



Visit Jacksonville Annual Plan Year 3

TOURIST BUREAU

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

1. Improve Engagement through Visitor Centers.
2. Develop, Leverage and Maintain Comprehensive Listings.
3. Update and Expand Assembly of Information.

Market Indicators

- An annual 5% increase in the total visitors to all centers except the Beaches Visitor Center at a minimum of 10,000.
 - Year 3 Goals: Airport: 173,422; Beaches: 10,000; Downtown: 29,983; Visit Florida: 120,137
- An annual 5% increase in the total in-person visitors at all centers combined.
 - Year 3 Goal: 340,079

COMPONENT 1: Improve Engagement through Visitor Centers.

Strategies to Achieve this Component in Year 3:

1. Staff all visitor centers and outreach as required per contract.
2. Increase the number of visitors to each center.
3. Improve training of staff knowledge of the area and customer service skills.
4. Increase interactive experiences within the downtown center.
5. Implement the capital improvement projects determined by TDC.
6. Move the downtown visitor center to increase foot traffic.

COMPONENT 2: Develop, Leverage and Maintain Comprehensive Listings.

Strategies to Achieve this Component in Year 3:

1. Maintain a complete and comprehensive database system available to the public through the Visit Jacksonville website.



COMPONENT 3: Update and Expand Assembly of Information.

Strategies to Achieve this Component in Year 3:

1. Provide the Marketing team with the data and information required to ensure all guides and publications are current and complete.



Year 3 Evaluation – Tourist Bureau

Date: Click here to enter text.		
Reviewer Name: Click here to enter text.	Overall Grade: Click here to enter text.	
Deliverable	Quality Assessment	% Completed
Component 1: Improve Engagement through Visitor’s Centers		
<p>1. Staff all Visitor Centers and outreach per contract.</p> <ul style="list-style-type: none"> a. Adhere to the 50 hours staffing required at each location. b. Provide a staffed booth at: <ul style="list-style-type: none"> I. Jacksonville Jazz Festival II. Florida/Georgia football game III. TaxSlayer Bowl IV. TPC 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>2. Increase the number of visitors to each center.</p> <ul style="list-style-type: none"> a. Add 4 additional locations to the TRIP program. b. Implement the results from the Google audit from year 2. c. Implement the Waze platform to draw additional visitors from those using the app. d. Coordinate the installation of wayfinding signage downtown and at the beaches. e. Research and coordinate effort of signage on I-95. f. Coordinate with Marketing Manager to develop a social media campaign to promote visitor center awareness. g. Additional staffed booths as the following: Art Walk Downtown, Art Walk Beaches, Proton Center, Airport Tradeshow, Parklet Day, North Pole Express, Beaches Opening Parade, Spartan, Fishing at Visit Florida, Beaches Hospitality Network, Beaches Art Fest. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>3. Improve training of staff knowledge of the area and customer service skills.</p> <ul style="list-style-type: none"> a. Implementation of requirement for front line employees to utilize the FLEAP program to enhance training. b. Implement outreach to business, activities, attractions near their closest center to make presentations to visitor center staff to increase knowledge on attractions. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>

<ul style="list-style-type: none"> c. Implement a “Staff’s Favorite Picks” in centers featuring Only in Jax locations. d. Develop and implement a questionnaire for secret shoppers the results of which would be used as a training tool e. Provide a representative from staff to TDC for demonstration of skillset and knowledge. f. Ensure staff can recommend to visitors: <ul style="list-style-type: none"> i. Suggested day tours by geographic areas of the City and subject areas of interest. ii. Recommend enhanced experiences surrounding existing attractions. iii. Package tourist attractions and events to increase tourist awareness and enhance the experience. 		
<p>4. Increase the Interactive Experiences within the Visitor Centers</p> <ul style="list-style-type: none"> g. Outreach to allow museums, attractions, etc. to use a space within the downtown center to create an interactive display. h. Create 2 additional 360 videos for use in the centers (requires capital request). iv. A video with an “only in Jax” focus highlighting unique experiences not available elsewhere (ideas: Congaree & Penn, Catty Shack, Jumbo Shrimp game; work with vendor to secure exact locations). v. Enhance an existing tour with a 360 video in the center to experience prior to using the brochure/app for the tour. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>5. Implement the Capital Improvement Projects Determined by the TDC</p> <ul style="list-style-type: none"> a. Implement the use of the mobile visitor center for local and community event outreach. Calendar to be developed. b. Provide data regarding the kiosk usage at the Beaches and Zoo locations to make a recommendation to the TDC regarding additional kiosk cost/benefit. c. Collaborate with SMG for the development and buildout of the downtown center. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>6. Move the Downtown Visitor Center to Increase Foot Traffic and Promote River Walk</p> <ul style="list-style-type: none"> a. Plan, coordinate and implement the move of the facility. 		
<p>Component 2: Develop, Leverage and Maintain Comprehensive Listings</p>		

<p>1. Maintain a Complete and Comprehensive Database System Available to the Public through the Visit Jacksonville Website.</p> <ul style="list-style-type: none"> a. Daily monitor local publications to include the Daily Record, Jacksonville Business Journal and Florida Times Union for openings and closings posted. b. Monitor Yelp listings on a weekly basis to ensure accuracy and consistency. c. Travel hotels through the STR report for business transactions to ensure name changes are accurate in our system. d. Maintain a listing of new hotel developments and monitor local media outlets for openings. e. Monitor social media postings of local bloggers regarding new restaurants, locations and attractions. f. Coordinate monthly to obtain a report from the Tax Collector's Office of the local business receipts issued for new businesses to scan for any tourism related openings. g. Coordinate with the Chamber of Commerce to receive notifications on new business coming to Jacksonville. 		
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Component 3: Update and Expand Assembly of Information

<p>1. Provide the Marketing Team with the Data and Information Required to Ensure all Guides and Publications are Current and Complete.</p> <ul style="list-style-type: none"> a. Develop a master listing of all current information available in iDSS segmented by the following categories: running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks/boat ramps/non-motorized launches/waterfront facilities accessible to those on the water; other maps and guides for which tourists search. b. Analyze the master listing and ensure that the collateral developed and published on the website and in print is accurate and current. c. If any segments listed above are missing focus on assembly of all available data for that subject matter. Provide data to Marketing to determine best means for publishing/providing information to visitors. d. Determine 3 additional segments to research and expand collateral beyond those listed above and begin compilation of information. 		
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<p>Increase in Visitors to All Centers An annual 5% increase in the total in-person visitors at all centers combined. Year 3 Goal: 340,079</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>

Verification of Review	
<p>By signing this form, you confirm that you have discussed this review and it has been presented to TDC members in its entirety. <i>*Signing this form does not necessarily indicate that you agree with the evaluation.</i></p>	
<p>Visit Jacksonville Signature:</p>	<p>Date:</p>
<p>TDC Executive Director Signature:</p>	<p>Date:</p>
<p>TDC Chair Signature:</p>	<p>Date:</p>