

# TOURIST DEVELOPMENT COUNCIL



Where Florida Begins

# SPECIAL EVENTS GRANT APPLICATION



# DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL 2018/2019 SPECIAL EVENT GRANT APPLICATION

Please submit one 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 (consider email such as TDCgrants@coj.net)

Special Events Grants are TDC grants awarded to Applicants that are hosting or organizing an event in Duval County or surrounding areas that are open to the public, although may charge ticketed admission, where a large number of tourists to Duval County are brought together to watch or participate in an event of limited and fixed duration from a few hours to a few days, and not part of a regular series or occurring more frequently than once a year. Section 125.0104, Florida Statues, 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.

<u>Examples of Special Events</u> include one-time or annual special sporting events, concerts, festivals, air events, aquatic events, motorized events and would include a large congress, trade or fashion show, art events or displays, exhibitions or the like open to the public. Special Events do not include invitation only events, private events, member only events, fundraising events, or corporate and trade events. Further, Special Events shall not include commercial events whose primary purpose is for the organizer to sell a product (i.e. boat or car show).

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

<u>Applications</u> must be completed and submitted in the manner prescribed herein by the applicable grant application cycle deadline, as required by the TDC. 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.

Special Event Grants shall be limited to the following grant tiers:

i. Maximum \$250,000 per Event Award: These awards are for events designed to attract 25,000 or more tourists to Duval County, 10,000 or more room nights in Duval County, or a combination of tourists and room nights as outlined in the matrix below. Such grant awards may not exceed \$250,000 per event.

Tourists	Room Nights
25,000	0
20,000	7,000
15,000	7,750
10,000	8,500
5,000	9,250
0	10,000

ii. Maximum \$100,000 per Event Award: These awards are for events designed to attract a minimum of 5,000 tourists to Duval County using publicly or privately owned tourist venues. Such grant awards <a href="may not exceed">may not exceed</a> \$100,000 per event.

# PART 1 — Eligibility Review

# I. Threshold Requirements Review

Section 125.0104(5)(a)(3), *Florida Statutes*, requires that for grants to be awarded for a special event, that special event must have one of its main purposes be the attraction of tourists to the County. An Applicant who fails to demonstrate this threshold requirement shall be ineligible to receive Special Events grant

funding. The following questions shall be answered in order for the TDC to determine if the Special Event meets this threshold requirement. Failure to answer these questions renders you ineligible for any funds. Only if the answers demonstrate that one of the main purposes of the event is attraction of tourists AND the number of tourists and or room nights guaranteed and who actually attend meet the tiered requirements above, will a grant be awarded and if awarded, paid to recipient.

# (1) Main Purpose Attraction of Tourist Requirement:

- (a) Who do you anticipate will attend your event and why? The NCAA Track & Field East Preliminary will bring over 1,600 student-athletes; over 2,000 coaches, support staff and officials; and over 4,000 fans over a one-week period. The event is a three-day event with two practice days. The University of North Florida is one of two preliminary round host sites in the entire country.
  - (i) What are the expected demographics of your audience/attendees and where will they come from? The attendees will be extremely diverse and will come from all states east of the Mississippi River. While all of the athletes are in college, the coaches, families and fans will cover all age ranges.
  - (ii) What percentage of your audience/attendees will come from outside a 150 mile radius of the County boundaries and what are you relying on to make that assumption? While UNF does not have an exact percentage that we can place on the number of attendees outside the 150 mile radius of the County boundaries, we do know that less than five Division I Universities are within the boundaries and nearly 200 zoned for the east preliminary are located outside the boundaries. Therefore, a large majority of the attendees will be from outside the County boundaries.

(b) How do you plan to promote the event to potential attendees outside a 150 mile radius of the County Boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising? Half of the collegiate Track & Field programs are zoned for the University of North Florida so there will be thousands of attendees heading to Jacksonville regardless of the promotional efforts. Therefore, more of the marketing budget will be focused locally and regionally in an effort to drive more tourists who are interested in watching elite track & field athletes to UNF's campus. The NCAA Track & Field East Preliminary will have its own webpage on www.UNFOspreys.com which will be linked to the NCAA website. Attendees from outside the County boundaries will access information related to the event through these sites. Additionally, UNF will utilize running-specific websites and e-communications to reach the running community. The full marketing plan is attached.

# (2) Tourist Attendance and Proof Requirement:

- (a) Which grant tier do you plan to meet (i.e. Maximum \$250,000 grant or maximum \$100,000 grant)? Maximum \$250,000 grant
  - (i) What is the amount of the grant you are requesting? \$200,000
  - (ii) How many tourists do you anticipate attending the Special Event and/or how many room nights do you anticipate will be generated? 11,000 room nights, 8,000 attendees, and over 27,000 total visitor days
  - (iii) How many tourist and or room nights are you guaranteeing? 9,000 room nights, 6,000 attendees, and 25,000 total visitor days

- (b) How will you document that your event has met the grant criteria? Please provide detail regarding who will collect the data on attendance how it will be verified and provided to the TFC.
  - (i) How will you prove the guaranteed room night pick-ups for the event? Visit Jacksonville and UNF will work together on collecting hotel information from all of the coaches on the Wednesday prior to the start of the event. There will be a station at registration where all coaches must fill out hotel information. Visit Jacksonville uses this data in calculating total room nights, visitor days and economic impact.

or

(ii) How will you prove that the guaranteed number of the attendees visited from outside of a 150 mile radius of the County?

\*Failure to answer this question renders you ineligible for any funds\*

# II. Applicant Eligibility Review

Please answer the following eligibility requirements:

1,	Are you (the Applicant) noncompliant with a City or County agreement to
	which the entity is a party?
	Yes, please identify contract(s):
	No.
2.	Are you (the Applicant) delinquent on taxes or the payment of liens or
	their debts owed to the City or County?
	Yes, please identify all delinquencies:
	⊠No.

3. Are you (the Applicant) noncompliant with the conditions or requirements
of a City or County 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 Special Events 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 Special Events Grant application if it
decides to go forward with the application process.

# PART 2—Required Documents

Please provide the following documents
Articles of Incorporation (except government entities)
IRS Form W-9
State of Florida Certificate of Solicitation of Contributions (see Florida Statutes
Sec. 496.405) (if a not-for-profit)
Sponsorship package for event
Complete project event budget including revenue and expenses
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)

1.

Event	Marketing	Plar
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# PART 3— General Information

# **Applicant Information:**

- Name of Applicant: University of North Florida Department of Intercollegiate
   Athletics and Director of Athletics, Lee Moon, Sr.
- 2. Federal Employer Identification Number:59-2976169
- 3. Phone: (904)620-2833

Fax: (904)620-2836

4. Mailing Address: 1 UNF Drive

City: Jacksonville

State: FL

Zip:

32224

5. Name of Grant Coordinator: Nick Morrow

Title: Sr. Associate

Athletics Director

\*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: 1 UNF Drive

City: Jacksonville

State: FL

Zip: 32224

Telephone: (904)620-1537 Fax: (904)620-2836 Email:

nick.morrow@unf.edu

- 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:

    The University of North Florida Department of Intercollegiate Athletics is a

    Division I institution competing in the ASUN Conference. UNF sponsors 19

    NCAA teams providing opportunities to approximately 300 student-athletes

    every year. During the 2017-18 academic year, the department GPA was a

    3.415 across all teams which included the fourth straight semester of every

    team achieving above a 3.0 GPA. UNF has won 41 ASUN championships since

    2010 and has qualified for 39 NCAA postseason championships. UNF Athletics

    employs over 120 full and part time coaches and staff.

# **PART 4—Special Event information**

- I. General Special Event Information Section
  - 1. Name of Special Event: NCAA Outdoor Track & Field East Preliminary
    - Overall description of Special Event (Attach a detailed Special Event Plan, Event Marketing Plan and itemized budget): Participants in the NCAA Outdoor Track & Field Preliminary rounds are divided into two sites. UNF is

the host site in the east preliminary and nearly 200 schools are zoned for Jacksonville. The top 12 finishers in each event qualify for the NCAA National Championships. The NCAA Track & Field East Preliminary is expected to bring over 1,600 student-athletes; over 2,000 coaches, support staff and officials; and over 4,000 fans over a one-week period. The event is a three-day event with two practice days.

- 3. Identify the category or categories of expenditures the Applicant is seeking reimbursement for with this Grant. Allowed grant expenditures for Special Events Grants shall be limited to costs associated with: (i) Venue rental offset, (ii) Expenses associated with marketing outside a 150 mile radius, and (iii) other event expenses. The grant will be used to offset the costs associated with running one of the largest NCAA Championships. The resources required to successfully run the NCAA Outdoor Track & Field East Preliminary is far greater than the revenue that is produced from hosting the event.
- 4. Specifically identify or describe the types of receipts or other proof of payment the Applicant will submit to the TDC for reimbursement of allowable grant expenditures. The University of North Florida will produce copies of receipts and proof of payment made through the University system for each of the expenditures seeking reimbursement.
- 5. Explanation of current need, problem or opportunity and how the Special Events Grant will address these issues: The NCAA Outdoor Track & Field East Preliminary is a very expensive event that produces little revenue. The Special Events Grant provides UNF the opportunity to manage the event without suffering a financial loss. While UNF does not generate much, if any, profit from the event itself, the economic impact from hosting this event in Jacksonville is

estimated at \$8 million. Despite the lack of profit and the amount of hard work and effort that is required to host the event, UNF realizes the importance for the City of Jacksonville.

- 6. Explain and attach materials or other examples of other Special Events that promoted tourism (not limited to the County) done by the Applicant: Attached are articles from other Track & Field events that attracted thousands of athletes and fans to the City of Jacksonville and the University of North Florida.
- 7. If the Special Event (or a similar special event) was previously held in the County or another jurisdiction, what were the quantifiable outcomes of the Special Event? Were grant funds provided? If so, how much and how were the funds utilized? Relevant quantifiable outcomes would be the total number of hotel stays for the event, number of tourists, and the number of days staying in or visiting the jurisdiction per tourist): The University of North Florida has hosted the NCAA Outdoor Track & Field East Preliminary in 2012, 2014, 2015 and 2016. Here is a recap of the Grant request and award: 2015 \$200,000 requested; \$200,000 granted for costs related to hosting event; \$188,562 disbursed to UNF. 2016 \$175,000 requested, \$175,000 granted to offset operational costs of hosting event; \$175,000 disbursed to UNF. Attached are the Event Impact

- Summaries as well as the STR reports for 2015 and 2016, completed by Visit Jacksonville, which outline room nights, visitor days, and economic impact.
- 8. What are the relevant timelines for the Special Event? Specifically, but not limited to the following information: when is the event, when will the promotion of the event begin, and what is the deadline for commitment to the event? The 2019 NCAA Outdoor Track & Field East Preliminary begins May 23, 2019 and ends on May 25, 2019. Promotion for the event will begin on the websites in January with other marketing promotions beginning in March, increasing in volume leading up to the event in May.
- 9. Any other important information about the Special Event:

# II. Total Tourism Impact Section

Objective: Explain how the Special Event or project will drive tourism development, 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 overall projected direct economic impact: What is the Return on Investment (ROI) to the TDC on the event? Specifically, what is the grant amount divided by the number of guaranteed tourists or room nights; are there any other economic tourism benefits? The attached Event Impact Summaries from 2015 and 2016 provide great detail on the ROI to the TDC

- and City of Jacksonville. Since UNF has hosted this event several times, there is proven value in investing in the NCAA Outdoor Track & Field East Preliminary.
- 2. The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event: Does the magnitude of the Special Event and/or the location from which the tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.)? The large majority of the attendees are from outside the 150 mile radius with many of those attendees flying to Jacksonville. The attendees will be coming from all over the eastern half of the United States.
- 3. The projected room night generation from the Special Event: Does the potential far exceed the guarantee and is it likely to be realized? Based on the history of the NCAA Outdoor Track & Field East Preliminary occurring on UNF's campus, the number of guaranteed room nights of 9,000 room nights is highly likely and the potential of reaching 11,000 room nights is also probable based on the 2016 Event Impact summary.
- 4. Calendar maximization in choosing the date of the Event. The NCAA chooses the dates of their Championships so UNF does not have input on the event dates.
- 5. Any special economic benefits to the County from the Special Event. The attached Event Impact summaries provide additional economic benefit data from the 2015 and 2016 events which will apply to the 2019 event.

# III. Brand Opportunity Section

Objective: The Special Event or project will successfully articulate, competitively position, and positively promote the County'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 creation of a leadership position for the Jacksonville brand: Is the Special Event a premier event that sets Jacksonville apart from other destinations? The NCAA Outdoor Track & Field Preliminaries only travel to two sites per year. Due to the high number of participants, many families travel to the championships to support their athletes. Since Jacksonville is a great destination due its geographical location, many tourists are more inclined to travel to Jacksonville to attend the event.
- 2. The utilization of complementary brands that will strengthen the County's leadership position through collaboration or partnership: Have you collaborated with other complementary brands (local restaurants, attractions, not-for-profits, etc.) to strengthen the event image and brand in a way that further encourages tourism? UNF will work with local restaurants and local radio to help promote the event and strengthen its image and outreach.
- 3. The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville: Is there significant brand alignment with the County's Water Life brand or one of the TDC's focus areas: Water & Outdoors, Sporting Events, or Arts, Culture and History? The NCAA Outdoor Track & Field East Preliminary is one of the NCAA's premier championships featuring elite athletes. The event definitely qualifies as a unique, high-level sporting event.

- 4. The means of exposure of the Jacksonville brand: How will you advertise or promote the Jacksonville brand (i.e. national or international television broadcast)? UNF will work with Visit Jacksonville to promote the Jacksonville brand by providing tourism information to visiting teams and tourists in advance of the event. UNF will also provide Visit Jacksonville with a website presence on the event page; the opportunity to table at registration and during the event; and will provide Visit Jacksonville/TDC with signage opportunities during the event as a means to further encourage tourism and promote the Jacksonville brand.
- 5. The integration and visibility of destination marketing logos, imagery, or media coverage: Will Jacksonville as a destination be marketed during the event, or in advertisements or promotions for the event? If so, how will it be marketed and in what market(s)? What is the value of such promotion? Is our logo used in the event advertising or other marketing? UNF will work with Visit Jacksonville in promoting Jacksonville as a destination through a website presence on the event page; the opportunity to table at registration and during the event; and will provide Visit Jacksonville/TDC with signage opportunities during the event.

#### IV. Marketing Plan Section

Objective: The Special Event or program demonstrates the necessary marketing plan requirements. 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. Attached is the current marketing plan developed by UNF Athletics and reviewed by Visit Jacksonville.
- 2. The plan is innovative or unique: If applicable, describe how the marketing plan is innovative or unique.

# V. Stewardship Section

Objective: The Special Event or project has leverage opportunities 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 use of City, County-owned public venues: The use of County-owned public venues is a benefit to the County. Will the Special Event utilize a

- County-owned facility, park or other venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event? The event will utilize Hodges Stadium on UNF's campus. Tourists may return to watch other regional or national Track & Field events.
- 2. The use of local attractions or area assets: Will the Special Event utilize a local attraction or museum as a venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event? The event will not utilize local attractions or museums directly, but tourists may seek out local attractions to visit during "slow times" of the event.
- 3. Potential business opportunities: Identify any and all potential business opportunities for area assets in collaboration or conjunction with the Special Event. The NCAA limits many business and sponsorship opportunities as they control those rights.
- 4. The importance of the funding for securing the Special Event: If the funding isn't provided, will the Special Event be held somewhere else or will it be canceled? The NCAA Outdoor Track & Field East Preliminary has already been determined to be held at The University of North Florida in 2019 and 2021. If funding isn't provided in support of this event, the events will still take place. However, UNF will not be inclined to host any future NCAA Track & Field Championships since the financial loss is too great and has a negative impact on the Athletic Department operating budget which affects the UNF student-athlete experience.
- 5. The competition for the Special Event: Could the Special Event be hosted at a private venue or similar public venue outside of the County? If so, identify the other venues and destinations where the Special Event could be held. All Division I institutions that have access to an adequate track & field facility have the opportunity to bid on this NCAA Championship.
- 6. Utilization of local talent, suppliers, service providers, or subcontractors: Identify all local talent, suppliers, subcontractors, and other local service

providers utilized in the Special Event. The University of North Florida will utilize several local companies and independent contractors in managing this event, including local crowd management company; ambulance services, resturants for meals; equipment rental companies; local radio; fencing company; video services company; and many other companies that can provide services needed to plan and mange the NCAA Outdoor Track & Field East Preliminary.

# VI. Quality of Life Impact Section

Objective: The Special Event enhances the quality of life for the community.

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:

- The use of any underused venues: Identify any underused venues in the County you will utilize as part of the Special Event and how you will utilize them. Hodges Stadium is the host site for the NCAA Outdoor Track & Field East Preliminary.
- 2. Engagement of the community: Please include, if applicable your civic, social and/or legacy impact plan that gives back to the community.

Some examples are:

- (a) Providing free music, theatre, artistic or community outreach clinics:
- (b) Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swaq bags donated to local charities;
- (c) Utilizing programs for underserved youth, mothers and children, programs for job creation from not-for-profits; or
- (d) Providing services to enhance or improve a community center, a park or building a playground; and

(e) Donating event tickets to a particular not-for-profit or community group.

At this time, UNF has not identified any specific community engagement opportunities for the NCAA Outdoor Track & Field East Preliminary. UNF is interested in discussing potential ideas as long as they fit within NCAA Compliance regulations.

# 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 prior year's grant:

The University of North Florida has hosted the NCAA Outdoor Track & Field East Preliminary in 2012, 2014, 2015 and 2016. Here is a recap of the Grant request and award from 2015 and 2016: 2015 - \$200,000 requested; \$200,000 granted for costs related to hosting event; \$188,562 disbursed to UNF. 2016 - \$175,000 requested, \$175,000 granted to offset operational costs of hosting event; \$175,000 disbursed to UNF.

# **PART 5—Certification**

I, (print name) William Ice Noop Sin, as (Title) Director of Pth leti-acting with authority from and on behalf of, (Applicant) University of North Floridathe entity applying for this Special Event 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 and 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 Special Events 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 Special Events Grant does not assume any liability or responsibility for the ultimate financial profitability of the special event for which the grant is awarded. The Duval County Tourist Development Council, unless otherwise specifically stated, is only a financial contributor to the Special Event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such Special Event. 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

William Lee Mood Sa

Type/Print Name

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12-4-18

Date

# 2019 NCAA Track & Field East Preliminary Operating Budget

Revenue				
Description	Detail	Revenue		
Control of the second of the s	Application due December 10; meeting on January 10	\$200,000.00		
	Grant application due January 10	\$45,000.00		
NCAA	Stipend for hosting East Preliminary	\$20,000.00		
Ticket Sales	Ticket sales during the 3 days of competition; weather dependent	\$25,000.00		
Total Revenue		\$290,000.00		

	Expenses	Personal Part of the Control of the
Description	Detail	Expense
SAFE	20 SAFE x \$20 per hour x 12 hours x 3 days	\$14,400.0
In-House Security	12 employees x \$10 per hour x 12 hours x 3 days	\$4,320.0
Police	4 officers x \$50 per hour x 10 hours x 3 days	\$6,000.0
Ambulance	1 ambulance x \$175 per hour x 8 hours x 3 days	\$4,200.0
PF - Housekeeping	6 employees x \$30 per hour x 12 hours x 3 days	\$6,480.0
PF - Maintenance	1 employee x \$30 per hour x 12 hours x 3 days	\$1,080.0
PF - Recycle	6 employees x \$30 per hour x 12 hours x 3 days	\$6,480.0
Officials Payment	75 officials x \$75 per day x 3 days	\$16,875.0
Officials Lodging	60 rooms x 4 nights x \$149 room rate	\$35,760.0
Meals	Meals for officials, volunteers, and staff	\$17,100.0
Half-Mile Timing	Event support for timing systems	\$1,000.0
Subtotal		\$113,695.0
Video Board	Temporary video board for results and video	\$42,000.0
Portable Restrooms	20 units x \$85 per unit x 5 days	\$8,500.0
Mobile Mini	Storage unit for pole vault poles	\$1,000.0
Fencing	Temporary fencing for crowd control/logistics	\$5,000.0
Bleachers	Bleacher rental for additional seating	\$5,000.0
Subtotal /		\$61,500
Gill Track Equipment	Track & Field equipment needed to host Championships	\$83,000.
Apparel	Apparel for officials and volunteers	\$6,000.
Signage	Directional signage	\$2,500.
Facility Prep	Mulch, grounds management products to prepare the facility	\$10,000.
Credentials	Credentials for athletes, staff, coaches, etc.	\$1,500.
Miscellaneous	Office supplies, misc supplies needed for operations	\$1,000.
Subtota	CASAMINETER STATE OF THE STATE	\$104,000
Printed Materials	Posters, flyers, etc.	\$2,000.
Social Media	Paid social media boosts, promotions	\$2,500.
Radio Ads	Coverage on 1010XL	\$3,000
E-Communications	Access to runner-specific databases and website advertising	\$2,500
Subtotal	and the second s	\$10,000
Expenses	- ADMINISTRATION OF THE STATE O	\$289,195.

\$805.00



# 2019 | NCAN EAST PRELIMINARY MARKETING PLAN

MAY 29-65 | GIRKSDOWNLE, PL

ne majority of the tourists will be the athletes and participants associated with the event. The other large portion of the tourists are the family and friends of the athletes who choose to travel to Jacksonville to watch their athletes compete. UNF will also focus advertising efforts to running specific communities in the region in an effort to drive additional tourists to Jacksonville for the 2019 NCAA East Preliminary.

#### WEBSITES

An event specific page will be created on UNFOspreys.com which will provide information regarding the event and the City of Jacksonville. The event page will be linked to the NCAA Track & Field page. UNF will coordinate with Visit Jacksonville in sharing the event page as well as placing additional content related to Jacksonville tourism.

# E-COMMUNICATIONS

UNF Athletics will also send out an email to all 200 schools zoned for the East Preliminary with a "Visiting Team Guide", which will provide information about the event and the City of Jacksonville. This guide can be shared with family and friends of each school.

An email will be distributed to the UNF Athletics email database that will feature information about the meet and help promote attendance, as well as distribution lists from Visit Jacksonville and Jacksonville Sports -ouncil, as permitted.

# RUNNING-SPECIFIC WEBSITES/FORUMS

We will partner with running-specific websites to place advertisements about the event on their landing page, which will link back to the event page created for the NCAA East Preliminary. An example site would be \_Runners.com.

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#### SOCIAL MEDIA

Facebook, Twitter, and Instagram will be used to promote the NCAA East Preliminary across the UNF Athletics social media platforms. We will also team up with the University of North Florida, Visit Jacksonville, Jacksonville Sports Council, and other community partners to post and share about this event.

### RADIO

We will partner with 1010XL, Jacksonville's premier sports radio station, to run PSA's promoting the NCAA East Preliminary leading up to the event.

# LOCAL BUSINESS PARTNERS

We will collaborate with local running companies and stores to use their databases to distribute information and promote the NCAA East Preliminary.

# PRINTED MATERIALS

Posters/flyers will be used to promote the NCAA East Preliminary on the UNF campus and around the Jacksonville community. There will be a "poster push" executed by the UNF Athletics marketing staff to distribute to local businesses and partners throughout Jacksonville.

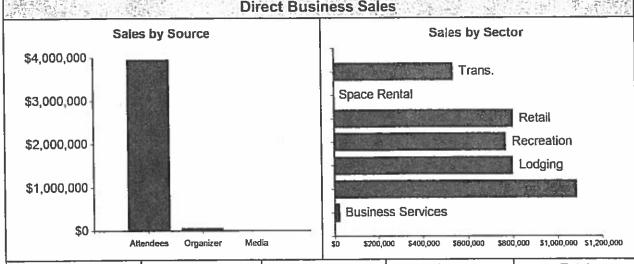
# N-CAMPUS ADVERTISING

TV graphics will be on display around campus promoting the meet. Announcements promoting the meet will be made at UNF Athletics events leading up to the date of the event.

# **Event Impact Summary**

**Destination: VISIT JACKSONVILLE** 

<b>Event Parameters</b>		Mark Million Li	Key Results	1. 经产品
Event Name:	2015 NCAA Track		Business Sales (Direct):	\$4,029,245
Organization:	NCAA/JaxSports	2	Business Sales (Total):	\$6,996,738
Event Type:	Sports: College		Jobs Supported (Direct):	1,054
Start Date:	5/25/2015		Jobs Supported (Total):	1,381
End Date:	5/30/2015		Local Taxes (Total):	\$255,435
Overnight Attendees:	6803		Net Direct Local Tax ROI:	\$68,923
Day Attendees:	1701		Estimated Room Demand:	9,431
	Dir	ect Business Sa	les	
Sa	les by Source		Sales by Sector	

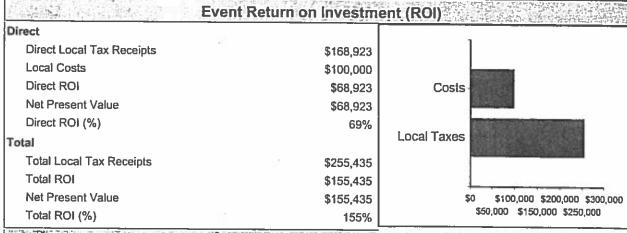


Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$801,675	\$0	\$0	\$801,675
Transportation	\$538,781	\$477	\$795	\$540,052
Food & Beverage	\$1,042,805	\$43,952	\$0	\$1,086,757
Retail	\$804,429	\$0	\$0	\$804,429
Recreation	\$771,872	\$0	\$0	\$771,872
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$23,564	\$897	\$24,460
TOTAL	\$3,959,562	\$67,992	\$1,691	\$4,029,245

#### **Event Impact Details**

Destination: VISIT JACKSONVILLE Event Name: 2015 NCAA Track 2015 Organization: NCAA/JaxSports

	Economic Imp	Economic Impact Details			
	Direct	Indirect/Induced	Total		
Business Sales	\$4,029,245	\$2,967,493	\$6,996,738		
Personal Income	\$1,319,548	\$838,241	\$2,157,788		
Jobs Supported					
Persons	1,054	327	1,381		
Annual FTEs	44	14	58		
Taxes and Assessments					
Federal Total	\$361,158	<u>\$250.759</u>	\$611.917		
State Total	\$314.659	<u>\$74.187</u>	<u>\$388,846</u>		
sales	\$226,266	\$44,512	\$270,778		
income	\$0	\$0	\$0		
bed	\$48,101	1.5	\$48,101		
other	\$40,292	\$29,675	\$69,967		
Local Total	\$168.923	<u>\$86.512</u>	\$255,435		
sales	\$37,711	\$7,419	\$45,130		
income	\$0	\$0	\$0		
bed	\$0	-	\$0		
per room charge	\$0	192	\$0		
tourism district	\$0	-	\$0		
property tax	\$90,919	\$49,419	\$140,338		
restaurant	\$0	\$0	\$0		
other	\$40,292	\$29,675	\$69,967		



	Estimated Room Demand Metrics	<b>新型</b>
Room Nights (total)	9,431	
Room Pickup (block only)	0	
Peak Rooms	2,346	
Total Visitor Days	28,563	



# Visit Jacksonville

For the Week of May 24, 2015 to May 30, 2015 211087654327

United Kingdom Blue Fin Building 110 Southwark Street London SE1 0TA Phone: +44 (0)20 7922 1930 Fax: +44 (0)20 7922 1931

Phone: +1 (615) 824 866¢ Fax: +1 (615) 824 384¢ www.str.com

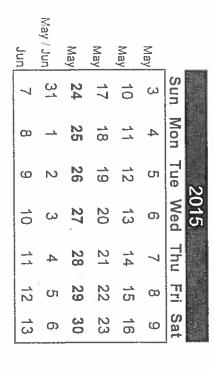
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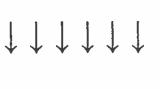
Hendersonville TN 37076 ne: +1 (615) 824 8664 ne: +1 (615) 824 3848

United States 735 East Main Stree

# Tab 2 - 'Weekly Year Over Year Translation Table

For the Week or May 24, 2015 to May 30, 2015





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# This Year

Sunday, May 10th - Mother's Day Monday, May 25th - Memorial Day

Last Year

Sunday, May 11th - Mother's Day Monday, May 26th - Memorial Day

Number of Weekend Days: Number of Weekdays:

12

Number of Weekend Days: Number of Weekdays: 120

Note: Weekdays - Sunday through Thursday, Weekends - Friday and Salurday

Vari Jacksonville For the Week of May 24, 2015 30, 2015

# Weekly Occ (%) - Mar 14, 2015 to May 30, 2015



# Weekly ADR - Mar 14, 2015 to May 30, 2015



* 3	7.00	7.7				(g)
Census Props Census Rooms Census Rooms K Rooms Participants	Revenue	Demand $h(t)$ This Year Lest Year Percant Change	Supply This Year Last Year Percent Change	REVPAR This Year Last Year Percent Change	ADR 7 351	cupandy (Val) This Year Last Year Percant Change
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15.959 17,959	9.2	13,885	17,959	78.08 69.51	96.33 96.43 11.2	77.4 78.6
153 17,669	67	14,788 15,038	17,959 17,957	84 27 77 74 84 4	102 27 92 03 9 9	82.4 83.5
153 17,050	7.6	7 14,966 15,401	7 17,969 17,997	7 65.47 79.28	7 102.56 92.64 10.7	285
153 17,959	12.5	15,987 16,097	17,958 17,997	80.85 80.67 12.8	102.20 90.21 10.0	5 5 5 5 T
153 17,958 81.4	10.6	15,450 15,576	9 17,050 17,007	84.01 76.45	9 98.65 88.33	9 8 8 9 S
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13 153 17,959 80.7	9 11 12	13 13,088 12,833 1,2	17,959 17,967 17,007	63.88 68.42 83.7	97.64 87.64 81.29	We 13 72.9 71.0 71.0
14 153 17,958 80.5	930,200 8 5	14 12,055 12,067 -0,1	17,959 17,967	56.22 51.09	94 63.75 77,09 8 8	97.1 97.1 97.1
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153 17,959 81.4	32 8634888 947,904 11 6	12,772 12,772 17,084	17,959 17,959 17,997	58 69 52.07 53.07	78 82.81 74.73	77.3 70.5
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Visit Jacksonville
For the Week of May 24, 2015 to May 30, 2015

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For the Week of May 24, 2015 to May 30, 2015

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For the Week of May 24, 2015 to May 30, 2015 Visit Jacksonville

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Visit Jacksonville

For the Week of May 24, 2015 to May 30, 2015

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Visit Jacksonville

For the Week of May 24, 2015 to May 30, 2015

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VIs.t Jacksonville

For the Week of May 24, 2015 to May 30, 2015

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Tab 9 - Re nse NorthsideAirport+

For the Week of May 24, 2015 to May 30, 2015

		52899 Holiday Inn Express & Suites Blount Island	5950 Travelodge & Stes Jacksonville N Almon	58876 Springhill Suites Jacksonville Airport	19464 River Clly Inn	39453 Residence Inn Jacksonville Airport	6839 Red Roof Ian Jacksonville Airport	7287 Quality Inn Jacksonville Airport	5109 Motel 6 Jacksonville	56822 Microtel Inn & Suites by Wyndham Jacksonville	6379 Knights Inn Jacksonville North	33357 Jacksonville Plaza Hotel	27949 Jacksonville inn	57555 Hyatt Place Jacksonville Almort	42335 Hollday Inn Express & Sultes Jacksonville Airport	41595 Hillon Garden Inn Jacksonville Airport	54581 Hampion inn Suites Jacksonville Airport	38590 Fairfield inn & Suites Jacksonville Airport	2225 Executive โภภ	27301 Econo Lodge Jacksonville	9732 DoubteTree Jacksonville Alrport	11037 Days Inn Jacksonville Almort	672 Crowne Plaza Jacksonville Alroort I 95 North	33477 Courtyard Jacksonville Alrport Northeast	9198 Country Hearth Inn Jacksonville	38775 Comfort Sultes Airport Jacksonville	58080 atoft Hotel Jacksonville Afroon	4959 Airport Motor Inn	46155 Relax Inn	STR Code Name of Establishment	
		Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	Jacksonville, FL	City & State	
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## Tab 11 - Response Westside+

Visit Jacksonville

For the Week of May 24, 2015 to May 30, 2015

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	7642 Stars Rest Inn	673 Quality Inn Jacksonville	5375 Knights Inn Jacksonville Downtown	6640 Red Roof Inn Jacksonville South	Country	Best W	Hollday	Lamata	Fairlield	Hest W	Country	Comfort	Hospital	8251 The Executive Inn	Sleep Inn & Suites Jacksonville	6951 Diamond Inn Mote	2947 Budget Inn		
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Blank - No data received by STR

A blank row incidents insufficient data.

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### Tab 12 - Help

All data is processed ( using both the current and historical sampling of hotels.
For further questions account the methodology used to produce our reports, please small destingstr.com.

### Affiliation Date

The date the property became affiliated with its current fiag.

### Average Dally Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room

### Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report

The property has added or removed rooms from inventory

Rooms sold under such allotments should be classified as transient Contract rooms are occupied at rates stipulated by contracts—such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition. It is typically recognized by the international Organization for Standardization (ISO).

# Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area wit NOT automatically be added to this segment. The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

The number of rooms sold of rented (excludes complimentary rooms). Demand (Rooms Sold)

The factor used to convert revenue from U.S. Dofters to the local currency. The exchange rate data is obtained from Oenda.com.

Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data Exchange Rate

### **Group Rooms**

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups)

# Index (Occupancy, ADA, RevPar) - Property performance divided by competitive set performance multiplied by 100. Internationally, indexes are also referred to as MPI - Market Penetration Index (Occupancy Index), ARI - Average Rate Index (ADR Index), and RGI - Revenue/RevPAR Generation Index (RevPAR Index).

A geographic area within a country. Markets are defined by STR and STR Global

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied

The date the property opened.

Amount of growth - باي راءا, ور طويس - الناة period versus same period last year (month of year-to-date). Catculated as ((۲۲ - ۲۷) / ۲۷) ، 100 Percent Change

### Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms

Room revenue divided by rooms available RayPAR (Rayanus Per Available Room)

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from the last 28 days

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from the 1st of the month through the current day processed

The percent of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms): "100

### Sub-Market (Tract)

A geographic sub-erea within a Market. Sub-markets are defined by STR and STR Global

The number of rooms times the number of days in the period

### Supply (Rooms Available)

Also Includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group). Transient rooms include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months

Average of Sunday through Thursday WD (Weekday)

Average of Friday and Saturday

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.

### Event Impact Summary Destination: VISIT JACKSONVILLE

Event Parameters			Key Results	A ELLIS
Event Name:	NCAA Track & Field		Business Sales (Direct)	): \$4,407,577
Organization:	NCAA/UNF		Business Sales (Total):	\$7,690,369
Event Type:	College		Jobs Supported (Direct	1,542
Start Date:	5/24/2016		Jobs Supported (Total)	: 1,853
End Date:	5/28/2016		Local Taxes (Total):	\$120,079
Overnight Attendees:	8450		Net Direct Tax ROI:	\$56,604
Day Attendees:	1350	Steve of a constant time assume that	Estimated Room Dema	and: 11,334
	Dir	ect Business Sale	S I I I I I	
Sale	es by Source		Sales by Secto	er
\$5,000,000			Trans.	
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\$1,000,000	ttendees Organizer Med Attendees	ia \$200,000 Organizer	\$800,000 \$800,000 \$1 \$600,000 \$1	\$1,200,000 ,000,000 \$1,400,000 Total
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\$1,000,000 \$0 A	Attendees	ia \$200,000  Organizer \$0	\$800,000 \$800,000 \$1 \$600,000 \$1	\$1,200,000 \$1,400,000 Total \$1,008,749 \$395,53
\$1,000,000 - \$0 A A A Lodging	Attendees \$1,008,749	organizer \$0	\$400,000 \$800,000 \$1 Media/Sponsors	\$1,200,000 \$1,400,000 Total \$1,008,749 \$395,53
\$1,000,000 - \$0 A Industry Lodging Transportation	Attendees \$1,008,749 \$394,356	organizer \$0 \$445 \$73,407	\$400,000 \$800,000 \$1 Media/Sponsors \$0 \$729	\$1,200,000 \$1,400,000 Total \$1,008,749 \$395,53 \$1,221,114
\$1,000,000 SO A Industry  Lodging  Transportation Food & Beverage	\$1,008,749 \$394,356 \$1,147,707	ia 50 \$200,000  Organizer \$0 \$445 \$73,407	\$400,000 \$600,000 \$1 Media/Sponsors \$0 \$729 \$0	\$1,200,000 Total \$1,008,749 \$395,53 \$1,221,114 \$831,370
\$1,000,000 \$0  Industry  Lodging  Transportation  Food & Beverage  Retail	\$1,008,749 \$394,356 \$1,147,707 \$831,370	organizer  S0 \$445 \$73,407 \$0 \$0	\$600,000 \$600,000 \$1  Media/Sponsors  \$0 \$729 \$0 \$0	\$1,200,000 Total \$1,008,749 \$395,53 \$1,221,114 \$831,376 \$913,856
\$1,000,000 SO A Industry  Lodging  Transportation Food & Beverage  Retail  Recreation	\$1,008,749 \$394,356 \$1,147,707 \$831,370 \$913,858	organizer  S0 \$445 \$73,407 \$0 \$0	\$400,000 \$800,000 \$100,000 \$1 Media/Sponsors  \$0 \$729 \$0 \$0 \$0 \$0	\$1,200,000 ,000,000 \$1,400,000

Event Impact Details
Destination: VISIT JACKSONVILLE Event Name: NCAA Track & Field 2016

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	Economic Impact	Details	The state of the s
2012 Carlot (#2) PO TO TO TO TO TO TO THE	Direct	Indirect/Induced	Total
Business Sales	\$4,407,577	\$3,282,792	\$7,690,369
Personal Income	\$1,467,415	\$955,806	\$2,423,221
lobs Supported			
Persons	1,542	312	1,853
Annual FTEs	58	12	69
Taxes and Assessments			
Federal Total	\$397.802	<u>\$280.652</u>	<u>\$678.453</u>
State Total	<u>\$380.361</u>	<u>\$104,393</u>	<u>\$484.754</u>
sales	\$245,788	\$49,242	\$295,030
income	\$0	\$0	\$(
bed	\$60,525	-	\$60,52
other	\$74,048	\$55,151	\$129,19
Local Total (excl. property)	<u>\$81,604</u>	<b>\$38,475</b>	\$120.07
sales	\$40,965	\$8,207	\$49,17
income	\$0	\$0	\$
bed	\$0	-	\$
per room charge	\$0	-	\$
tourism district	\$0	-	\$
restaurant	\$0	\$0	\$
other	\$40,639	\$30,268	\$70,90
property tax	\$79,958	\$44,052	\$124,01

Event F	Return on Investm	ient (ROI)	34145	23	CHI.		22	-155.	200
Direct local tax ROI (net property taxes)  Direct Tax Receipts  DMO Hosting Costs  Direct ROI  Net Present Value  Direct ROI (%)	\$81,604 \$25,000 \$56,604 \$58,992 226%	Costs Local Taxes	100 E						
Total local tax ROI (net property taxes) Total Local Tax Receipts Total ROI Net Present Value Total ROI (%)	\$120,079 \$95,079 \$99,091 380%		\$20,000	\$40,000	\$60,000	\$60,000	\$100,000	\$120,000	\$140.000

	Estimated Room Demand Metric	CS
Room Nights (total)	11,334	
Room Pickup (block only)	0	
Peak Rooms	3,521	
Total Visitor Days	27,860	



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Fax: +1 (615) 824 3848
www.str.com

### Visit Jacksonville

Table of Contents Translation Table Day Trend Duval County, FL Response Duval Co. FL Mulli-Segment Response Arlington+ Response Beaches+, Response Downtown+ Response NorthsideAirport+ Response SouthsideAirport+ Response Westside+ Help	For the Week of May 22, 2016
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# Tab 2 · 'Weekly Year Over Year Translation Table

For the Week or May 22, 2016 to May 28, 2016

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Jun	7	φ=	ဖ	10	11	12	13

### This Year

Sunday, May 8th - Mother's Day Monday, May 30th - Memorial Day Tuesday, Jun 7th - First Day of Ramadan

Last Year

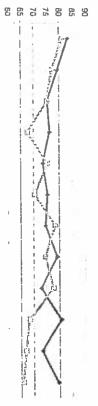
Sunday, May 10th - Mother's Day Monday, May 25th - Memorial Day

Number of Weekdays: Number of Weekend Days: 12

Number of Weekdays: Number of Weekend Days: 30

Note: Weekdays - Sunday through Thursday, Weekends - Friday and Saturday

## Weekly Occ (%) - Mar 12, 2016 to May 28, 2016



12-Mar 19-Mar 26-Mar 2-Apr 9-Apr -This Year -C-Last Year 16-Apr 23-Apr 30-Apr 7-May 14-May 21-May 28-May

55

## Weekly ADR - Mar 12, 2016 to May 28, 2016



Census Props Census Props Census Rooms % Rooms Panicipanis	Revenue This Lass Percent Ch	Pursen	ddns?	Reve	ADF	Occupan	
Census Props Census Props Census Rooms ms Penticipants	Tols Year Last Year Last Year Percent Chancel	Demand, For This Year Lasi Year Percent Change	Supply & This Year Last Year Percent Change	ReyPAR This Year Last Year Percent Change	ADR This Year Last Year Percent Change	upancy (%) This Year Last Year Percent Change	
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7 153 17,949 80.5		11.915 12.426	17,848 17,854	\$0.64 50.64 50.73	88.34 88.37 93.37	1.000	70
153 17,549 70.9	ź     -	12,700 13,904 -9,7	17,949 17,949 17,954	64.52 76.57 -45.3	91.18 96.36 7.3	70.8 772.4	런
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17,946 80.5	-15.6	7 14,152 18,454	7 17,949 17,954	71.80 85.03	7 81.07 96.79	78.8 86.1	S B
153 17,848 78,7	754,233 773,646 -2,5	9,393 9,593	17,949 17,954	42.02	80,300 81,41	52.5	Ş
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13 153 17,049 79 7	72 73 74 74 74 74 74 74 74 74 74 74 74 74 74	13 15,687 12,681 23,4	13 17,949 17,954 0.0	93.43 58.19 60.5	107.04 62.32 30.0	13 87.3 70.7 73.5	꾸
14 153 17,949 79,7	53.9	18 15,187 13,342 21.2	17,949 17,954 17,954	95.20 81.85 53.9	14 105.70 83.23 27.0	90.1 74.3 74.3	SB
163 17,948 78.7	711 721,625 48.5	11,700 8,400 24,6	18 17,948 17,954 0.0	10 60.31 40.59 48.0	16 62.45 77.53	52.4 52.4	Su
18 153 17,949 79,7	16 Perced Perced Perced 23.0	16 13,041 11,335 15.1	17,949 17,954 97,954	56.16 53.70 23.0	91,06 65,20 6 6	76.7 63.1 15.1	Ma
57 153 17,949 79.7		17 33,644 12,268 52,6	17,948 17,954	72.25 80.82 16.8	17 03.68 88.01	77 77 1 68.3 12.8	Tu Tu
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23 153 17,949 79,7	8000000 541,864 124,2	13 13.707 7.516 75.7	17,948 17,954	67.85 30.17 124.2	81.94 61.94 72.07 27.6	73.6 41.0 75.8	Mo
34 153 17,640 70.7	S 2 2	11.590 27.8	24 17,949 17,954	34 80.80 56.82 42.2	24 07.93 86.02	82.5 64.5 27.8	Ē,
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For the Week of May 22, 2016 to May 26, 2016

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Visit Jacksodviše

For the Weak of May 22, 2016 to May 28, 2016

	o O	2,000	<u>A</u>	AOR	RavPAR	PAR			Percent	Change		
	M D 30	2019	2018	3008	2010	2018	o c c	Þ O R		Room	Room Avail	Roem
Artington+	82.4	67.7	81.63	77.29	67.42	52.30	21.7	ÇN 4GI		28.9	0.0	21.7
Beaches+	85.4	78,1	163.30	150.32	139,48	117,41	9.4	(E)		19.5	0.6	10,0
Downtown+	77.7	54.9	119.81	103.27	93,12	56.68	41,6	16.0		63.5	-0.5	40.9
Northside/Airport+	76.9	59.7	86.69	71.96	56 58	42.87	26.8	20.5		55.2	0.0	26.8
Southside/Mandarin+	806	70.0	90,40	81,61	72.82	57.14	15.1	10.6	27.4	27.4	0.0	15.0
Wastelda+	78.6	64.3	74,18	64 58	58.34	41.50	22.4	14.9		40.5	0.0	22.3

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_	75.1	67.3	64.22	75.80	63.24	51.02	11.5	11.1	24.0	24.0	
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Source 2016 STR, Inc.

### Tab 6 - Resnonse Arlington+

Visit Jackschville

For the Week of May 27, 2016 to May 28, 2016

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Tab 7 - Re onse Beaches+

For the Week of May 22, 2016 to May 28, 2016

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		The state of the s	43890 Seehorse Oceanfront Inn	2276 Days Inn Neptune Beach	8760 Seawalk Hotel & Spa	56757 Holiday Inn Express Jacksonville Beach	41417 Hampton fon Jacksonville Ponte Vedra Beach Mayo Clinic Jacksonville Beach, FL	2948 Hampion inn Jacksonville Beach Oceaniron	44772 Four Points by Sheraton Jacksonville Beachfront	51960 Fairfield Inn & Suites Jacksonville Beach	675 Courtyard Jacksonville Beach Oceaniront	49202 Casa Marina Hotel	35527 Best Western Oceanfront	10515 One Ocean Resort Hotel & Spa	59680 Holiday Inn Express & Suites Jacksonville Mayport	7088 Econo Lodge Mayport	41527 Best Western Mayport Inn & Suites	Name of Establishment	The second secon	
		. !	Neplune Beach, FL	Neplune Beach, FL	Jacksonville Beach, FL	Jacksonville Beach, FL	c Jacksonville Beach, FL	Jacksonville Beach, FL	Jacksonville Beach, FL	Jacksonville Beach, FL	Jacksonville Beach, FL	Jecksonville Beach, FL	Jacksonville Beach, FL	Atlantic Beach, FL	Jacksonville, FL	Atlantic Beach, FL	Atlentic Beach, FL	City & State		
		Total Properties:	32268	32266	32250	32250	32250	32250	32250	32250	32250	32250	32250	32233	32233	32233	32233	Zip Code		
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For the Week of May 22, 2016 to May 28, 2016

	STR Code  37336   Hyali Regency Jacksonville Riverfront 20340   Omni Jacksonville Hotel 203929   Ocubel Free Jacksonville Riverfront 39552   Extended Stay America Jacksonville Riverwalk 36132   Hampton Inn Jacksonville Downtown Southbank 57853   Homewood Sultes Jacksonville Downtown Southbank 1360   textonton Hotel & Contigrence Center Jacksonville Riverwal
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Tab 9 - Re northsideAirport+

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For the Week of May 22, 2016 to May 28, 2016

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For the Week of May 22, 2016 to May 26, 2016

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### Tab 12 - Help

All data is processed using both the current and historical sampling of hotels.

For further questions a..., the methodology used to produce our reports, please email destin@str.com.

### Affiliation Date

The date the property became affiliated with its current fiag

Average Dally Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room

## The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report

Census (properties and rooms)

The property has added or removed rooms from inventory.

# Contract rooms are occupied at rates stipulated by contracts — such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.

## Rooms sold under such allolments should be classified as transient

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition. It is typically recognized by the international Organization for Standardization (ISO).

# Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment. The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add sme/drop one or add two)

Damand (Rooms Sold) The number of rooms sold or renied (excludes complimentary rooms).

## The factor used to convert revenue from U.S. Dollars to the tocal currency. The exchange rate data is obtained from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data

Group rooms are soid simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups

index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.
Internationally, indexes are also referred to as MPI - Market Penetration index (Occupancy Index), ARI - Average Rate Index (ADR Index), and RGI - Revenue/RevPAR Generation index (RevPAR Index).

A geographic area within a country. Markets are defined by STR and STR Global

Rooms soid divided by rooms available mulliplied by 100. Occupancy is always expressed as a percentage of rooms occupied

The date the property opened.

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-dats). Calculated as ((TY - LY) / LY) \* 100

### Revenue (Room Revenue)

Total room revenue generated from the sate or rental of rooms

### RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available

Massures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from the last 28 days.

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from the 1st of the month through the current day processed

The percent of rooms from which STR receives date. Calculated as (Sample Rooms/Cansus Rooms)\* "100"

### Sub-Market (Tract)

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global

The number of rooms times the number of days in the period. Supply (Rooms Available)

Transient rooms include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates

## Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

## Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months Tweive Month Moving Average

Average of Sunday through Thursday WD (Weekday)

Average of Friday and Saturday

WE (Weekend)

Measures (Occ. ADR, RevPAR, Supply, Demand Revenue) are calculated using the sum of the values from January 1 of the given year.

### Form W-9

(Rov. November 2017) Department of the Treasury Internal Revenue Service.

### Request for Taxpayer Identification Number and Certification

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the requester. Do not send to the IRS,

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• Form 1099-C (canceled debt)

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Form 1099-A (acquisition or abandonment of secured property)

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be subject to backup withholding. See What is backup withholding,

If you do not return Form W-9 to the requester with a TIN, you might

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## City benefits from UNF state, national track and field events

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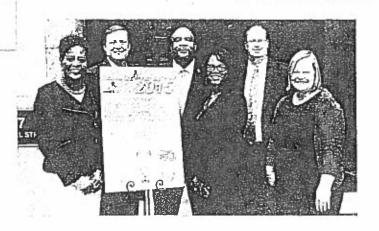
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From left: Council Woman Kimberly Daniels, Alan Verlander (Jax Sports), Ervin Lewis (UNF), Angela Harris (USATF), Dave Herrell (COJ Sports & Entertainment), Katie Mitura (Visit Jax)

By Andrew
Thurlow –
Reporter,
Jacksonville
Business
Journal
Apr 24, 2015,
1:27pm

Eight track and field events, including two national championships, a state championship and five collegiate meets are coming this year to Hodges Stadium at the University of North Florida.

"The fact that the NCAA as well as the FHSAA, USA Track

& Field and Junior Olympics have chosen to return or bring new events to Hodges Stadium is truly a reflection of the confidence they have in our ability to run a top quality championship," **UNF** Athletic Director Lee Moon said in a statement.

The Florida High
School State
Championships,
which runs May 1-2
will the be the first
event, followed by

the UNF track and field team's regular season event on May 8.

The championship season begins on May 15 with the Atlantic Sun Conference Championship, where eight conference teams will compete, including UNF and Jacksonville University. The **NCAA** East Preliminary meet, which runs May 28-30, will feature

more than 800
participants
competing for a
shot at the national
championship meet.

The USA Masters
Championship
starts on July 23,
followed by the
Junior Olympic
Track & Field
Championship on
July 27 through
Aug. 2.

Together, the events will have a local economic impact of more than \$25 million, the city said

in a news release, with hotel occupancy rates projected to be greater than 85 percent the weekend of the NCAA and Junior Olympics events, according to Visit Jacksonville calculations.

Alan Verlander,
Jacksonville Sports
Council Executive
Director, said track
is becoming a big
part of the city's
economic charge.

"UNF has a worldclass facility and the next four months will show the nation our vision for the future with track," Verlander said in a statement. "The forging of sports in , our community into a singular focus is beginning to pay dividends for our economy and is providing us a blueprint for the future."

COLLEGE SPORTS [HTTPS://WWW.NEWS4JAX.COM/THE-TICKET]

### lacksonville to again host March Madness early rounds

2019 games to played at Arena; UNF to host track championships in 2019, '21

By News4Jax.com Staff [https://www.news4jax.com/author/news4jax.comstaff]

Posted: 2:55 PM, April 18, 2017 Updated: 2:55 PM, April 18, 2017

JACKSONVILLE, Fla. - March Madness will be returning to Jacksonville in 2019.

The JaxSports Council announced Tuesday that first- and second-round games of the NCAA Division I men's basketball tournament will be played at Jacksonville Veterans Memorial Arena on March 21 and 23 in 2019.

This marks the fourth time that Jacksonville has been selected as a host site for NCAA Tournament games, which were also played in the city in 2006, 2010 and 2015.

"Them rewarding it us shows that they trust us," said JaxSports Executive Director Alan Verlander. "They respect our city and the fact that we have done a great job the three other times that we have hosted really is a medal of honor for our city."

The JaxSports Council, along with Jacksonville University and the University of North Florida, also announced Tuesday that the 2019 and 2021 NCAA Division I Men's and Women's Track and Field Outdoor Championships have been awarded to Jacksonville.

UNF's Hodges Stadium will serve as host to the NCAA Division I Men's and Women's Track and Field Outdoor Championships on May 23-25, 2019 and on May 27-29, 2021.

Since Hodges Stadium was opened in 2004, it has served as host to many large NCAA and USATF sporting events, including the 2012, 2015 and 2016 NCAA Track and Field Outdoor Regional, the 2016 USA Track and Field Master's and Junior Olympics.

Both sets of events are expected to have major economic impacts on Northeast Florida, according to JaxSports officials.

Past NCAA basketball tournament events have generated an estimated economic impact of \$5 million-\$7 million each, and previous NCAA track and field championships have generated on average a \$9 million-\$11 million economic impact.

"We are thrilled to welcome NCAA Championship events back to Jacksonville," Mayor Lenny Curry said in a news release. "Our community continues to demonstrate that we are a premiere destination for many of the biggest and brightest sporting events. This is another great opportunity to support and celebrate student-athletes who are competing at the highest level."

According to the JaxSports Council, in 2016 alone, sports represented over \$250 million of economic impact to Northeast Florida.

"JaxSports continually recruits large-scale sporting events to our community because of the great partnerships with the City of Jacksonville, SMG, JU and UNF," said Charlie Tomm, chairman of the JaxSports Council. "The ability to provide first-class facilities and a team of professionals that is the best in the business elevates Jacksonville to the top of the list. We are excited to welcome the NCAA back to Jacksonville."

For more information on either the 2019 NCAA Men's Basketball Tournament or the 201<sup>c</sup> and 2021 Division I NCAA Men's and Women's Outdoor Track and Field Championships, visit www.jaxsports.com [http://www.jaxsports.com].

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### CROSS NATIONALS LIVE WEBCAST // DECEMBER 1 @ 9:30AM.PT



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NCAA D1 Track
Preliminary rounds go to
Texas, UNF, North Florida

to host championship

**Folders** 

2011 - (4 articles) • Mect Info (4)

NCAA

NCAA D1 Track Preliminary rounds go to Texas, UNF, North Florida to host championship(Aug 16th 2011, 10:31am)

Published by



Chris Nickinson Aug 16th 2011, 10:31am

2011 Results - NCAA



Division I East Regional Outdoor Championships(May 28th 2011, 4-06pm)



2011 Schedule - NCAA Division I East Regional Outdoor Championships(May 25th 2011, 1:53pm)



2011 Declarations / Start Lists
- NCAA Division I West/East
Regional Outdoor
Championships(May 24th 2011,
12:55pm)

<u>All</u> (4)



### NIKE CROSS NATIONALS LIVE WEBCAST // BECEMBER 1 @ 9.33AM PT

### Preliminary rounds go to Texas, UNF

North Florida to host first NCAA track and field championship

NCAA

Last Updated - August 16, 2011 10:02 GMT Contact

INDIANAPOLIS — The NCAA Division I Men's and Women's Track and Field Committee has selected Jacksonville, Fla., and Austin, Texas, as host sites for the 2012 NCAA Division I Track and Field East and West preliminary rounds, respectively. The competition dates for both sites are May 24-26.

The University of North Florida will play host the East preliminary round competition at Hodges Stadium. North Florida will serve as track and field hosts for the first time in NCAA championship history. Texas will play host the West preliminary round competition at Mike A. Myers Track & Soccer Stadium, where it has hosted numerous NCAA track and field competitions, most recently for the 2010 NCAA West preliminary round. It was also the site of the 2004 national championships.

"We received an increased number of quality bids by institutions and sports commissions," said Todd Patulski, chair of the NCAA Division I Men's and Women's Track and Field Committee and deputy athletics director at Baylor. "This is a significant event that brings a lot of track student-athletes, coaches and fans to a campus and community. Texas and North Florida are two of those quality sites that will provide first-class facilities, staff and a commitment to the event. We're confident this will be a tremendous year for the student-athletes, coaches and everyone involved."

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### Jacksonville.com



Sports

### UNF set to host East prelims of NCAA track championships

By Jeff Elliott

Fosted May 23, 2012 at 9:52 PM

The most prestigious track and field event ever contested in Jacksonville begins Thursday when the NCAA Division I Track and Field Outdoor Championship East preliminary takes place at Hodges Stadium on the campus of the University of North Florida.

The three-day event features athletes from colleges in the eastern half of the country who have qualified by posting either a time or a mark that ranks among the top 48 individually in the East or among the top 24 relay events. The top 12 finishers in each event will then advance to the NCAA Outdoor Championships from June 6-9 at Drake University in Des Moines, Iowa.

The top individuals and relay teams from schools in the western half of the country will compete in the West preliminary round the next three days at the University of Texas. A number of the competitors who will perform this weekend will likely go on to compete for either the United States or another country in this summer's Olympic Games in London.

This weekend's meet completes a trifecta of hosting top track and field meets over the last six weeks for UNF. The school hosted the Atlantic Sun Conference meet April 20-21 and was the site of the four classifications of the FHSAA State Track and Field Championships.

"We've really enjoyed hosting these various meets this spring," said UNF Director of Track and Field and Assistant Athletic Director Mark VanAlstyne. "We've put something like 9,000 athletes through the facility this spring. And that's why we built this facility, for everyone in the track community to enjoy.

"This is the biggest athletic event ever staged here, not only from an economic impact, but also the fact that half of the country has to come through Jacksonville this weekend in order to qualify for the national finals."

### Related: IU, UNF athletes excited about NCAA East preliminaries

No team scores will be kept at the regional meets. Instead, schools will attempt to qualify as many individuals and relay teams to advance to the national meet in Des Moines where the NCAA men's and women's champions will be crowned.

Texas A&M is the three-time defending national champion in the men's competition. They have 31 athletes who have qualified for the regional meet and who will look to advance on to the national meet. That total matches that of LSU and trails only Arkansas (38) and Texas (32) for most entries in the men's competition.

The Aggies will receive plenty of competition from both Florida and Florida State. The most recognized track and field magazine, Track & Field News, listed Florida, Texas A&M and Florida State as the top three teams in the nation heading into the two regional meets.

Florida State, which won three consecutive NCAA team championships from 2006-08, has finished as runner-up in two of the last three years, including last season when FSU came a point shy of tying A&M for the team title. Florida was third in that meet, one point behind the Seminoles.

Eleven Seminoles are seeded in the top 12 in their respective vents, led by Maurice Mitchell. The senior sprinter is the defending 200 meter national champion and is ranked No. 1 in this event this year. He finished third in the 100 meter race and was part of FSU's first-place 4x100 relay unit a year ago. Kemar Hyman enters the meet as the No. 2 seed in the 100, with the fastest legal time (10.07) in the country this season. Horatio Williams adds more depth in the sprints with a top 10 seed in both the 100 and 200.

"We're in better health than we've been in all year," FSU coach Bob Braman said. "Now it's time for our super stars, our top national folks, to impose their will. They need to get after it and pretend like this is the NCAA Finals.

"We've been fortunate in the past to come out of this meet in good shape. You need to make sure your elite people don't step in a pothole. We need to come out of here with our top national scorers ready to do their business in Des Moines. But it's also important to get a few of the marginal people qualify as well.

"The way we describe it is you can't win the national championship here, but you can lose it."

Hyman will renew his rivalry with Florida's Jeff Demps who has the fastest (wind-aided) time in the 100 this season with a 10.01. Demps was the NCAA champion in 2010 but cramped up in the semifinals at last year's national meet and did not qualify for the finals. Along with Mitchell, the trio is arguably the top three sprinters in the country this year.

Demps has incurred some hamstring problems this spring, but on Wednesday, Florida head coach Mike Holloway pronounced his senior sprinter ready to compete.

"He's fine, he's fine. That's all I've got to say about him, he's fine," Holloway said. "This is the first round of the NCAA Championships and if we want to be successful, it starts right here tomorrow. Depth with quality is the key to winning the championship in Des Moines."

### Jacksonville Com



Sports

### Thousands of athletes coming to UNF for USA Masters, Junior Olympics

### **By Garry Smits**

Posted Jul 22, 2015 at 6:18 PM

They'll be running, jumping and throwing at the University of North Florida's Hodges Stadium for the next 11 days, beginning on Thursday, as USA Track & Field brings two national championships to the First Coast.

And the athletes, who could number as many as 11,000, range in age from 7 years old to the appropriately named Champion Goldy, a 98-year-old minister from Haddonfield, N.J., who will compete in the shot put, javelin and weight throw at the first event, the USA Masters.

Perhaps Rev. Goldy is saving himself by not entering the 100 meters - which he won at the Penn Relays earlier this year with a time of 33.09 seconds.

The Masters, which will include as many as 1,000 athletes over the age of 30, begins Thursday and lasts through Sunday. By that time, an even bigger army of athletes will begin descending on Jacksonville with the USA Junior Olympics, which will last through Aug. 2.

Estimates are that between 7,000 and 10,000 junior Olympians will be entered. USA Track has surveyed the number of athletes and their family and friends who attend national championships and estimates that each athlete, on the average, is accompanied by three other people.

That leaves the potential of up to 30,000 people visiting the area over that 11-day period - which is roughly the size of the out-of-town contingent for the TaxSlayer Bowl.

"It's very similar to a college game," said Alan Verlander, executive director of the Jacksonville Sports Council, the membership organization that brought the two events to the city. "The hotels anywhere near UNF are going to be full. The restaurants and the shopping, especially at the Town Center, will be packed. It will be a little bit crazy, but a good crazy."

Verlander said the Junior Olympics will be an especially strong economic draw.

"Almost none of these kids can drive here," he said. "So they're going to have mom, dad and maybe other family with them."

Lindsey Von Hoven, director of marketing for the Town Center, said the number of visitors will be a huge boost at a time of the summer when business might lag.

"We have been a little bit better than normal anyway, because this has been a good summer for family reunions," she said. "But we're very excited about these two events coming here. We expect to see a lot of people in the shopping center and in the restaurants. Our proximity to UNF [across Interstate 295] is very advantageous for us."

Events such as the two track meets are part of the Jacksonville Sports Council's charge, as much as efforts to land college football. Last year's Junior Olympics were in Houston, and the city was in competition with Wichita, Kan., Raleigh, N.C., and Norfolk, Va., for the Masters.

Perhaps the most important reason was the world-class track and field facilities at UNF.

"Jacksonville made a super presentation," said Bob Weiner, the Masters media chairman. "What we look for the most are outstanding facilities, and we have that at UNF. It has great warm-up areas, the field events aren't far

from the track and it meets the standards for world and U.S. records. That's what the athletes get excited about, competing for a national championship."

Daily tickets are \$10 for adults and \$6 for children between 6 and 12 years old. Weekly tickets for each event are \$45 for adults and \$25 for children from 6-12.

Parking will be free in the lots at UNF surrounding Hodges Stadium.



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JACKSONVILLE FL

2015 USATF National Junior Olympic Track & Field Championships

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Officials Information

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Schedule of Events

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**Meet History** 

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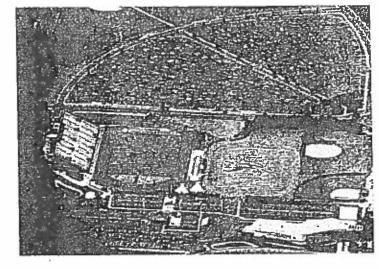
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### USATF National Junior Olympic Track & Field Championships



July 27 – August 2, 2015 <u>University of North Florida (UNF)</u> – Hodges Stadium - Jacksonville, FL

### LIVE RESULTS

BUNKTON BUTCH PENG STATE

Due to inclement weather, all events are suspend for this evening 7/30/15. We will resume competition tomorrow morning starting at 8 am with the last section of the 15-16 girls 4x100 meter relay followed by the regular scheduled events for Friday, 7/31/15. The 15-16 boys and the 17-18 young men and woman 4x100 meter relay will run a time final on Saturday, 8/1/15 at 4:30 pm.

The 49th USATF National Junior Olympic Track & Field Championships will be held in Jacksonville, Florida. The USATF Junior Olympic Track & Field Championships is the most visible youth athletic development program in the world. Many of today's Olympic stars began their track and field careers competing in the USATF National Junior Olympic Track & Field Championships.

Entry for this championship is based on athlete performances at preliminary, Association, and Regional levels of the 2015 USATF Junior Olympic Program. Competition takes place in six (6) two-year age divisions, with athletes generally falling between the ages of 7 and 18.

American's next generation of track and field stars will be competing throughout the summer and will take center stage at the national championships in Jacksonville.



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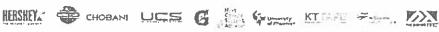














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