

## Visit Jacksonville Annual Plan Year 3

### MARKETING

**This document is to be used in collaboration with the Year 3 Evaluation document which provides the details of the actions Visit Jacksonville will take in Year 3 to execute the Strategies provided below.**

#### **Components:**

Market existing tourist-oriented facilities, attractions, activities and events:

1. Name Branding. Branding of Jacksonville as a unique destination focusing primarily: waterways, beaches, and parks and outdoor adventure; cultural and historical resources; and sports; secondary: culinary, ale trail.
2. Market Targeting. Advertising that targets bleisure travelers and increasing visitation during slower visitor months.
3. Audience Targeting: Jacksonville Jaguars and other professional sports teams' opponents around away game cities and grow out of town visitation for home games, and local leisure tourism by targeting opponent's cities.
4. Audience Targeting: Audiences based on activities unique to the area and that attract large numbers of tourists.
5. Targeting direct flight market destinations.
6. Maintain, update information and perform upgrades to visitjacksonville.com to create the best user experience.
7. Maintain social media sites and digital advertising.
8. To create and print the annual visitor magazine for distribution.
9. To promote Jacksonville as a unique destination through media, bloggers and social media influencers.
10. To create new maps for publication and the website.
11. To create new topic specific brochures and videos.
12. To collect brochures, videos, and other collateral materials prepared by existing tourist-oriented facilities, attractions, activities, and events to use at visitor centers, kiosks, the website and such other opportunities as may arise.
13. Through marketing services develop and create experiences for visitors.

#### **Market Indicators:**

- An annual five percent (5%) increase in the leisure market visitors/tourists as determined by the Longwood Travel USA Jacksonville Visitor Report
- An annual five percent (5%) increase in total tourist development tax collections
- A five percent (5%) annual increase in website traffic to the City's official tourism website as driven by paid media.
- Campaign Type Performance Metrics:
  - o Advertising Impressions
  - o Clicks/Engagement
  - o Email Opens

o Video Views

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**COMPONENT 1: Name branding. Branding of Jacksonville as a unique destination focusing primarily: waterways, beaches, and parks and outdoor adventure; cultural and historical resources; and sports; secondary: culinary, ale trail.**

**Strategies to Achieve this Component in Year 3:**

1. Emphasize uniqueness in Jacksonville through “Only in Jax” experiences in advertising.
2. Deploy a multi-platform approach, focused on digital channels.
3. Develop an advertising plan that will encompass the required contractual focuses: nature, outdoor, water activities, cultural and arts experiences and the local sports options. Secondary focuses, culinary and Jax Ale Trail.
4. Stay abreast of new attractions and activity development to promote and advertise.

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**COMPONENT 2: Advertising that targets bleisure travelers and increasing visitation during slower visitor months.**

**Strategies to Achieve this Component in Year 3:**

1. Target travelers coming to Jacksonville for a convention, conference or business trip to extend their visit length.
2. Focus advertising on slower travel months of August to December to increase tourists during this time.

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**COMPONENT 3: Audience targeting: Jacksonville Jaguars and other professional sports teams' opponents around away game cities and grow out of town visitation for home games, and local leisure tourism by targeting opponent's cities.**

**Strategies to Achieve this Component in Year 3:**

1. Increase out of town visitors attending Jacksonville Jaguars games.
2. Create new blogs and web content featuring other professional sports focusing on Jacksonville’s uniqueness.

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**COMPONENT 4: Audience targeting: Audiences based on activities unique to the area and that attract large numbers of tourists (i.e. golf, beaches and watersports, etc.).**

**Strategies to Achieve this Component in Year 3:**

1. Develop and distribute content focusing on the unique attributes of Jacksonville.

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## COMPONENT 5: Targeting direct flight market destinations.

### **Strategies to Achieve this Component in Year 3:**

1. Coordinate advertising efforts with the Jacksonville Aviation Authority (they cannot advertise out of market).

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## COMPONENT 6: Maintain, update information and perform upgrades to [visitjacksonville.com](http://visitjacksonville.com) to create the best user experience.

### **Strategies to Achieve this Component in Year 3:**

1. Continually explore website for potential upgrades and requested additional features by TDC.
2. Continually update information on website to provide accurate and complete information to visitors.

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## COMPONENT 7: Maintain social media sites and focus on digital advertising .

### **Strategies to Achieve this Component in Year 3:**

1. Increase followers on all social media sites.
2. Create raving fans of Jacksonville who will tell others about their trip to the destination.

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## COMPONENT 8: To create and print the annual visitor magazine.

### **Strategies to Achieve this Component in Year 3:**

1. Visit Jacksonville will create and print a 2019-2020 visitor magazine in the summer of 2020.

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## COMPONENT 9: To promote Jacksonville as a unique destination through media, bloggers and social media influencers.

### **Strategies to Achieve this component in Year 3:**

1. Use 2019 Travel Trends to develop new tactics.
2. Pitch new story ideas for 2019-2020 for media writers, bloggers, and influencers.
3. Plan four out-of-market media events.
4. Attend travel shows in 2019-2020 to stay current on trends and outreach to media in other markets.
5. Distribute media releases monthly.
6. Obtain placement in media outlets.

7. Host journalists and freelance writers in Jacksonville targeting top travel publications.
8. Hold an in-market media FAM for social media influencers.
9. Expand local media outreach.

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### COMPONENT 10: Create new maps for publication and the website.

#### Metrics & Deliverables for this component in Year 3:

1. Create new maps.
2. Reprint full destination maps

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### COMPONENT 11: Create new topic specific brochures and videos.

#### Strategies to Achieve this component in Year 3:

1. Create new brochures.
2. Create new videos.
3. Reprint brochures completed in Years 1 and 2 for distribution.
4. Translate most popular brochures into other languages.
5. Assist with community and tourist-oriented brochure printing.

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### COMPONENT 12: To collect brochures, videos, and other collateral materials prepared by existing tourist-oriented facilities, attractions, activities, and events to use at visitor centers, kiosks, the website and such other opportunities as may arise.

#### Strategies to Achieve this component in Year 3:

1. Collaborate with the Tourist Bureau component of assembly of information to collect.
2. Research weekly to gather available resources.

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### COMPONENT 13: Marketing Services

#### Strategies to Achieve this component in Year 3:

1. Create 3 new experiences focused on differentiation of Jacksonville from other locations:
  - a. Neighborhood Tour Experience
  - b. Seven Creeks
  - c. Beaches Tour Experience
2. Reassess the experiences developed in year 1 & 2 to make them more encompassing.

## Year 3 Evaluation – Marketing

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|---|---|---|
| <b>Date:</b> <a href="#">Click here to enter text.</a>  |   |   |
| <b>Reviewer Name:</b> <a href="#">Click here to enter text.</a>   | <b>Overall Grade:</b> <a href="#">Click here to enter text.</a> |   |
| <b>Deliverable</b>  | <b>Quality Assessment</b>                                       | <b>% Completed</b>                        |
| <b>Component 1: Name branding. Branding of Jacksonville as a unique destination focusing primarily on: waterways, beaches and parks, outdoor adventure; cultural and historical resources; sports; secondary: culinary, ale trail.</b>  |   |   |
| <b>1. Emphasize Uniqueness in Jacksonville through “Only In Jax” Experiences in Advertising</b><br>a. Brainstorm and provide marketing agency with key unique locations and experiences in Jacksonville.<br>b. All new ads developed will feature uniquely Jacksonville, recognizable locations.  | <a href="#">Click here to enter text.</a>                       | <a href="#">Click here to enter text.</a> |
| <b>2. Deploy a Multi-Platform Advertising Approach</b><br>a. TDC will be provided with the full detailed advertising plan with the budget.<br>b. Geographical targeted areas:<br>i. Geo: Southeastern US<br>ii. Markets of focus: New York, Philadelphia, Houston, Dallas, Washington, D.C.<br>iii. Local market campaigns: Atlanta & Charlotte (Houston & Dallas if funds allow)<br>c. Digital channel focus:<br>i. Place increased emphasis on channels driving strong site traffic: native, paid social, paid search<br>ii. Strategies that drive hotel bookings, travel booking sites and travel intent data targeting<br>iii. Explore additional strategies such as Artificial Intelligence (AI) mobile targeting and new high impact units<br>iv. Based on success of Facebook at driving awareness + site traffic, evaluate cost/benefit of adding Instagram + YouTube | <a href="#">Click here to enter text.</a>                       | <a href="#">Click here to enter text.</a> |
| <b>3. Advertising plan will encompass the required contractual focuses of nature, outdoor, water activities, cultural and arts experiences and the</b>  | <a href="#">Click here to enter text.</a>                       | <a href="#">Click here to enter text.</a> |

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| <p><b>local sports options. Secondary focuses, culinary and Jax Ale Trail.</b></p> <p>a. TDC will be provided with the full detailed advertising plan with the budget which will show the breakdown of the focuses by contractual requirements.</p>  |                                  |                                  |
| <p><b>4. Stay abreast of new attractions and activity development to promote and advertise.</b></p> <p>a. Marketing team will receive updated information through Tourist Bureau research regarding openings and closings.</p> <p>b. Continual outreach to new attractions for staff to visit for promotional opportunities.</p>   |                                  |                                  |
| <p><b>Component 2: Advertising that targets bleisure travelers and increasing visitation during slower visitor months.</b></p>   |                                  |                                  |
| <p><b>1. Bleisure Travelers: Target travelers coming to Jacksonville for a convention, conference or business trip to extend their visit length.</b></p> <p>a. Create a toolkit to share with meeting professionals who have booked in Jacksonville to share with attendees focusing on reasons to extend their stay.</p> <p>b. Target convention attendees by promoting local attractions.</p> <p>c. Utilize a paid search strategy to target this audience.</p> <p>d. Promote this option to local companies with large numbers of business travelers.</p> <p>e. Leverage the Attendee Passport to encourage longer stays.</p> | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>2. Focus advertising on slower travel months of August to December to increase tourists during this time.</b></p> <p>a. Increase the monthly STR report rooms sold by 1% during the months of August-December (a total of approximately 4,000 room nights).</p> <p>b. Focused budgetary spends to target need months.</p> <p>c. Increase ads focused on weekend getaways and short trips.</p> <p>d. Strategize with attractions and hotels to develop deals and incentives.</p>  | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |

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| <p>e. Plan travel writers and influencer trips to target events occurring around these months.</p> |  |  |
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**Component 3: Audience targeting – Jacksonville Jaguars and other professional sports teams’ opponents around away game cities and grow visitation for local tourism.**

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| <p><b>1. Increase out of town visitors attending Jacksonville Jaguars games.</b></p> <p>a. Run advertising in 2 visiting team markets prior to home games in the 2019 season (TBD once schedule is released)</p> <p>b. Create blog on Changes in the NFL Experience in Jacksonville</p> | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
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| <p><b>2. Create new blogs and content for other local professional sports.</b></p> <p>a. Create new blogs for:</p> <ul style="list-style-type: none"> <li>i. Jumbo Shrimp</li> <li>ii. Sharks</li> <li>iii. Giants</li> <li>iv. Icemen</li> <li>v. Armada</li> <li>vi. Axemen</li> </ul> <p>b. Promote new content created through the website and social media</p> | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
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**Component 4: Audience targeting – Unique Activities in Jacksonville**

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| <p><b>1. Develop and distribute content focusing on the unique attributes of Jacksonville.</b></p> <p>a. Develop content for distribution through a monthly email segmented to personas in our database</p> <p>b. Encourage email signups through contests/promotions to increase all personas by 5%.</p> | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
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**Component 5: Target direct flight market destinations.**

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| <p><b>1. Coordinate advertising efforts with the Jacksonville Aviation Authority.</b></p> <p>a) Targeted Digital and social media ads to the following new flight markets:</p> <ul style="list-style-type: none"> <li>i. Dallas-Love Field</li> <li>ii. Baltimore</li> <li>iii. Raleigh-Durham</li> <li>iv. Kansas City</li> <li>v. Milwaukee</li> <li>vi. Minneapolis</li> <li>vii. St. Louis</li> <li>viii. Denver</li> <li>ix. Additional markets added by JAA in the future</li> </ul> | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
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| Component 6: Maintain, update information and perform upgrades to visitjacksonville.com to create the best user experience.   |                                  |                                  |
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| <p><b>1. Continually explore website for potential upgrades and requested additional features by TDC.</b></p> <ul style="list-style-type: none"> <li>a. Daily monitoring of site for any issues.</li> <li>b. Regular contact with the vendor to ensure current on all capabilities.</li> <li>c. Demonstrate website functionality at least once per contract year to inquire on additional desired features.</li> <li>d. Feature User Generated Content (UGC) throughout the website.</li> </ul>  | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>2. Continually update information on the website to provide accurate and complete information to visitors.</b></p> <ul style="list-style-type: none"> <li>a. Receive updated information from Tourist Bureau research manager to ensure site is updated.</li> <li>b. Create an email address on site where users can provide comments, feedback or content issues.</li> </ul>   | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| Component 7: Social Media and Digital Advertising   |                                  |                                  |
| <p><b>1. Increase Followers on Social Media Sites</b></p> <ul style="list-style-type: none"> <li>a. Implement weekly Live Facebook and Instagram segments.</li> <li>b. Search for viral moments in Jacksonville and promote as those arise throughout Visit Jacksonville social media channels.</li> <li>c. Develop and implement a Local Brand Ambassadors-Influencers Program.</li> <li>d. Feature, reshare and use on website the photos submitted through the above program.</li> <li>e. Gather user generated content and share it with our audience.</li> <li>f. Create and implement Visit Jax mascot social media personality.</li> <li>g. Conduct social media polls.</li> </ul> | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |



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| <p><b>2. Create Raving Fans of Jacksonville</b></p> <ul style="list-style-type: none"> <li>a. Create weekly digital content (photos, social posts, blogs, videos) that is shareable.</li> <li>b. Implement a strategy for featured photos of the week, include in social channels and weekly emails.</li> <li>c. Create a program to incentivize visitors to post about their trip using the hashtag #OnlyInJax. This would feature a prize of some sort or recognition of the winning photo/post.</li> </ul>  | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>3. Digital Advertising</b></p> <ul style="list-style-type: none"> <li>a) Full detailed advertising plan will be completed in coming months</li> </ul>  |                                  |                                  |
| <p><b>Component 8: To create and print the annual visitor magazine.</b></p>  |                                  |                                  |
| <p><b>1. Create new content and print annual visitor magazine in August 2020.</b></p>  | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>Component 9: To promote Jacksonville as a unique destination through media, bloggers and social media influencers.</b></p>   |                                  |                                  |
| <p><b>1. Use 2019 Travel Trends to develop new tactics</b></p> <ul style="list-style-type: none"> <li>a. Ecotourism and wellness travel driving travel decisions: will request journalists/writers to focus promotion on our extensive park systems and wellness options.</li> <li>b. Caribbean travel is on the increase: will request media coverage on our beaches and the affordability as compared to other locations (Caribbean).</li> <li>c. Solo travel is on the rise: will make a big push of Bleisure travel in media which will align with travelers that are making trips alone without family.</li> <li>d. Mini-vacations are in: will request media focus on short 2 or 3 day what-to-do in Jacksonville weekend getaway trips.</li> <li>e. Insta-Holidays: Travelers are choosing destinations based on their social media appeal. We will require all media coming to Jacksonville to use “#OnlyInJax” to spread the appeal of postable locations in Jacksonville.</li> </ul> |                                  |                                  |
| <p><b>2. New Media Pitches</b></p> <ul style="list-style-type: none"> <li>a. Nature/outdoors: Ecotourism and Adventure (to align with trends);</li> </ul>  | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |

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| <p>Wellness Itineraries; Park Trails to explore</p> <p>b. History/Culture/Arts: Black Historical Sites in Jacksonville; African American Heritage Trail &amp; Culture; Coverage of Porchfest in Springfield; Roaring 20's Film &amp; Architectural History of Jacksonville</p> <p>c. Sports: Fishing Tournaments (El Cheapo, Kingbuster, Flounder Pounder); Big Fun in the Little Leagues (Shrimp, Shark, Giants)</p> <p>d. Culinary: Female Makers Transforming Springfield into a Foodie Hotspot; Five Points Dining District; Jax Most Recognizable Chefs; Top Local Food Influencers</p> |                                  |                                  |
| <p><b>3. Four (4) out-of-market events:</b></p> <p>a. Atlanta</p> <p>b. Charlotte</p> <p>c. NYC</p> <p>d. Houston</p>  | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>4. Attend Travel Shows:</b></p> <p>a. International Media Marketplace</p> <p>b. STS Travel Media Meetups (2 planned for 2019-2020)</p> <p>c. Visit Florida Public Relations Media Travel Events (2 planned for 2019-2020)</p> <p>d. TBEX 2020: This is the largest conference event for travel bloggers, travel writers, social media marketers and content creators.</p> <p>e. Public Relations Society of America Travel and Tourism Conference</p>  |                                  |                                  |
| <p><b>5. Distribute media releases at least once per month (12 annually).</b></p>  | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>6. Obtain placements in 60 media outlets.</b></p>  |                                  | <p>Click here to enter text.</p> |
| <p><b>7. Host journalists and freelance writers in Jacksonville targeting top travel publications.</b></p> <p>a. Host 20 writers.</p> <p>b. Of those, 4 from major national, regional outlets.</p> <p>c. Plan influencer and writer visits focusing on Only in Jax locations, events, food, etc.</p> <p>d. Plan visits during slower time of year.</p>   | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>8. Hold an in-market media FAM for social media influencers.</b></p>   |                                  |                                  |

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| <ul style="list-style-type: none"> <li>a. Host 4-6 major travel influencers for FAM.</li> <li>b. Vet social media influencers targeted for the in-market FAM.</li> </ul>  |  |  |
| <p><b>9. Expand local media outreach.</b></p> <ul style="list-style-type: none"> <li>a. Revamp our current newsletter distributed to local media.</li> <li>b. Add 2 local media company relationships to Visit Jacksonville's circulation.</li> </ul> |  |  |

**Component 10: Create new maps for publication and the website.**

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| <p><b>1. New Maps*:</b></p> <ul style="list-style-type: none"> <li>a. Seven Creeks Exploration Map</li> <li>b. Neighborhood Maps for:             <ul style="list-style-type: none"> <li>a. Riverside/Avondale</li> <li>b. Arlington</li> <li>c. Beaches</li> <li>d. Mandarin</li> </ul> </li> <li>c. Reprint of existing overall destination map.</li> <li>d. Top Happy Hour Spots (Bleisure Travelers)</li> <li>e. Sports Complex Map (venues, dining, nightlife)</li> <li>f. Mayport Shrimp Passport: Where to enjoy seafood and Mayport Shrimp in Jacksonville</li> </ul> <p>*NOTE: Complete list still being determined, will be provided with final budget request</p> | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>2. Reprint of destination maps</b></p> <ul style="list-style-type: none"> <li>a. Update and reprint map created in 2018.</li> </ul>  | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |

**Component 11: Create new topic specific brochures and videos.**

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| <p><b>1. New brochures planned*:</b></p> <ul style="list-style-type: none"> <li>a. Jacksonville's Sports Teams</li> <li>b. Seven Creeks</li> <li>c. Seasonal Event Rack Cards (3 times a year)</li> <li>d. Exchange Island Brochure</li> </ul> <p>*NOTE: Complete list still being determined, will be provided with final budget request</p>                               | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>2. New videos planned*:</b></p> <ul style="list-style-type: none"> <li>a. Neighborhood overviews narrated by residents: Springfield, San Marco, FivePoints, Downtown, Railyard District, Murray Hill, Atlantic Beach, LaVilla (History)</li> <li>b. Best Accessible Views in Jacksonville (Rooftops, Sunrises, Nature views)</li> <li>c. Seven Creeks Area</li> </ul> | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |

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| <ul style="list-style-type: none"> <li>d. Why should you extend your stay in Jacksonville?</li> <li>e. New 30 second commercial</li> </ul> <p>*NOTE: Complete list still being determined, will be provided with final budget request</p>  |                                  |                                  |
| <p><b>3. Reprint of brochures created in year 1 &amp; 2 for distribution.</b></p> <ul style="list-style-type: none"> <li>a. Parks Brochure</li> <li>b. Museum Brochure</li> <li>c. Fishing Brochure</li> <li>d. Historic Building Brochure</li> <li>e. Ale Trail Brochures</li> </ul>  | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>4. Translate most popular brochures into Spanish and French. *</b></p> <ul style="list-style-type: none"> <li>a. Sections of the Visitor Magazine</li> <li>b. Parks Brochure</li> <li>c. Museum Brochure</li> </ul> <p>*NOTE: Complete list still being determined, will be provided with final budget request</p>   |                                  |                                  |
| <p><b>5. Continue to assist with community and tourist-oriented brochure printing.</b></p>   |                                  |                                  |
| <p><b>Component 12: To collect brochures, videos, and other collateral materials prepared by existing tourist-oriented facilities.</b></p>   |                                  |                                  |
| <p><b>1. Collaborate with the Tourist Bureau</b></p>   | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>2. Research weekly new existing content.</b></p> <ul style="list-style-type: none"> <li>a. Outreach regularly with community partners to review their materials for display, create new social media videos and gather photography.</li> </ul>   | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>Component 13: Marketing Services – Experience Development</b></p>  |                                  |                                  |
| <p><b>1. Neighborhood Tour Experience (1) Riverside/Avondale; (2) Beaches; (3) Mandarin</b></p> <ul style="list-style-type: none"> <li>a. New videos</li> <li>b. Map</li> <li>c. Web Content; tie all components together</li> <li>d. Compelling blogs to introduce more visitors to different neighborhoods of Jacksonville and their unique history.</li> <li>e. New videos featuring neighborhood residents.</li> </ul> | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |

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| <p><b>(2) Seven Creeks Area Experience (Work with National, State and City park partners)</b></p> <ul style="list-style-type: none"> <li>a. Develop Map</li> <li>b. Develop Brochure</li> <li>c. Develop New Webpages</li> <li>d. Create Content – photography, web content, blogs</li> <li>e. Top locations to visit</li> <li>f. Video</li> </ul>   | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>(3) Beaches Tour Experience</b></p> <ul style="list-style-type: none"> <li>a. Self-guided history tour of beaches</li> <li>b. Itineraries for trips to the beach</li> <li>c. Neighborhood tour of top things to see in the beaches</li> <li>d. Blog featuring top #OnlyInJax spots throughout the beaches community</li> <li>e. Blog on beaches events – especially focused on those that are trip worthy</li> </ul> | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>(4) Reassess the experiences developed in year 1 &amp; 2 to expand efforts and make them more encompassing</b></p> <ul style="list-style-type: none"> <li>a. Historic Buildings Tour</li> <li>b. Downtown Mural Tour</li> <li>c. African-American Heritage Trail</li> </ul>  |                                  |                                  |
| <p><b>Market Indicators:</b></p>   |                                  |                                  |
| <p><b>An annual five percent (5%) increase in the leisure market visitors/tourists as determined by the Longwood Travel USA Jacksonville Visitor Report.</b></p>   | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>An annual five percent (5%) increase in total tourist development tax collections.</b></p>   | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>A five percent (5%) annual increase in website traffic to the City’s official tourism website as driven by paid media.</b></p>   | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |
| <p><b>Campaign Type Performance Metrics:</b></p> <ul style="list-style-type: none"> <li>• Advertising Impressions</li> <li>• Clicks/Engagement</li> <li>• Email Opens</li> <li>• Video Views</li> </ul>  | <p>Click here to enter text.</p> | <p>Click here to enter text.</p> |



**Verification of Review**

By signing this form, you confirm that you have discussed this review and it has been presented to TDC members in its entirety. *\*Signing this form does not necessarily indicate that you agree with the evaluation.*

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| <b>Visit Jacksonville Signature:</b>     | <b>Date:</b> |
| <b>TDC Executive Director Signature:</b> | <b>Date:</b> |
| <b>TDC Chair Signature:</b>              | <b>Date:</b> |