues by visitors for goods and services to the public investment. The results will be an estimate based upon experience in other cities and from the market validation analysis.

Initial research will focus on the following cities who have analogous daily light displays:

- Montreal, Canada
- San Francisco, California
- Little Rock, Arkansas
- Memphis, Tennessee
- New Haven, Connecticut

We will also research other cities that have light shows over a limited time frame to determine economic impact:

- St. Augustine, Florida
- Riverside, California
- Providence, Rhode Island

Researching all of the above cities will tell us the economic impact in those cities over time which will allow us to project the Return on Investment for downtown Jacksonville. The Estimated Public Return on Investment will calculate the estimated sales tax and bed tax revenue to the city investment.

We will establish a current base line of visitors to downtown Jacksonville utilizing data from Downtown Vision and Visit Jacksonville. The projection model of increased visitors and hotel occupancy in Downtown as a result of the Jacksonville Light show will be built based on results from the above cities and the local market validation results. We will determine increases in visits and hotel occupancy in the above cities from their base line as a result of the addition of their daily light shows.

Data Sources are U.S. Census Bureau, Florida Legislature Office of Economic and Demographic Research, Downtown Vision, Visit Jacksonville, the Longwood and STR report and Dalton Market Validation Study.

The Research will produce:

- Projected increases in visits to downtown Jacksonville above the base line over a 10-year period.
- Projected increase in spending in Downtown Jacksonville and adjacent neighborhoods as a result of the installation and projected sales tax revenue.
- Projected increase in Hotel Occupancy and resulting tax revenue from bed tax and sales tax.
- Estimated Return on Investment based on projected increase of sales and bed tax revenue to the city investment.

Timeline – Return on Investment Analysis

Report Complete	January 31, 2019
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Fees Estimate – Online Surveys

<u>Visit Jacksonville Database</u>	
Survey Development	\$1,500
Programming	\$1,750
Incentive	\$6,000
Monitoring research while in field	\$1,500
Project Management	\$1,250
<u>Tabulation, analysis and reporting</u>	<u>\$6,750</u>
TOTAL	\$18,750

Fees Estimate – Four Focus Groups

Facility Rentals	\$2,340
Recruiting	\$4,500
Incentive	\$4,000
Moderator	\$3,500
Video Recording	\$400
<u>Reporting</u>	<u>\$4,650</u>
TOTAL	\$19,390

Fees – Downtown Light Show Projected Public Return on Investment Analysis

<u>Analysis</u>	<u>\$10,000</u>
TOTAL	\$10,000

TOTAL FOR ALL DELIVERABLES: \$48,140

TERMS

Dalton Agency will invoice for 50% upon initiation of the project, and 50% upon completion.

PROPOSAL ACCEPTANCE

Name _____

Signature _____

Title _____

Date _____