

**Duval County Tourist Development Council
Financial Report - March 31, 2019**

Summary of Amounts Remitted to Trust Fund

Collections Received In	FY 2015/2016	FY 2016/2017	FY 2017/2018	FY 2018/19
October	496,948.63	541,604.68	668,044.01	661,289.23
November	605,465.38	587,941.11	637,036.54	769,617.48
December	495,702.99	699,596.30	763,527.06	559,640.32
January	453,379.14	530,509.12	602,791.23	592,677.36
February	551,386.34	592,966.57	664,396.01	630,201.14
March	626,218.30	653,410.71	708,906.83	707,493.13
April	712,788.88	769,115.39	804,785.92	
May	675,913.27	710,688.08	786,614.52	
June	679,849.55	723,941.13	785,963.53	
July	662,553.02	656,112.00	720,411.56	
August	675,028.85	713,000.13	715,961.70	
September	581,582.03	610,751.15	710,094.10	
Totals	\$ 7,216,816.38	\$ 7,789,636.37	\$ 8,568,533.01	\$ 3,920,918.66

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending March, 2019	\$ 8,444,749.99
12 months ending March, 2018	\$ 8,228,309.56
Change over prior 12 months	\$ 216,440.43
Percentage change	2.63%

Comparison of Collections, Fiscal Year to Date vs. Prior Fiscal Year to Date

6 months ending March, 2019	\$ 3,920,918.66
6 months ending March, 2018	\$ 4,044,701.68
Change over prior year to date	\$ (123,783.02)
Percentage change	-3.06%

Comparison of Collections, This Month vs. Same Month Last Year

March, 2019	707,493.13
March, 2018	708,906.83
Change over prior year	\$ (1,413.70)
Percentage change	-0.20%

Comparison of Actual Collections to Average Revenues Received

Actual Collections, March 2019	\$ 3,920,918.66
Average Revenues to Budget, March 2019	\$ 4,147,200.00
Average Revenues Difference	\$ (226,281.34)

2.0. DESCRIPTION OF THE WORK

2.1. Object of the work

The object of the work is the development of a program for the calculation of the area of a polygon. The program is written in the C++ language and uses the method of the shoelace formula. The program is designed to be used by a user who provides the vertices of the polygon. The program then calculates the area and displays the result.

2.2. Method of work

The method of work is based on the use of the shoelace formula. This formula is a mathematical formula that can be used to calculate the area of a polygon given the coordinates of its vertices. The formula is: $A = \frac{1}{2} |x_1y_2 + x_2y_3 + \dots + x_ny_1 - y_1x_2 - y_2x_3 - \dots - y_nx_1|$.

2.3. Results of the work

The results of the work are the program code and the output of the program. The program code is written in C++ and is located in the file 'area.cpp'. The output of the program is the area of the polygon, which is calculated using the shoelace formula.

2.4. Conclusion

The conclusion of the work is that the program successfully calculates the area of a polygon.

2.5. References

The references of the work are the C++ language and the shoelace formula.

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

Tourist Development Plan Components - March 31, 2019

		Budget
(1) Tourist Bureau		\$ 500,000.00
Less Disbursements to Visit Jacksonville		(190,586.42)
Less Encumbrances: Visit Jacksonville Contract	(209,413.58)	(209,413.58)
		(209,413.58)
Budgetary Balance Available		\$ 100,000.00
(2) Marketing		\$ 3,100,000.00
Less Disbursements to Visit Jacksonville		(1,193,242.99)
Less Other Disbursements		(47,912.97)
Less Encumbrances: Visit Jacksonville Contract	(1,654,379.01)	
Florida's First Golf of Golf FY 2018/19	(104,465.03)	
The PLAYERS Championship 2019	(40,000.00)	
2019 Spartan Races	(60,000.00)	
		(1,858,844.04)
Budgetary Balance Available		\$ -
(3) Convention Sales		\$ 2,250,000.00
Less Disbursements to Visit Jacksonville		(869,383.41)
Less Other Disbursements		(13,430.00)
Less CVB Grants Paid Out		-
Less Encumbrances: Visit Jacksonville Contract	(1,197,186.59)	
CVB Grants (Approved)	(155,030.03)	
CVB Grants Remaining Balance	(14,969.97)	
		(1,367,186.59)
Budgetary Balance Available		\$ -
(4) Development and Planning		\$ 50,000.00
Less Encumbrances: JPA Cruise Survey (approved April 2019)	(15,000.00)	
		(15,000.00)
Budgetary Balance Available		\$ 35,000.00
(5) Special Event Grants		\$ 800,000.00
Less Disbursements		(480,000.00)
Less Encumbrances: The PLAYERS Championship 2019	(210,000.00)	
2019 Spartan Races	(100,000.00)	
		(310,000.00)
Budgetary Balance Available		\$ 10,000.00
(8) Promotion of the Equestrian Center		\$ 20,000.00
Remaining to Spent in Accordance with TDC Plan		\$ 76,245.00
Less Encumbrances: UNF - NCAA Track & Field East Preliminary	(75,000.00)	
		(75,000.00)
Budgetary Balance Available		\$ 1,245.00
TDC Budget Reserve		\$ 500,000.00
	Total	\$ 666,245.00
TDC Administrative Budget		\$ 323,551.00
Less Disbursements		(96,026.40)
Less Encumbrances: Staples Inc.	(177.00)	
		(177.00)
Budgetary Balance Available		\$ 227,347.60

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

Tourist Development Plan Components - March 31, 2019

Tourist Development Special Revenue Fund		\$	32,778.00
Transfers In			3,040.00
Less Disbursements			(2,040.00)
Less Encumbrances:			-
Budgetary Balance Available		\$	33,778.00
Accounts Requiring Additional City Council Action			
(6) Development Account		\$	4,407,937.51
Transfers In			983,138.12
Less Transfers Out:	Visitor Center & Outdoor Wall Projection Venue (Ord. 2018-837-E)	(2,050,000.00)	
Budgetary Balance Available			(2,050,000.00)
		\$	3,341,075.63
(7) Contingency Account		\$	2,263,000.00
Transfers In			
Less Encumbrances:			-
Budgetary Balance Available		\$	2,263,000.00



Visit Jacksonville Annual Plan Year 3

CONVENTION SALES & SERVICES

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

Components

1. Promotion of Jacksonville as a Destination to Tourist Groups.
2. Focused Efforts on Convention Market Targeting.
3. Actively Pursuing Convention Sales Activities and Coordinating Bookings.
4. Coordinated Efforts with the City Convention Center Manager.
5. Provide Exemplary Convention Services to Convention and Group Attendees.
6. Utilize Convention Grants to Leverage Jacksonville as a Destination.

Market Indicators

- An annual 5% increase in new room night future production for a total of 93,712 room nights.
- An annual 5% increase in room night actualization for a total of 93,712 actualized room nights.
- Annual .25% minimum REVPAR group segment growth based on the Group Segment Trend Report data per year over each year's actual rate; CY 19-20 \$14.62.
- An annual 2% increase in awareness in meeting planners of Jacksonville as a destination as measured by Smith Travel Research as part of the Destination MAP report and surveys with a minimum 40% response rate.
- Maintain a minimum base of 50% of room night production that is new business.

COMPONENT 1: Promotion of Jacksonville as a Destination to Tourist Groups.

Strategies to Achieve this Component in Year 3:

1. Expand group tour sales.
 2. Expand and maintain current brochures, post cards, banners, and sales presentations.
 3. Diversify digital advertising efforts through industry newsletters and/or eblast campaign.
 4. Develop seasonal promotions for outreach to meeting planners, trade associations industry groups and professional associations.
 5. Leverage #OnlyInJax experiences.
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COMPONENT 2: Focused Efforts on Convention Market Targeting.

Strategies to Achieve this Component in Year 3:

1. Expand the Bring It Home Jax initiative.
 2. Improve meeting tools for planners on Visit Jacksonville website.
 3. Increase meeting planner traffic to the Visit Jacksonville website.
 4. Align the strategies provided by Visit Jacksonville with the needs of both planners and the industry.
 5. Increase market penetration in the following markets: Association, Corporation, SMERF (Sports, Military, Education, Religious, Fraternal), Government, Multicultural & Reunion/Wedding.
-

COMPONENT 3: Actively Pursuing Convention Sales Activities and Coordinating Bookings.

Strategies to Achieve this Component in Year 3:

1. Retain, empower and challenge 5 Sales Managers positions.
 2. Attend tradeshow targeting key segments.
 3. Leverage the awareness of Jacksonville as a destination in targeted cities.
 4. Partner with local businesses and entities to leverage Jacksonville as a destination.
 5. Target multi-year bookings by groups.
-

COMPONENT 4: Coordinated Efforts with the City Convention Center Manager.

Strategy to Achieve this Component in Year 3

1. Expand the relationship in the community between Visit Jacksonville and the City Convention Center Manager.
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COMPONENT 5: Provide Exemplary Convention Services Activities to Conventions and Group Attendees.

Strategies to Achieve this Component in Year 3:

1. Expand service efforts to groups to create referable experiences.
2. Collaborate with local hoteliers, venues, restaurants and tourism entities to ensure service levels exceed expectations.
3. Target prior year conferences to increase attendance and length of stay.



4. Coordinate and fulfill all concessions, sponsorships, promotions, grants or additional items offered to groups during sales process.
 5. Coordinate targeting and hosting large-scale meeting planners.
 6. Create itineraries for meeting planners to promote and encourage #OnlyInJax experiences.
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COMPONENT 6: Utilize Convention Grants to Leverage Jacksonville as a Destination.

Strategies to Achieve this Component in Year 3:

1. Issue grants to groups to close bookings to groups considering alternative cities.



Year 3 Evaluation – Convention Sales & Services

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: Promotion of Jacksonville as a Destination to Tourist Groups		
<p>1. Expand Group Tour Sales</p> <ul style="list-style-type: none"> a. Create an experiential itinerary/agenda for group tour organizations. b. Host a group tour specific FAM; consider partnership with Visit Florida to perform around the 2020 Florida Huddle. c. Create marketing collateral based on the 5 A's of destination sales: Affordability, Accessibility, Attractions, Amenities, Availability to promote Jacksonville to tour operators. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>2. Expand and Maintain Brochures, Post Cards, Banners, and Sales Promotions</p> <ul style="list-style-type: none"> a. Document updates made to existing materials. b. Produce the following new brochures: <ul style="list-style-type: none"> i. Pre-Meeting promo card (incorporate Bleisure message here) ii. Bring it Home Jax iii. Venue Guide c. Provide evidence of 2 new banners produced. d. New sales presentations produced: <ul style="list-style-type: none"> i. Unique Meeting Venues ii. Maximize your Time in Jax – what do locals do (incorporate Bleisure message here) 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>3. Diversify Digital Advertising Efforts</p> <ul style="list-style-type: none"> a. Target key audience personas through website content, social media & online engagement b. 4 e-newsletters distributed to key industry partners (MPI, HelmsBriscoe, HPN) c. Pre & Post eblast campaign for attended tradeshows d. Create quarterly relevant blog posts to share on digital platforms e. Use Social Media channels to deploy authentic meeting experiences 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>



<p>4. Seasonal Promotions</p> <ul style="list-style-type: none"> a. Deploy 2nd & 4th quarter eblast to highlight seasonal saving opportunities shared by hotels and venues b. Create small meetings promotion with tailored incentives to capture new business within drive market (example – concession for valet parking reimbursement up to \$500) c. Promote seasonal opportunities on website and social media channels via sponsored ads 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>5. Leverage #OnlyInJax Campaign</p> <ul style="list-style-type: none"> a. Connect with COJ Mayor's office to define full scope of efforts b. Identify and create monthly organic posts. c. Create 2 promotional pieces reflective of Only in Jax experiences. 		
<p>Component 2: Focused Efforts on Convention Market Targeting</p>		
<p>1. Expand Bring It Home Jax Initiative</p> <ul style="list-style-type: none"> a. Update collateral. b. Update website. c. Develop a recognition program with the local community with quarterly award. d. Make quarterly releases to local business publications. e. Present educational segment for TDC members on "Bring it Home Jax" Initiative. 		
<p>2. Improve Meeting Tools for Planners on Visit Jacksonville Website</p> <ul style="list-style-type: none"> a. Implement "Meeting on Demand" features on website for planners to view value dates, flex dates and special event dates. b. Add virtual reality facility and venue tours to website. c. Implement a site visit agenda scheduling tool for planners to select venues and hotels for their tour. d. Create easily accessible sample dine-around packages for groups. 		
<p>3. Increase Meeting Planner Traffic to Website</p> <ul style="list-style-type: none"> a. Utilize a pre and post tradeshow geofencing to target planners and direct them to our website. b. Include virtual reality tour information in sales presentations. c. Update the Destinations Meetings video with 360-video concepts. 		



<ul style="list-style-type: none"> d. Use digital advertising placements to drive traffic to RFP page e. Implement retargeting campaign. f. Ensure website and email updates are mobile responsive. g. Increase database for targeted lead generation. 		
<p>4. Align the Strategies Provided with Needs of Planners and the Industry</p> <ul style="list-style-type: none"> a. Conduct annual in-county regional survey to determine the needs and services to offer to grow business. b. Conduct an annual survey of planners to align the needs of both meeting planner and hotel industry. c. Conduct an annual survey to measure the interest level in continued group tour sales efforts, sales efforts on the part of the agency and number of tour groups confirmed in the destination. d. Utilize SEM/SEO data reports to determine growth opportunities for future meeting and group tour target markets. 		
<p>5. Increase Market Share in the Following Markets: Association, Corporation, SMERF, Government, Multicultural & Reunion/Wedding</p> <ul style="list-style-type: none"> a. Work with Only In Jax partners to offer incentives and specials for groups. b. Increase exposure on RFP distribution channels. c. Establish an RFP referral campaign for third party meeting planners in the Association, Corporate, and SMERF market segments. 		
<p>Component 3: Actively Pursuing Convention Sales Activities and Coordinating Bookings</p>		
<p>1. Retain, Empower and Challenge 5 Sales Manager Positions</p> <ul style="list-style-type: none"> a. Require 5% increase in bookings above prior year. b. Conduct 60 site visits per year per sales manager. c. Conduct 120 sales calls with current and potential clients to include a tailored presentation on an annual basis per sales manager. d. Host 2 FAMs targeted around unique Jacksonville events (specific events to be determined based on discussions with facility partners on coming attractions). 		



<p>2. Attend Tradeshows Targeting Key Segments</p> <ul style="list-style-type: none"> a. Develop tradeshow travel schedule targeting Association, Corporation, SMERF, Government, Multicultural and Reunion/Wedding. b. Provide ROI tracking and reports on all travel. c. Utilize digital marketing pre & post show to communicate sales team travel & tradeshow activities to create awareness to planners for promotional opportunities. d. Use tradeshow attendance to qualify planners for additional site visit/FAM follow-up. 		
<p>3. Leverage Awareness of Jacksonville in Targeted Cities</p> <ul style="list-style-type: none"> a. Reassess and recommend 4 major Jacksonville feeder cities using data from iDSS database, Smith Travel Research and website platforms. b. Host Sales Missions in the 4 major cities. c. Provide ROI tracking and reports on Sales Mission efforts. 		
<p>4. Partner with Local Businesses and Entities to Leverage Jacksonville as a Destination</p> <ul style="list-style-type: none"> a. Create sharable experiential content in partnership with local businesses and planners. b. Share any seasonal discounts or promotions that would enhance group destination experience. 		
<p>5. Target Multi-Year Bookings by Groups</p> <ul style="list-style-type: none"> a. Structure a termed marketing promotion for small meetings groups that don't qualify for grant dollars targeting need months. b. Expand grant coverage opportunities to offer 1-3 years instead of single year bookings. c. Develop concessions packages incentivizing multi-year bookings. 		
<p>Component 4: Coordinated Efforts with the City Convention Center Manager</p>		
<p>1. Expand the Relationship Between Visit Jacksonville and the City Convention Center Manager</p>		

<ul style="list-style-type: none"> a. Develop a Customer Advisory Council of diverse and qualified local hoteliers and venues. b. Develop and administer a survey to the Advisory Council to determine objectives, create focused goals and address concerns. c. Develop a Jacksonville resource guide of venues, best practices and strategies for partners to utilize. d. Review and update the Convention Center Alliance agreement with hoteliers and the Prime Osborn Convention Center. e. Partner with the TIAA Bank Field and Bold Events to assist in their efforts to sell stadium event space during their identified need periods. 		
Component 5: Provide Exemplary Convention Services Activities to Conventions and Group Attendees		
<p>1. Expand Service Efforts to Groups to Create Referable Experiences</p> <ul style="list-style-type: none"> a. Provide personalized touches to planners booked to Jacksonville every 3 months once booked. b. Implement two additional services for meetings and conventions. <ul style="list-style-type: none"> 1. A personalized welcome for groups via Visit Jacksonville's social media outlets -Facebook, Instagram, and/or Twitter. 2. For qualifying meetings and conventions, offer a welcome amenity or room drop for all attendees at turn-down service, to include Visit Jacksonville printed collateral. c. Assist with planning site visits during planning phase for booked groups that make visits to Jacksonville prior to their meeting or event. d. Provide services and referrals to meetings, conventions, and events who reach out to Visit Jacksonville after booking. e. Incentivize completion of post-event surveys by planners so that feedback and improvements can be continually made. 		
<p>2. Collaborate with Local Hoteliers, Venues, Restaurants, and Tourism Entities to Ensure Service Levels Exceed Expectations</p> <ul style="list-style-type: none"> a. Partner with local businesses to develop additional deals and incentives through the Visit Jacksonville Attendee Passport – onboard an additional 5 businesses. 		



<ul style="list-style-type: none"> b. Create a Meeting Planner Toolkit with destination information and share with booked groups to assist with planning. 		
<p>3. Target Prior Year Conferences to Encourage Attendees to Come to Jacksonville and Increase Length of Stay</p> <ul style="list-style-type: none"> a. Work with marketing to develop bleisure-focused collateral and promotional materials to provide to meeting planners for attendees. b. Develop an e-blast template for planners to send to prospective attendees with 5 reasons they should attend the conference in Jacksonville. 		
<p>4. Coordinate and Fulfill All Concessions, Sponsorships, Promotions, Grants or Additional Items offered to groups during Sales Process.</p> <ul style="list-style-type: none"> a. Design and coordinate installation of welcome signage at airport, street pole banners and floor decals for groups. b. Staff and produce welcome tables and/or delivery of visitor information to groups. This will include the distribution of JAX stickers to qualifying groups. c. Collect and ensure compliance for all required documents for payment of CVB grants, VJ Promotions and VJ Sponsorships. d. Provide additional tailored concessions as requested by Sales Managers during closing of business. 		
<p>5. Assist Sales Team in Targeting and Hosting Large-Scale Meeting Planners</p> <ul style="list-style-type: none"> a. Produce (4) Sales Mission/Client Events in Jacksonville feeder cities as determined by sales team outreach and research. b. Coordinate FAM itineraries, invitations, RSVP management and coordination of expenses and payments in collaboration with Sales Managers. c. Prioritize "Only In Jax" unique locations and experiences when bringing planners to Jacksonville. d. Qualify and vet meeting planners prior to approval and attendance on FAMs. 		

<p>6. Create Sample Itineraries for Meeting Planners and Attendees to promote and encourage visits to “Only In Jax” Assets.</p> <p>a. (4) Sample Dine-Around Itineraries</p> <ul style="list-style-type: none"> • Downtown / Springfield • Riverside/Avondale • Beaches • San Marco <p>b. (4) Sample one-day itineraries for attendees who extend their stay.</p> <ul style="list-style-type: none"> • Family-friendly • Sports Fans • Nature Enthusiasts • Art & Museum Lovers 		
<p>Component 6: Utilize Convention Grants to Leverage Jacksonville as a Destination</p>		
<p>1. Issue grants to groups to close bookings to groups considering alternative cities.</p> <p>a. Proper administration of convention grant issuance.</p> <p>b. Provide recommendations to the TDC for grant program modifications to maintain a competitive grant program.</p> <p>c. Utilize grant funding that doesn't actualize to obtain additional groups when appropriate.</p>		
<p>Market Indicators:</p>		
<p>Room Night Future Production <i>5% increase in new room night future production for a total of 93,712 room nights</i></p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Room Night Actualization <i>5% increase in room night actualization for a total of 93,712 actualized room nights</i></p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>REVPAR <i>.25% minimum REVPAR group segment growth based on the Group Segment Trend Report data per year over each year's actual rate; CY 19-20 \$14.62</i></p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Market Awareness <i>2% increase in awareness in meeting planners of Jacksonville as a destination as measured by Smith Travel Research as part of the Destination MAP report and surveys with a minimum 40% response rate.</i></p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>New Business <i>Minimum base of 50% of room night production that is new business.</i></p>	<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.*

Visit Jacksonville Signature:

Date:

TDC Executive Director Signature:

Date:

TDC Chair Signature:

Date:

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 on waterways, beaches, and parks and outdoor adventure; cultural and historical resources; sports; culinary and ale trail.
2. Market Targeting. Advertising that targets tourists and increases visitation during slower visitor months.
3. Audience Targeting: Jacksonville Jaguars and other professional sports teams' opponents around away game cities and grow visitation for local tourism.
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.
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.

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

Strategies to Achieve this Component in Year 3:

1. Incorporate unique experiences that can be found “Only in Jax” in our Existing Advertising.
2. Execute a multi-platform advertising approach with a digital channel focus.
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. Promote and advertise new and existing attractions and activities.

COMPONENT 2: Advertising that targets tourists and increases 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 as evidenced by prior year STR data to increase tourists during this time.

COMPONENT 3: Audience targeting: Jacksonville Jaguars and other professional sports teams' opponents around away game cities and grow visitation for local tourism.

Strategies to Achieve this Component in Year 3:

1. Increase out of town visitors attending Jacksonville Jaguars games.
2. Create one new content piece for other local professional sports teams.

COMPONENT 4: Audience targeting: Audiences based on activities unique to the area and that attract large numbers of tourists.

Strategies to Achieve this Component in Year 3:

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

Component 12: To collect brochures, videos, and other collateral materials prepared by existing tourist-oriented facilities.		
1. Receive Information Collected by Tourist Bureau Staff.	Click here to enter text.	Click here to enter text.
2. Obtain New Content through Existing Community Material. a. 5 pieces of content. b. 5 photographic albums. c. 5 videos.	Click here to enter text.	Click here to enter text.
Component 13: Marketing Services – Experience Development		
1. Develop Neighborhood Tour Experiences. A. Riverside/Avondale: i. New Video of Neighborhood ii. Map iii. Web Content iv. Video Featuring Residents B. Mandarin: i. New videos ii. Map iii. Web Content iv. Video Featuring Residents C. Beaches Tour Experience: i. Self-guided History Tour of Beaches ii. Itineraries for Trips to the Beach iii. Neighborhood Tour of Top Things to See in the Beaches iv. Blog/Content Featuring Top #OnlyInJax Spots Throughout the Beaches Community v. Blog/Content on Beaches Events Focused on Those That are Trip Worthy	Click here to enter text.	Click here to enter text.
2. Develop Seven Creeks Area Experience. a. Develop Map b. Develop Brochure c. Develop New Webpages d. Create Content – Photography, Blogs e. Top Locations to Visit f. Video	Click here to enter text.	Click here to enter text.
Market Indicators:		
An annual five percent (5%) increase in the leisure market visitors/tourists as	Click here to enter text.	Click here to enter text.

vi. Bartram Trail stops		
2. Reprint of Destination Maps a. Update and reprint map created in 2018.	Click here to enter text.	Click here to enter text.
Component 11: Create new topic specific brochures and videos.		
1. Execute New Brochures. a. Full production schedule to include: i. Jacksonville's Sports Teams ii. Seven Creeks iii. Seasonal Event Rack Cards (3 times a year) iv. Exchange Island Brochure v. Bartram Trail Brochure vi. A1A	Click here to enter text.	Click here to enter text.
2. Execute New Videos. a. Full production schedule to include: i. Neighborhood overviews narrated by residents: Springfield, San Marco, FivePoints, Downtown, Railyard District, Murray Hill, Atlantic Beach, LaVilla (History) ii. Best Accessible Views in Jacksonville (Rooftops, Sunrises, Nature views) iii. Seven Creeks Area iv. Why should you extend your stay in Jacksonville? v. Update "It's Easier Here" 30 second commercial	Click here to enter text.	Click here to enter text.
3. Reprint Brochures to Meet Demand for Distribution. a. Parks Brochure b. Museum Brochure c. Fishing Brochure d. Historic Building Brochure e. Ale Trail Brochures	Click here to enter text.	Click here to enter text.
4. Translate Appropriate Brochures into Spanish and French. a. Sections of the Visitor Magazine b. Parks Brochure c. Museum Brochure		
5. Assist with Community and Tourist-Oriented Brochure Printing as Resources are Available. a. Require brochures to feature Visit Jacksonville logo		

COMPONENT 5: Targeting direct flight market destinations.

Strategies to Achieve this Component in Year 3:

1. Coordinate advertising efforts with the Jacksonville Aviation Authority.
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COMPONENT 6: Maintain, update information and perform upgrades to 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 the website to provide accurate and complete information to visitors.
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COMPONENT 7: Maintain social media sites and digital advertising.

Strategies to Achieve this Component in Year 3:

1. Increase followers on social media sites.
 2. Create raving fans out of Jacksonville tourists
 3. Advertise with a digital focus.
-

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

Strategies to Achieve this Component in Year 3:

1. Create new content and print annual visitor magazine in the summer of 2020.
-

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 traditional media outreach tactics.
2. Execute out-of-market recruiting events based on emerging market trends.
3. Leverage Jacksonville public relations perception through attendance at conferences.
4. Distribute media releases at least once per month to our media database of national writers.
5. Secure placements in 60 media outlets through both paid and unpaid efforts.
6. Host journalists and freelance writers in Jacksonville targeting top travel publications encouraging visits during slower times of the year.
7. Hold an in-market media FAM for visiting social media influencers focused on #OnlyInJax experiences.

8. Expand local media outreach.

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

Metrics & Deliverables for this component in Year 3:

1. Create new maps.
2. Update and reprint full destination maps.

COMPONENT 11: Create new topic specific brochures and videos.

Strategies to Achieve this component in Year 3:

1. Execute new brochures per production schedule.
2. Execute new videos per production schedule.
3. Reprint brochures to meet demand for distribution.
4. Translate most popular brochures into Spanish and French.
5. Assist with community and tourist-oriented brochure printing as resources are available.

COMPONENT 12: To collect brochures, videos, and other collateral materials prepared by existing tourist-oriented facilities.

Strategies to Achieve this component in Year 3:

1. Receive information collected by Tourist Bureau staff.
2. Obtain new content through existing community material.

COMPONENT 13: Through marketing services develop and create experiences for visitors.

Strategies to Achieve this component in Year 3:

1. Develop 3 neighborhood tour experiences.
2. Develop Seven Creeks area experience.



Year 3 Evaluation – Marketing

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: Name branding. Branding of Jacksonville as a unique destination focusing on waterways, beaches and parks, outdoor adventure; cultural and historical resources; sports; culinary and ale trail.		
1. Incorporate Unique Experiences that can be found “Only in Jax” in our Existing Advertising a. Utilize key unique, recognizable locations and experiences to feature per advertising plan (detailed in plan) for the It’s Easier Here campaign.	Click here to enter text.	Click here to enter text.
2. Execute a Multi-Platform Advertising Approach a. Execute approved advertising plan focused on our geographical target areas with a digital channel focus.	Click here to enter text.	Click here to enter text.
3. Develop an Advertising Plan that will Encompass Nature, Outdoor, Water Activities, Cultural and Arts Experiences and the Local Sports Options with Secondary Focuses on Culinary and Jax Ale Trail a. Execute the ad placement schedule.	Click here to enter text.	Click here to enter text.
4. Promote and Advertise New and Existing Attractions and Activities a. Use updated information obtained through Tourist Bureau research regarding openings and closings to keep website and collateral content current. Develop a location on website to feature monthly new openings. b. Distribute new openings link in Visit Jacksonville newsletter. c. Marketing staff will visit existing attractions not previously promoted through VJ or that have had updates to create content and promote through social media. d. Marketing staff will visit new attractions and developments in Jacksonville to create content and promote through social media. e. Content written on visits to attractions will be included in newsletter.		

Component 2: Advertising that targets tourists and increases visitation during slower visitor months.		
<p>1. Bleisure Travelers: Target travelers coming to Jacksonville for a convention, conference or business trip to extend their visit length.</p> <ul style="list-style-type: none"> a. Create a toolkit to share with meeting professionals who have booked in Jacksonville to share with attendees focusing on extending their stay by using incentives and promoting the discounts available through the attendee passport. b. Send emails to planners already booked in Jacksonville requesting distribution to conference attendees. c. Utilize SEM strategy to target future conference attendees (via location, organization, etc.) when they search for Jacksonville travel information. d. Promote this toolkit to local companies with large numbers of business travelers through eblasts. e. Expand "It's Easier Here" campaign to bleisure travelers through 3 new digital ads focused on this market segment. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>2. Focus advertising on slower travel months as evidenced by prior year STR data to increase tourists during this time.</p> <ul style="list-style-type: none"> a. Develop 2 new ads focused on weekend getaways and short trips. b. Execute full ad placement schedule. c. Develop web page that features attractions and hotel deals and incentives that ads are directed to. d. Secure 35% of travel writers and influencer trips to feature events occurring in these months. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
Component 3: Audience targeting – Jacksonville Jaguars and other professional sports teams' opponents around away game cities and grow visitation for local tourism.		
<p>1. Increase out of town visitors attending Jacksonville Jaguars games.</p> <ul style="list-style-type: none"> a. Run advertising in 2 visiting team markets prior to home games in the 2019 season in accordance with ad placement schedule. b. Create content around changes in the NFL Experience in Jacksonville. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>

<p>c. Make available to 4 industry fan base media outlets.</p>		
<p>2. Create 1 new content piece for other local professional sports teams.</p> <p>a. Teams that will have one content piece developed:</p> <ul style="list-style-type: none"> i. Jumbo Shrimp ii. Sharks iii. Giants iv. Icemen v. Armada vi. Axemen <p>b. Promote the new content created through the website, social media and make available to the individual team's media outlets (social media, web, PR).</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Component 4: Audience targeting – Unique Activities in Jacksonville</p>		
<p>1. Develop and distribute content focusing on the unique attributes of Jacksonville.</p> <p>a. Adhere to email content calendar for distribution.</p> <p>b. Encourage email signups through 2 contests to increase all personas by 5%.</p> <p>c. Distribute content through social media channels.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Component 5: Target direct flight market destinations.</p>		
<p>1. Coordinate advertising efforts with the Jacksonville Aviation Authority.</p> <p>a. Targeted Digital and social media ads to the following new flight markets (align placements with any promotions airline is running):</p> <ul style="list-style-type: none"> i. Dallas-Love Field ii. Baltimore iii. Raleigh-Durham iv. Kansas City v. Milwaukee vi. Minneapolis vii. St. Louis viii. Denver ix. Additional markets added by JAA in the future <p>b. Adhere to plan of JAA and City to assist in creation of an experiential interaction at JIA.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Component 6: Maintain, update information and perform upgrades to visitjacksonville.com to create the best user experience.</p>		
<p>1. Continually explore website for potential upgrades.</p> <p>a. Maintain security functions of website.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>

<ul style="list-style-type: none"> b. Quarterly contact with the website vendor on new capabilities and cost to determine potential improvements. c. Demonstrate website functionality at least once per contract year to TDC. d. Add Feature User Generated Content (UGC) obtained through VJ social media throughout the website. e. Feature new app functions implemented in the experience section on VJ website. 		
<p>2. Continually update information on the website to provide accurate and complete information to visitors.</p> <ul style="list-style-type: none"> a. Implement changes provided from Tourist Bureau research manager. b. Create a submission form on About Us section of website where users can provide comments, feedback or content issues. c. Make adjustments based on Tempest report from year 1 of new website. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Component 7: Social Media and Digital Advertising</p>		
<p>1. Increase Followers on Social Media Sites</p> <ul style="list-style-type: none"> a. Post weekly Live Facebook and Instagram videos based on current Jacksonville happenings that week. b. Promote viral moments in Jacksonville as those arise through Visit Jacksonville social media channels. c. Develop strategy for a Local Brand Ambassadors-Influencers Program. d. Secure 7 Local Ambassadors and promote on VJ website. e. Populate VJ website with Local Ambassador's content. f. Obtain monthly submissions of 30 new user generated photos or videos from visitors and locals. g. Create and implement Visit Jax mascot social media personality. h. Conduct monthly social media polls. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>

<p>2. Create Raving Fans out of Jacksonville Tourists</p> <ul style="list-style-type: none"> a. Create sharable weekly digital content (photos, social posts, blogs, videos). b. Feature a tourist photo of the week to include in social channels and weekly emails. c. Implement a monthly winner from tourist photo submissions utilizing #OnlyInJax. d. Print cards for distribution for hotels providing information on VJ hashtags and social media accounts. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>3. Advertise with a Digital Focus</p> <ul style="list-style-type: none"> a. Fully execute detailed advertising schedule. 		
<p>Component 8: To create and print the annual visitor magazine.</p>		
<p>1. Create new content and print annual visitor magazine in the summer of 2020.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Component 9: To promote Jacksonville as a unique destination through media, bloggers and social media influencers.</p>		
<p>1. Use Traditional Media Outreach</p> <ul style="list-style-type: none"> a. Pitch to 20 media outlets/bloggers monthly based on established pitch plan with new story ideas based on 2019 travel trends. b. Track and report results of annual hit list of media. 		
<p>2. Execute Out-of-Market Recruiting Events Based on Emerging Market Trends:</p> <ul style="list-style-type: none"> a. 4 Key Cities, TBD before final budget approval in coordination with TDC ED 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>3. Leverage Jacksonville Public Relations Perception through Participation at the Following:</p> <ul style="list-style-type: none"> a. International Media Marketplace b. STS Travel Media Meetups (2 planned for 2019-2020) c. Visit Florida Public Relations Media Travel Events (2 planned for 2019-2020) d. TBEX 2020: This is the largest conference event for travel bloggers, travel writers, social media marketers and content creators. 		

<p>e. Public Relations Society of America Travel and Tourism Conference</p>		
<p>4. Distribute Media Releases at Least Once per Month (12 annually) to our Media Database of National Writers. a. Adhere to media release calendar</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>5. Secure Placements in 60 Media Outlets Through both Paid and Unpaid Efforts.</p>		<p>Click here to enter text.</p>
<p>6. Host Journalists and Freelance Writers in Jacksonville Targeting Top Travel Publications, Encouraging Visits During Slower Times of Year. a. Host 20 writers with a focus on Only in Jax Experiences. <ul style="list-style-type: none"> • 4 major national outlets • 16 regional outlets </p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>7. Hold an In-Market Media FAM for Visiting Social Media Influencers Focused on #OnlyinJax Experiences. a. Host 4-6 major travel influencers for FAM. b. Vet social media influencers targeted for the in-market FAM. c. Invite local media to participate in FAM.</p>		
<p>8. Expand Local Media Outreach. a. Redesign and circulate newsletter per circulation schedule to local media. b. Add 2 local media company relationships to Visit Jacksonville's circulation. c. Send local media content we create via email.</p>		
<p>Component 10: Create new maps for publication and the website.</p>		
<p>1. New Maps: a. Full production schedule to include: <ul style="list-style-type: none"> i. Seven Creeks Exploration Map ii. Neighborhood Maps for: <ul style="list-style-type: none"> a) Riverside/Avondale b) Arlington c) Beaches d) Mandarin iii. Top Happy Hour Spots (Bleisure Travelers) iv. Sports Complex Map (venues, dining, nightlife) v. Mayport Shrimp Passport: Where to enjoy seafood and Mayport Shrimp in Jacksonville </p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>



determined by the Longwood Travel USA Jacksonville Visitor Report.		
An annual five percent (5%) increase in total tourist development tax collections.	Click here to enter text.	Click here to enter text.
A five percent (5%) annual increase in website traffic to the City's official tourism website as driven by paid media.	Click here to enter text.	Click here to enter text.
Campaign Type Performance Metrics: <ul style="list-style-type: none"> • Advertising Impressions • Clicks/Engagement • Email Opens • Video Views 	Click here to enter text.	Click here to enter text.

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. <i>*Signing this form does not necessarily indicate that you agree with the evaluation.</i>	
Visit Jacksonville Signature:	Date:
TDC Executive Director Signature:	Date:
TDC Chair Signature:	Date:

SUGGESTED ADJUSTMENTS TO PROPOSED YEAR 3 ANNUAL PLAN

MARKETING PLAN:

- Component 1: Replace component language to read “Name Branding: Branding Jacksonville as hat can be felt and seen here that can’t be found anywhere else. The perfect mix of Florida flair and Southern hospitality.”
- Component 2: add #3 under strategies for “target source market” (referencing geographic locations from which our leisure tourists are traveling from)
 - Identify specific deliverables/% that align with appropriate feeder markets
- Component 3 & 4 – combine into #3:
 - Component language to read: “Audience Targeting: Target audiences engaging in waterways, beaches, parks, outdoor adventure, cultural and historical attractions, and sporting events/teams at all levels.”
 - Strategies:
 1. Increase out of town visitors.....
 2. Create one new content piece for other local....
 3. Develop and distribute content....

MARKETING DELIVERABLES:

- Component 3, pull all deliverables together in new component #3.
- Component #3, 1, b: replace “NFL” with “sports experience”
- Component 4 (now 3): Add strategy that includes breakout of targeting % based on each target (reference new comp #3)
- Comp 6 (now 5), #1, c: should read “Demonstrate website functionality at least once per contract year to TDC Executive Director.”
- Comp 10 (now 9): add deliverables related to: running, bicycling, scenic walks, public docks, boat ramps, and waterfront facilities - - - all the parts of (ix, Maps, pg 16 “scope of work” in contract)



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. Relocate the downtown visitor center to the Times Union Center.
6. Implement a Mobile Visitor Center.

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. Provide 50 hours staffing at each location. b. Staff Mobile Visitor Center a minimum of 10 hours per week around event happenings in Jacksonville. c. Provide a staffed booth at: <ul style="list-style-type: none"> I. Jacksonville Jazz Festival II. Florida/Georgia football game (potentially at I-95 & I-75 welcome centers) 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. Add photos of centers in Google once certified as verified location through Google audit. c. Request Google reviews through signage in centers from visitors once certified as verified location through Google audit. d. Implement the Waze platform to draw additional visitors from those using the app. e. Install wayfinding signage downtown and at the beaches. f. Install signage on I-95. g. Deploy a social media campaign to promote visitor center awareness. h. Staff booths at the following: <ul style="list-style-type: none"> I. Art Walk Downtown: promotion of downtown night activity through partnership with local artists. II. Art Walk Beaches: promotion of arts in the Beaches community III. Proton Center: provide patients receiving medical treatment and their families with them with options while here IV. Airport Tradeshow: partner with JIA to locate tourism attractions to 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>

<p>participate in tradeshow including ourselves- 12 total.</p> <ul style="list-style-type: none"> V. Parklet Day: partner with Downtown vision to showcase businesses in downtown Jacksonville. VI. North Pole Express: partner with Beaches Museum event. VII. Beaches Opening Parade: promotion of Jacksonville options to beaches community VIII. Spartan: provide sports participants with additional options while in Jacksonville IX. Fishing at Visit Florida: partner with Visit Florida for fishing themed trade show. X. Beaches Hospitality Network: partner with Beaches Leader for promotion of beaches tourism businesses. XI. Beaches Art Fest: promotion of arts in the Beaches community 		
<p>3. Improve training of staff knowledge of the area and customer service skills.</p> <ul style="list-style-type: none"> a. Require front line employees to utilize the FLEAP program to enhance training. b. Host 3 nearby tourism businesses or attractions for the Downtown and Beaches center to make presentations to visitor center staff to increase knowledge on attractions. c. Feature a "Staff's Favorite Picks" display in centers using Only in Jax locations that are recommended by VJ staff. d. Develop and implement a questionnaire for one secret shopper per quarter per location and use the results to provide training eblasts to staff. e. Demonstrate once per year the skillset and knowledge of TB staff to TDC members. f. Ensure staff training includes the following: <ul style="list-style-type: none"> i. Suggested day tours by geographic areas of the City and subject areas of interest. ii. Recommendations of enhanced experiences surrounding existing attractions. iii. Packaged tourist attractions and events to increase tourist awareness and enhance the experience. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>

<p>4. Increase the Interactive Experiences within the Visitor Centers</p> <ul style="list-style-type: none"> a. Feature a quarterly interactive display in the downtown center with tourism partners use of center space. b. Host 3 guest speakers in downtown center. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>5. Relocate the Downtown Visitor Center to the Times Union Center</p> <ul style="list-style-type: none"> a. Plan, coordinate and implement the move of the facility. b. Develop a versatile center layout to accommodate events at the center and leverage the space to draw awareness to visitor information. 		
<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. Report quarterly to the TDC the new business openings and business closings within the area. b. Maintain an accurate listing of new hotel developments. c. Obtain monthly report from the Tax Collector's Office of the local business receipts issued for new businesses to scan for any tourism related openings. d. Obtain notifications from the Chamber of Commerce on new business coming to Jacksonville. 		
<p>Component 3: Update and Expand Assembly of Information</p>		
<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. Build 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. Reflect all information from the master listing on the website to ensure accuracy. c. If any segments listed above are missing, focus on assembly of all 		



<p>available data for that subject matter. Provide data to Marketing for their use.</p> <p>d. Provide research and technical support for Marketing team projects for the community.</p> <p>e. Provide data regarding the kiosk usage at the Beaches and Zoo locations to make a recommendation to the TDC regarding additional kiosk cost/benefit.</p> <p>f. Perform database cleansing.</p>		
Market Indicators:		
<p>Increase in Visitors to Each Centers <i>An annual 5% increase in the total visitors to each center except the Beaches Visitor Center at a minimum of 10,000.</i> <i>Airport: 173,422</i> <i>Beaches: 10,000</i> <i>Downtown: 29,983</i> <i>Visit Florida: 120,137</i></p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Increase in Visitors to All Centers <i>An annual 5% increase in the total in-person visitors at all centers combined.</i> <i>Year 3 Goal: 340,079</i></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>

SUGGESTED ADJUSTMENTS TO PROPOSED YEAR 3 ANNUAL PLAN

TB DELIVERABLES:

- Component 1, #2, h: should read “Partner with event production organizations by providing a strategic physical presence at the following:”
 - Add “All TDC sponsored events”
 - With the understanding that VJ isn’t allowed to independently fund any of these events – this “partnership” is in function not funding.
- Component 1, #4, b: Should read “Host 3 guest speakers in downtown center, representing attractions or products coinciding with major events.”

Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

SCOPE OF WORK FY 20 GOLF TOURISM MARKETING SERVICES

From: David Reese, President of Florida's First Coast of Golf
To: Lillian Graning – Executive Director
Duval County Tourist Development Council

Date: April 24, 2019

Overview

Florida's First Coast of Golf is a regional golf tourism marketing company responsible for advertising a 5-county region as a golf destination. This scope of work provides details on how the proposed golf tourism marketing services contract amount of \$173,213.

Single Source Justification

FFCG is a not for profit corporation organization designed to promote the Northeast Florida region as a golf destination, and it was formed by the region's lodging properties, tourist boards, and golf courses. Specifically within the counties of Duval, Nassau, Clay, St. Johns and Flagler. This makes it the only organization that can provide a regional partnership to market golf tourism.

Deliverables

The funding will be a crucial contribution to a regional marketing effort aimed at attracting golfers to the region. The effort spans a wide variety of platforms and will be conducted under the unified brand of Florida's First Coast of Golf (FFCG), which Duval County was instrumental in creating in 1992. The advertising and creative treatments will reflect a blend of the 5 counties, tested for effectiveness and approved by FFCG board of directors.

Monthly reporting will include 6 categories: Top 10 Golf Visitor Markets, Top 5 Demand Markets, Digital Traffic, Estimated Golf Tourist Room Nights, Average Precipitation and Temperature, and Earned Media Impression and Value Totals.

Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

The marketing plan created by FFCG staff and approved by its Board of Directors involve spending in several categories, including advertising (print, and digital), presence at two types of events (trade shows and consumer shows), and performing several in-house services which are necessary to execute the working plan effectively (e.g. Collateral print/production/distribution, digital agency, public relations). All dollars are spent collectively under the regional brand, Florida's First Coast of Golf.

This scope of work will demonstrate each of the categories. Please note that earned media, which is estimated to be worth over \$2.5 million based on historical levels, dependent on VISIT FLORIDA promotions department opportunities, is a separate category from those listed below, and the precise spending amounts and schedules may vary based on budget approval, market conditions and co-op investment.

Spending Categories

AGENCY: An outside agency will be retained to perform digital and graphic design work for the entirety of FY 20.

COLLATERAL PRINT/PRODUCTION/DISTRIBUTION: The collateral listed in the marketing plan is scheduled to be a fold-out map listing publicly assessable 18 hole golf courses in the region. The panels would also include the relevant CVB logos and other useful information. Distribution company to deliver to regional hotels.

CONSUMER SHOWS: FFCG is planning to have a presence at a series of consumer shows taking place between January and March of 2020. These shows will take place in our target markets.

DIGITAL MARKETING: A variety of digital programs are included in the digital marketing aspect of the working plan. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment.

Six of the digital marketing categories are scheduled to be year-long efforts across FY 20:

- Video Preroll
- Digital Edge, a digital marketing agency
- Golf Advisor, a site that reviews and rates golf courses
- SEO/Social/Retargeting
- Email Marketing
- Website improvements

The remaining purchases include advertising on popular social media platforms and several specialist golf sites.

Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

PRINT MEDIA: Advertising in print media will consist of buys in top performing markets. Most of the publications are golf-specific. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment.

PROMOTIONS: Promotional opportunities are available with the Jacksonville Jaguars, PLAYERS Championship and other Visit Florida promotional opportunities. The bulk of promotions are anticipated to occur over three periods in FY 20: October to December, April to mid-May, and mid-August to September.

PUBLIC RELATIONS: Our PR spending will include hosting a set of press trips in addition to year-round opportunities: one in late January and one in early March, half-a-dozen meetings to educate partner organizations, and may include retaining a communications intern throughout FY 20.

RESEARCH: As determined, we will retain the services of the University of North Florida, London Tourism Publications, and the National Golf Foundation or other appropriate research company to conduct research during FY 20. The research will focus on market trends in the golf and tourism industry, and it will enable us to make educated marketing decisions throughout the year.

TRADE SHOWS: A variety of trade shows will be attended as part of the marketing effort. The annual PGA Show, International Golf Travel Market, IAGTO North American Convention and a series of six Visit Florida events. Expenditure types include booth space cost, travel expenses, booth materials, promotional items and staff time to attend and conduct business.

TOUR OP CO-OP: This effort will involve spending to be promoted as a featured destination by various tour operators. The tour operator spend would involve a catalog presence, special e-mails focusing on Northeast Florida destinations, direct mail pieces, and other similar methods.

OTHER: The remaining expenditures will be on miscellaneous expenses such as communications work and industry dues and meetings.

Targeted Markets

Geo-target Markets

Baseline target states FL, GA, NC, SC

Top Ten Spend DMA's: NY/NJ, ATL, DC/BWI, BOS, ORL, CHI, Tampa, PHI, DET, CLT

Seasonal target DMA's will focus on CIN, CLE, DEN, DAL, IND, Norfolk, LA, MIN, Seattle, NSH, PITT, RVA and Toronto and additional air service markets as they develop.

Florida's Golf

First Coast of

FY 20 Scope Budget DUVAL TDC

MEDIUM	Net Cost
BROCHURE PRINT PROD DIST	\$13,815.00
DIGITAL MARKETING	\$144,398.00
PRINT MEDIA	\$15,000.00
FY 20 TOTAL Category Reimbursement Amount	\$173,213.00



Representative: Lee Moon

Name of Event: Florida High School Athletic Association (FHSAA) Track & Field Championships

Date of event: May 3-4, 2019

Date of application: February 20th, 2019

Type of grant requested: Special Events

Grant Tier: ≤ \$100,000 through ≥ 5,000 tourists

Grant qualifier: Guaranteeing 5,000 tourists

Amount of request: \$10,000

Funding to support: Event production expenses

Event overview: Jacksonville will be host to a diverse group of more than 2,400 student-athletes, 500 coaches, support staff, and officials, and 8,000 fans yielding more than \$780,000 in direct economic impact over the two-day championship.



Airstream Ventures

BUSINESS . ENTERTAINMENT . SPORTS

Representative:	Alan Verlander
Name of Event:	Lucas Oil Pro Motocross Championship 2019 Florida National
Date of event:	June 21 st – 23 rd , 2019
Date of application:	February 2019
Type of grant requested:	Special Events
Grant Tier:	≤ \$100,000 through ≥ 5,000 tourists
Grant qualifier:	Guaranteeing 5,000 tourists
Amount of request:	\$10,000
Funding to support:	Event expenses and marketing outside 150-mile radius
Event overview:	Jacksonville will be the host city for the 5 th round, of 12, in this nationally televised motocross championship series. Competitions will likely bring 8,000 tourists yielding a \$2.2 million direct economic impact (73% of which will be retained locally), setting Jacksonville up to be the premier motocross destination for the Southeast.



Representative: Rick Catlett

Name of Event: Florida State vs. Boise State Game & Pre-Game Concert

Date of event: August 31st, 2019

Date of application: November 2018

Type of grant requested: Special Events

Grant Tier: ≤ \$250,000 through ≥ 25,000 tourists

Grant qualifier: Guaranteeing 25,000 tourists

Amount of request: \$50,000

Funding to support: Production and infrastructure expenses for pre-game concert.

Event overview: Jacksonville will be host to college football's opening weekend for the first time in 10+ years by hosting the Florida State v. Boise State game. The 50,000 fans in attendance come from all over the domestic US, 50% of whom will be tourists yielding an estimated direct local economic impact of more than \$4.25 million.



Request for Proposal
Mobile Visitor Center
Designed from Cargo Van (New)

ISSUE DATE: 04/15/2019

SUBMISSION DEADLINE DATE: 04/25/2019 AT 5:00 PM EST

RFP COORDINATOR:

BRIAN FIKE

VISIT JACKSONVILLE

904-421-9155

208 N. LAURA ST., SUITE 102

JACKSONVILLE, FL 32202

BFIKE@VISITJACKSONVILLE.COM

I. REQUEST FOR PROPOSAL (RFP)

Visit Jacksonville issues this Request for Proposal for one (1) vehicle, specifically:

(1) Mobile Visitor's Center Designed Cargo Van (New)

II. INTRODUCTION TO VISIT JACKSONVILLE

Visit Jacksonville is a Destinations International accredited Destination Marketing Organization contracted since 1996 by the Duval County Tourist Development Council (TDC) to champion the growth of leisure and business tourism in Jacksonville. Additional information can be found at www.visitjacksonville.com.

III. FINANCING AND TERMS OF PURCHASE

- A.** Invoicing will be issued upon delivery to Visit Jacksonville. Invoices must include the purchase order number, item number, description, date of shipment, quantity ordered, unit prices, unit of measure and extended totals. Payment terms are Net 30 days. All original invoices shall be submitted to: Visit Jacksonville and the Beaches, 208 N. Laura Street, Ste. 102, Jacksonville, FL 32202.
- B.** Delivery must be within 90 days of acceptance of bid to Visit Jacksonville, 208 N. Laura Street, Ste 102, Jacksonville, FL 32202.
- C.** Seller will provide Visit Jacksonville with clear title to the purchased vehicle, with notarized signature of Seller on the vehicles title and/or Sale of Motorized Vehicle paperwork, as required by the State of Florida for legal sale of a vehicle.
- D.** Vehicles must have a manufacturer's Certificate of Warranty which will be honored by any of the manufacturer's authorized dealers. An informative description of all warranties must be included with the bid.
- E.** Vehicles will be state inspected prior to delivery.
- F.** All prices shall include freight, delivery, applicable taxes and handling charges.
- G.** Award will be all or none to the lowest responsive, responsible bidder.
- H.** One-time purchase agreement.
- I.** Visit Jacksonville reserves the right to return an order in whole or in part if the item is not in compliance with the bid specifications.

IV. PURCHASE SPECIFICATIONS FOR CARGO VAN

Vehicle General Minimum Requirements:

- Air Bags
- Air Conditioning
- Automatic Transmission
- Auxiliary Power Outlet: 12 volts
- Brakes: ABS
- Height (Roof): minimum of 100 inches
- Keys/Fobs: 2 full sets of keys and key fobs
- Length: minimum of 210 inches
- Power folding side mirrors
- Rear back up camera
- Rear back up notification system
- Towing Package: minimum of 5,000 lbs
- Splash guards

Specific Custom Requirements (to Convert to Visitor Center):

- Custom wrap designed by Visit Jacksonville
- Minimum 1 Sliding door(s)
- Cargo separator
- Interior shelving and drawers for brochures and material
- Storage space for folding tables, chairs, popup tents, etc.
- Power inverter to run cell phone charging station when parked

Priority may be given to any vendor detailing opportunities to partner on using advertising space on the Mobile Visitor Center in order to decrease the final cost to Visit Jacksonville.

An example of a Mobile Visitor Center is included as Exhibit A.

V. BID SUBMISSION

- A.** Notification of Intent to Respond and Clarification of Questions: Please indicate your intention to respond by email to the below email address by **4/22/19**. This is also the deadline for clarifications or questions related to the bid. Please provide the contact information of the individual responsible so that questions and answers can be provided to all with an intent to bid.
- B.** Bids must be submitted in writing by e-mail, mail, hand delivery or fax to:

Visit Jacksonville

208 N. Laura St., Suite 102, Jacksonville, FL 32202

Attn: Brian Fike, RFP Coordinator

Fax: 904-899-9594

E-mail: bfike@visitjacksonville.com

- C. All quotes must include date and signature of an authorized agent of the vendor offering the quote.
- D. Phoned or verbal bids will not be accepted or documented.
- E. Mailed or delivered bids must be received by Visit Jacksonville in a sealed envelope with the bidder's name and business name clearly marked on the face of the envelope, including these words: SEALED BID FOR THE PURCHASE OF VEHICLES ARE TO BE OPENED ONLY BY RFP COORDINATOR.
- F. DEADLINE: Bids must be received no later than 5:00 p.m., Thursday, **April 25, 2019**.

VI. GENERAL INFORMATION AND REQUIREMENTS

- A. The proposal must state a full description of vehicle chosen by respondent for bid. Description must include Make, Model, Year, Price and the absence or presence of all vehicle requirements/specifications listed in Sections IV. A description of the offered warranties for vehicle must be included.
- B. The proposal must be submitted by a person or officer who is authorized to submit such proposal on behalf of the responding entity and include signature of such with the quote.
- C. Visit Jacksonville will not be responsible for any bid that is lost in the mail or not delivered to Visit Jacksonville by the stated deadline for any reason. No proposal will be accepted after the stated deadline.
- D. Upon receipt by Visit Jacksonville, all bids become the property of Visit Jacksonville and will not be returned to the respondent.
- E. Any changes to a proposal must be made by the respondent in writing and must be received by Visit Jacksonville prior to the original due date and opening time of the sealed bids.
- F. Respondent shall not provide gifts or anything of value nor have any business arrangement with any employee, official, or agent of Visit Jacksonville that might constitute a conflict of interest according to the

State and Local Government Codes, as well as Visit Jacksonville's policies and procedures.

- G. All bids will be kept confidential during the process of negotiation.
- H. Visit Jacksonville is wholly committed to equal opportunity for all potential respondents and does not discriminate in its award selection based on race, national origin, religion, age, sex, sexual preference, or handicap status.
- I. If any of the provisions in the RFP conflict with applicable laws, rules, regulations, and/or other codes of professional ethics, the latter shall prevail over the provisions of the RFP.
- J. Visit Jacksonville reserves the right to reject all proposals. Responding to this request does not guarantee any bidder of revenue regarding this Request for Proposal and does not oblige Visit Jacksonville to enter into a contract with any bidder.
- K. Visit Jacksonville shall not reimburse any bidder for any expenses incurred to prepare and deliver its response to this request.

VII. SCORING AND EVALUATION

Contracts are awarded based on best value considerations for the needs of the organization.

- A. All proposals received by the submission deadline will be evaluated and scored by an RFP committee according to price and criteria cited.
- B. Visit Jacksonville may validate any information in a proposal by using outside sources or materials.
- C. Proposals that best meet RFP requirements and scoring criteria may be invited to interview with the RFP committee for further evaluation.
- D. The bidder selected to purchase the vehicle from will be notified by phone, fax, or e-mail.

EXHIBIT A



Bid Proposal Form**Mobile Visitor Center**

ITEM	DESCRIPTION	EST. QTY.	UNIT PRICE	EXTENDED TOTAL
1	Cargo Van	1 each	\$	\$
2	Exterior Wrap, Visit Jacksonville logo/design	1 each	\$	\$
3	Interior build-out/shelving, drawers, power inverter, etc. to comply with specs	1 each	\$	\$
GRAND TOTAL				\$
COMPANY NAME:				
SIGNATURE:				

CONFLICT OF INTEREST CERTIFICATE

Bidder must execute either Section I or Section II hereunder relative to Section 126.201, Ordinance Code, and Section 112.313(12), Florida Statutes. Failure to execute either Section may result in rejection of this proposal.

SECTION I

I hereby certify that no official or employee of the City or independent agency requiring the goods or services described in these specifications has a material financial interest in this company.

_____	_____
Signature	Company Name
_____	_____
Name of Official (Type or Print)	Business Address

	City, State, Zip Code

SECTION II

I hereby certify that the following named City official(s) and employee(s) having material financial interest(s) (in excess of 5%) in this company have filed Conflict of Interest Statements with the Supervisor of Elections, 105 East Monroe Street, Jacksonville, Duval County Florida, prior to bid opening.

Name	Title or Position	Date of Filing
_____	_____	_____
_____	_____	_____

_____	_____
Signature	Company Name
_____	_____
Name of Official (Type or Print)	Business Address

	City, State, Zip Code

PUBLIC OFFICIAL DISCLOSURE

Section 126.110 of the Purchasing Code requires that a public official who has a financial interest in a bid or contract make a disclosure at the time that the bid or contract is submitted or at the time that the public official acquires a financial interest in the bid or contract. Please provide disclosure, if applicable.

Public Official _____

Position Held: _____

Position or Relationship with Bidder: _____



Mercedes-Benz of Jacksonville

10231 Atlantic Blvd.
 Jacksonville, FL 32225
 Phone: (904) 724-1080, Fax: (904) 726-3368
 www.fieldsmercedesjacksonville.com

Date: **04/25/2019**
 Salesperson: **Nick Binnie**
 Manager: **Sean Dowling**

BUSINESS NAME	Visit Jacksonville	Home Phone:
CONTACT	brian fike	
Address :		Work Phone:
E-Mail :		Cell Phone: (904) 421-9155

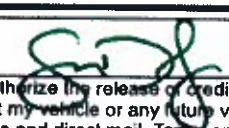
VEHICLE

Stock # :	New / Used : New	VIN : WD3PF1CD5KP026146	Mileage :
Vehicle : 2019 Sprinter 170	M2CA76	Color : ARCTIC WHITE	
Type : Sprinter Cargo Van			

EXCHANGE VEHICLE

Payoff :	VIN :	Mileage :
Vehicle :		Color :
Type :		

Selling Price	47,095.00
Discount	2,943.00
Adjusted Price	44,152.00
WRAP	4,995.00
SHELVING SYSTEM 72 INCH	1,367.00
INVERTER	531.95
Total Purchase	51,045.95
Taxable Fees (Estimated)	6.50
Exchange Vehicle Allowance	
Exchange Vehicle Difference	
Doc Fee	795.00
Tax	3,160.85
Non Tax Fees	450.00
Exchange Vehicle Payoff	
Cash Deposit	.00
Balance	55,458.30

Customer Approval: _____ Management Approval: 

By signing this authorization form, you certify that the above personal information is correct and accurate, and authorize the release of credit and employment information. By signing above, I provide to the dealership and its affiliates consent to communicate with me about my vehicle or any future vehicles using electronic, verbal and written communications including but not limited to eMail, text messaging, SMS, phone calls and direct mail. Terms and Conditions subject to credit approval. For Information Only. This is not an offer or contract for sale.

MSRP

MERCEDES-BENZ USA, LLC.
ONE MERCEDES-BENZ DR
SANDY SPRINGS, GA 30328

MERCEDES-BENZ OF JACKSONVILLE
10231 ATLANTIC BOULEVARD
JACKSONVILLE, FL 32225
Dealer Code: 14212 Region: SOUTHERN VPC: Brunswick

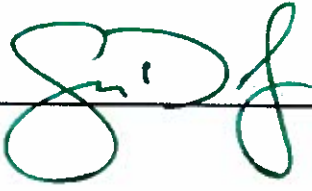
VIN: WD3PF1CD5KP026146

Code	Description	Price
	MODEL: 2019 M2CA76	\$44,990
147	Arctic White	
VF7	Fabric Black	
Options		
C01	C01 - Driver Convenience Package	\$1,210
	JW8 Attention Assist	
	JA7 Blind Spot Monitoring	
	F68 Exterior Mirror - Power/Heated	
	F64 Electrically Folding Exterior Mirrors	
	FZ9 Keys - Two Additional Masters	
	FJ1 I/P Hinged Lid-Center Stack Bin	
	E46 12V Power Outlet- Driver Seat Base	
	C6L Multifunction Steering Wheel	
D50	Cargo Partition	\$273
FJ5	Hinged Lid for Stowage Compartment	\$91
FJ6	Standard Radio Deletion with 2 DIN Stowage Comp.	
J2W	Service Interval Code	
MS1	Cruise Control	\$250
QA9	Step Rear Wall for Trailer Coupling	\$96
Q24	Trailer Hitch	\$139
RF8	TIRE BRAND - MICHELIN	
RM9	Specially Requested Tires	\$96
T77	Assist Handle w/Partition	\$30
W54	Rear Doors 270 Degree Opening	\$340
ZB6	Vehicle dismantle/re-assembly	
ZI6	Radio Deletion Credit CREDIT	\$-1,613
Z4V	Production Dusseldorf	
Z90	Deletion, Underfloor Preservation	
	SUBTOTAL	\$45,902
	DESTINATION & DELIVERY	\$1,195
	TOTAL	\$47,097

*Pricing is subject to change. Mercedes-Benz reserves the right to make changes without notification.

Bid Proposal Form

Mobile Visitor Center

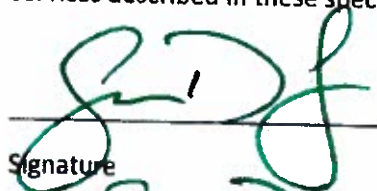
ITEM	DESCRIPTION	EST. QTY.	UNIT PRICE	EXTENDED TOTAL
1	Cargo Van	1 each	\$ 44,152	\$
2	Exterior Wrap, Visit Jacksonville logo/design	1 each	\$ 4,995	\$
3	Interior build-out/shelving, drawers, power inverter, etc. to comply with specs	1 each	\$ 1,367	\$
GRAND TOTAL				\$ 55,458
COMPANY NAME: Mercedes-Benz of Jacksonville				
SIGNATURE: 				

CONFLICT OF INTEREST CERTIFICATE

Bidder must execute either Section I or Section II hereunder relative to Section 126.201, Ordinance Code, and Section 112.313(12), Florida Statutes. Failure to execute either Section may result in rejection of this proposal.

SECTION I

I hereby certify that no official or employee of the City or independent agency requiring the goods or services described in these specifications has a material financial interest in this company.



Signature

Sean Dowling

Name of Official (Type or Print)

Fields Data Group

Company Name

MB Tax

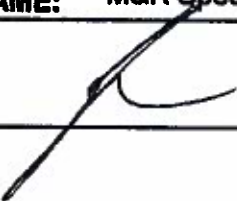
Business Address

10231 Atlantic Blvd. Jacksonville, FL.

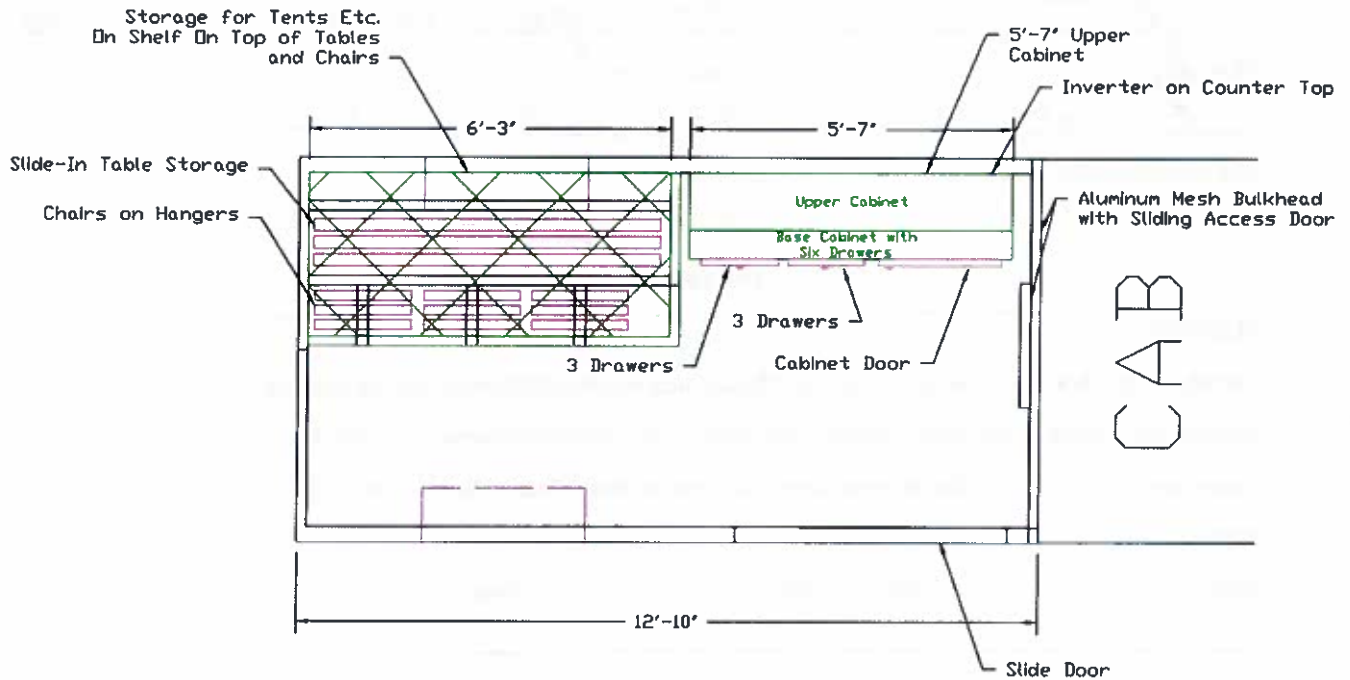
City, State, Zip Code 32225

SECTION II

Bid Proposal Form**Mobile Visitor Center**

ITEM	DESCRIPTION	EST. QTY.	UNIT PRICE	EXTENDED TOTAL
1	Cargo Van	1 each	\$ 55,152.00	\$ 55,152.00
2	Exterior Wrap, Visit Jacksonville logo/design	1 each	\$ 9,000.00	\$ 9,000.00
3	Interior build-out/shelving, drawers, power inverter, etc. to comply with specs	1 each	\$ 11,196.00	\$ 11,196.00
GRAND TOTAL				\$ 75,321.00
COMPANY NAME: M&R Specialty Trailers and Trucks				
SIGNATURE: 				

City of Jacksonville Van



Signature: _____

Date: _____

THIS DOCUMENT CONTAINS CONFIDENTIAL AND PROPRIETARY INFORMATION THAT CANNOT BE REPRODUCED OR USED IN ANY MANNER FOR WHICH IT WAS NOT INTENDED, IN WHOLE OR IN PART, WITHOUT WRITTEN AUTHORIZATION FROM M&R SPECIALTY TRAILERS AND TRUCKS INC.

CONFLICT OF INTEREST CERTIFICATE

Bidder must execute either Section I or Section II hereunder relative to Section 126.201, Ordinance Code, and Section 112.313(12), Florida Statutes. Failure to execute either Section may result in rejection of this proposal.

SECTION I

I hereby certify that no official or employee of the City or independent agency requiring the goods or services described in these specifications has a material financial interest in this company.

Signature

Richard Willis

Name of Official (Type or Print)

Company Name

MTR Specialty Trailers & Trucks
9755 S State Rd 121

Business Address

Macedonia FL 32063

City, State, Zip Code

SECTION II

I hereby certify that the following named City official(s) and employee(s) having material financial interest(s) (in excess of 5%) in this company have filed Conflict of Interest Statements with the Supervisor of Elections, 105 East Monroe Street, Jacksonville, Duval County Florida, prior to bid opening.

Name

Title or Position

Date of Filing

Signature

Company Name

Name of Official (Type or Print)

Business Address

City, State, Zip Code

TRAVEL FOR 2018-19 FOR VISIT JACKSONVILLE FOR TDC APPROVAL

Contact	Category	Month	Event Start Date	Event End Date	Hosting Organization and Event Name	Location	Travel/Meeting/Entertainment/Shipping	Trade Show Booth/Shipping	Registration Fees	Total	Notes & Changes	Actual Total Cost 1/8/19	Over/Under Budget
CS5	Sales Mission	Mar. 2019	September 3, 2019	September 6, 2019	Sales Mission	Chicago, IL	\$7,000.00	\$0.00	\$0.00	\$7,000.00			
CS5	Sales Mission	TBD	TBD	TBD	Sales Mission/Client Event	New York, NY	\$9,000.00	\$0.00	\$0.00	\$9,000.00			
CS5	Sales Mission	TBD	TBD	TBD	Sales Mission	Tallahassee, FL	\$5,500.00	\$0.00	\$0.00	\$5,500.00			
CS5	Sales Mission	TBD	TBD	TBD	Sales Mission	Houston or Dallas, TX	\$7,000.00	\$0.00	\$0.00	\$7,000.00	Request to change the location of this sales mission from TX to Atlanta, GA. Approved Feb 2019.	\$1,676.74	-\$2,323.26
CS5	Sales Mission	Mar. 2019	March 3, 2019	March 6, 2019	Sales Mission	Atlanta, GA	\$6,000.00	\$0.00	\$0.00	\$6,000.00	Request to target Atlanta, GA instead of Houston, TX with a lunch and learn in the perimeter with 20 planners and an evening reception and presentation with 15 planners. Savings will be requested for use on a future mission or event if needed. Approved Feb 2019.		
CS5	Client Event	Mar. 2019			Contingency/Travel/Client Event	TBD	\$3,000.00	\$0.00	\$0.00	\$3,000.00	Request use of under budget amount on change in Sales Mission to fund this presentation that had to be made in Virginia as one of the final locations considered for the event. This was inadvertently left off of the travel schedule because it was approved during the prior year when there was no DCS appropriate travel travel change request. Approved at Feb TDC meeting.		
CS5	Client Event	Oct. 2018			CALCA Presentation	Virginia	\$1,000.00	\$0.00	\$0.00	\$1,000.00	Request use of under budget amount on change in Sales Mission to fund this presentation that had to be made in Virginia as one of the final locations considered for the event. This was inadvertently left off of the travel schedule because it was approved during the prior year when there was no DCS appropriate travel travel change request. Approved at Feb TDC meeting.		
CS5	PD	Dec. 2018	December 11, 2018	December 12, 2018	Destinations International Convention Sales & Marketing Summit	New Orleans, LA	\$1,800.00	\$0.00	\$495.00	\$2,295.00	Destination location changed from Chicago, IL as approved by TDC in New Orleans, LA. Requested TDC approval at Nov TDC meeting.	\$1,452.00	-\$843.00
CS5	PD	Mar. 2019	March 19, 2019	March 21, 2019	Southwest Tourism Society Connectors	Dryden Beach, FL	\$750.00	\$0.00	\$915.00	\$1,665.00	Request at Jan 2019 meeting to use these funds for convention, sports & entertainment approved at conference in San Diego, CA.		
CS5	PD	May/19	July 23, 2019	July 26, 2019	Convention, Sports & Entertainment Conference	San Diego, CA	\$3,000.00	\$0.00	\$1,000.00	\$4,000.00	Request at Jan 2019 meeting to use these funds for convention, sports & entertainment approved at conference in San Diego, CA.		
CS5	PD	5/9/2019	September, 2019	September, 2019	Florida Governor's Conference on Tourism	St. Louis, MO	\$970.00	\$0.00	\$500.00	\$1,470.00	Approved addition 1/10/19 TDC Mtg		
CS5	PD	Monthly	Monthly	Monthly	MFL Month FL Chapter Educational Luncheon	Jacksonville, FL	\$150.00	\$0.00	\$360.00	\$510.00			
CS5	PD	Monthly	Monthly	Monthly	Society of Government Meeting Professionals (SGMP)	Gainesville, FL	\$600.00	\$0.00	\$180.00	\$780.00			
CS5	PD	Jan-19			FS&E Luncheon	Tallahassee, FL	\$60.00	\$0.00	\$0.00	\$60.00	Requested approval of addition at \$400.11/10/19 TDC meeting. However, due to miscommunication did not occur. Amount not included in total.		
CS5	Trade Show	Oct. 2018	October 2, 2018	October 3, 2018	Florida Society of Association Executives (FSAE) Education Expo	Tallahassee, FL	\$1,000.00	\$0.00	\$385.00	\$1,385.00	Approved Budget \$93,900	\$1,067.35	-\$317.65
CS5	Trade Show	Oct. 2018	October 14, 2018	October 15, 2018	Connect Tech	Las Vegas, NV	\$3,135.00	\$500.00	\$3,000.00	\$4,635.00		\$1,321.87	-\$3,313.13
CS5	Trade Show	Oct. 2018	October 26, 2018	October 28, 2018	INEX America	Las Vegas, NV	\$1,600.00	\$0.00	\$0.00	\$1,600.00		\$3,018.46	-\$1,081.54
CS5	Trade Show	Oct. 2018	October 30, 2018	October 30, 2018	Your Military Reunion Connection (YMRRC)	Virginia Beach, VA	\$1,750.00	\$0.00	\$0.00	\$1,750.00		\$997.46	-\$852.54
CS5	Trade Show	Nov. 2018	November 12, 2018	November 14, 2018	Connect Faith	Orlando, CA	\$2,800.00	\$0.00	\$0.00	\$2,800.00		\$1,571.76	-\$1,228.24
CS5	Trade Show	Nov. 2018	November 28, 2018	December 1, 2018	National Coalition of Black Meeting Planners (NCBMP) Annual Conf.	New Orleans, LA	\$1,750.00	\$0.00	\$1,400.00	\$3,150.00		\$1,318.37	-\$1,831.63
CS5	Trade Show	Nov. 2018	November 28, 2018	November 30, 2018	Florida Encounters (VHR Florida)	Bonita Springs, FL	\$1,900.00	\$800.00	\$3,500.00	\$5,300.00		\$1,157.98	-\$4,142.02
CS5	Trade Show	Nov. 2018	November, 2018	November, 2018	Military Reunion Network SE Regional Roundtable	TBD	\$0.00 (previously \$2,500)	\$0.00	\$0.00 (previously \$4,000)	\$0.00	Event was canceled; approved a replacement at 1/8/19 meeting.		
CS5	Trade Show	Apr. 2019			Your Military Reunion Network	Kissimmee, FL	\$1,500.00	\$0.00	\$495.00	\$1,995.00	Event to replace cancelled event. Approved at 1/8/19 meeting.	\$3,778.98	-\$6,571.02
CS5	Trade Show	Dec. 2018	December 13, 2018	December 13, 2018	Association Forum Holiday Showcase	Chicago, IL	\$2,250.00	\$4,600.00	\$1,500.00	\$10,350.00		\$1,472.66	-\$1,777.34
CS5	Trade Show	Jan. 2019	January 25, 2019	January 29, 2019	American Bus Association's Annual Meeting	Louisville, KY	\$1,555.00	\$0.00	\$1,695.00	\$3,250.00		\$4,998.85	-\$850.15
CS5	Trade Show	Jan. 2019	January 29, 2019	January 31, 2019	Religious Conference Management Association (RCMA) Emerges	Greensboro, NC	\$1,250.00	\$1,785.00	\$1,410.00	\$5,445.00			

Category	Category	Month	Event Start Date	Event End Date	Hosting Organization and Event Name	Location	Travel/Meals/Entertainment/Shipping	Trade Show Booth/Shipping	Registration Fees	Total	Notes & Changes	Actual Total Costs To Date	Over/(Under) Budget	
CS	Trade Show	Feb. 2019	February 19, 2019	February 19, 2019	XSITE Tallahassee	Tallahassee, FL	\$1,000.00	\$0.00	\$1,350.00	\$2,350.00		\$1,820.30	-\$529.70	
CS	Trade Show	Feb. 2019	February 2019	February 2019	Connect Directly	TBD	\$1,500.00	\$200.00	\$4,650.00	\$6,350.00		\$6,005.13	-\$344.87	
CS	Trade Show	Feb. 2019	February 2019	February 2019	Destinations International Destination Showcase	Washington, DC	\$2,250.00	\$2,200.00	\$4,995.00	\$9,545.00		\$7,713.00	-\$1,832.00	
CS	Trade Show	Mar. 2019	March 3, 2019	March 7, 2019	ConnectDirect Annual Partner Meeting (APM)	Atlanta, GA	\$0.00 (previously \$1,250)	\$0.00 (previously \$50)	\$0.00 (previously \$6,000)	\$0.00 (previously \$2,300)	Remove & replace with Louisville, KY Connect Mega Marketplace. Approved Feb 2019.			
CS	Trade Show	Aug. 2019	August 26, 2019	August 28, 2019	Connect Mega Marketplace	Louisville, KY	\$1,250.00	\$150.00	\$6,500.00	\$7,900.00	The ROI on ConferenceDirect does not support the expense. It is requested that we attend this trade show in place of the event with Sports & Association Appointments. Approved Feb 2019.			
CS	Trade Show	Mar. 2019	March 11, 2019	March 13, 2019	Rendezvous South Conference	The Woodlands, TX	\$0.00 (previously \$1,500)	\$0.00	\$0.00 (previously \$5,000)	\$0.00 (previously \$6,500)	\$0.00 (previously \$6,500.00) Request addition of this event in place of the Rendezvous South Conference. Approved Feb 2019.			
CS	Trade Show	5-9-2019	September 10, 2019	September 12, 2019	IMEX	Las Vegas, NV	\$1,500.00	\$0.00	\$5,000.00	\$6,500.00	Event deleted at Oct TDC meeting bc of previously increase in registration fee			
CS	Trade Show	Mar. 2019	March 24, 2019	March 27, 2019	Pharma Forum	New York, NY	\$0.00 (previously \$3,500)	\$0.00	\$0.00 (previously \$3,000.00)	\$0.00 (previously \$6,500.00)	Event added at Oct TDC meeting to replace Pharma Forum			
CS	Trade Show	Mar. 2019	March 24, 2019	March 27, 2019	New York Society of Association Executives	New York, NY	\$3,500.00	\$0.00	\$3,000.00	\$6,500.00		\$5,783.42	-\$716.58	
CS	Trade Show	Mar. 2019	March 2019	March 2019	JAX Chamber Annual Trade Show	Jacksonville, FL	\$350.00	\$0.00	\$335.00	\$685.00				
CS	Trade Show	Mar. 2019	March 29, 2019	June 1, 2019	Fraternity Executives Association (FEA) Annual Meeting	Las Vegas, NV	\$2,500.00	\$1,150.00	\$1,400.00	\$5,050.00				
CS	Trade Show	Mar. 2019	May 2019	May 2019	Christian Meetings & Conventions Assoc. (CMCA)	TBD	\$1,500.00	\$0.00	\$2,805.00	\$4,305.00				
CS	Trade Show	Jun. 2019	June 15, 2019	June 16, 2019	Meeting Planners International (MPI) World Education Congress (WEC)	Toronto, CA	\$2,250.00	\$1,000.00	\$9,900.00	\$13,150.00				
CS	Trade Show	Jun. 2019	June 22, 2019	June 25, 2019	Military Reunion Network Education Summit	Metairie, LA	\$0.00 (previously \$3,250)	\$0.00	\$0.00 (previously \$3,200)	\$0.00 (previously \$3,450)	Remove & replace with Baton Rouge, LA Military Reunion Network. Approved Feb 2019.			
CS	Trade Show	Mar. 2019	March 3, 2019	March 6, 2019	Military Reunion Network	Baton Rouge, LA	\$1,250.00	\$0.00	\$895.00	\$2,145.00	Due to travel restrictions as a result of frequency, we would like to cancel the Metairie Military Reunion Summit and replace with an earlier Baton Rouge, LA trip. The decrease in registration costs is used to offset the increase in IMEX event. Approved Feb 2019.		\$1,914.48	-\$230.52
CS	Trade Show	Jul. 2019	July 10, 2019	July 11, 2019	Florida Society of Association Executives (FSAE) Annual Conference	Jacksonville, FL	\$1,000.00	\$1.00	\$600.00	\$1,600.00				
CS	Trade Show	Aug. 2019	August 9, 2019	August 13, 2019	Student & Youth Travel Assn (SYTA) Annual Conference	Birmingham, AL	\$1,250.00	\$0.00	\$999.00	\$2,249.00				
CS	Trade Show	Aug. 2019	August 10, 2019	August 13, 2019	American Society of Association Executives (ASAE) Annual Meeting	Columbus, OH	\$2,250.00	\$6,400.00	\$4,600.00	\$13,650.00				
CS	Trade Show	Sep. 2019	September 2019	September 2019	Small Market Meetings Conference (SMACC)	TBD	\$1,500.00	\$0.00	\$1,795.00	\$3,295.00				
							\$40,000.00	\$20,888.00	\$64,228.00	\$64,228.00	Approved Budget total: \$64,228			
CS	Service	Jan. 2019	January 11, 2019	January 13, 2019	Event Services Professional Association Conference	Charlotte, NC	\$1,700.00	\$0.00	\$1,350.00	\$3,050.00	Expenses over, but not more than 10%. This will be covered as a result of not traveling to booth for a pre-promote of the Combat Veterans Motorcycle Association but by sending promotional materials through connections.		\$1,214.13	-\$1,835.87
CS	Service	Jan. 2019	Jan. 26, 2019	Jan. 30, 2019	Combat Veterans Motorcycle Association	Besse ID	\$950.00	\$0.00	\$0.00	\$950.00	Approved Budget \$4,000		\$1,214.13	-\$244.13
CS	Service	Jan. 2019	Jan. 26, 2019	Jan. 30, 2019	Convention Services Travel Out of Country	TBD	\$1,000.00	\$0.00	\$885.00	\$1,000.00				
CS	Service	Oct. 2019	October 10, 2019	October 13, 2019	VIA Florida / Florida VC Summit	TBD	\$825.00	\$0.00	\$175.00	\$1,000.00				
CS	Service	Oct. 2019	October 23, 2019	October 25, 2019	Travel & Tourism Research Assn (TTRA), Marketing Outlook Forum	Las Vegas, NV	\$1,500.00	\$0.00	\$1,200.00	\$2,700.00	Trip came in over budget by \$389.53 or 14%. This trip was prior to the requirement that came in the January meeting that each trip could not exceed the budget by more than 10%. Approved in Feb TDC meeting.		\$3,089.53	-\$389.53

Contract	Category	Months	Event Start Date	Event End Date	Marketing Organization and Event Name	Location	Travel/Meals/Entertainment/Shipping	Trade Show Booth/Shipping	Registration Fees	Total	Notes & Changes	Actual Total Costs FY 19	Over/Under Budget
Mkt	Mkt/Comm	Mar-2019	March 21, 2019	March 21, 2019	Travel Media Meet-Up	Daytona Beach, FL				\$1,500.00	One-day appointment based tradeshow with 20 meetings with individual media outlets from the Southeast. This is a component of the Media Site Visit. Media FAMS budgetary line item with a total budget of \$75,000. Specific items were not detailed in the original travel plan as approved because flexibility is required in attendance throughout the year; however, all items will be brought before TDC prior to approval. Approved Feb 2019.		
Mkt	Mkt/Comm	May-2019	April 28, 2019	May 2, 2019	Visit Florida Domestic Media Mission	Nashville, TN, Atlanta, GA, Birmingham, AL				\$3,500.00	Exclusive opportunity to partner with Visit Florida to network and pick media contacts during consumer media receptions and desk side appointments in the cities listed. This is a component of the Media Site Visit. Media FAMS budgetary line item with a total budget of \$75,000. This was not previously specifically approved similar to the explanation above. Approved Feb 2019.		
Mkt	Mkt/Comm	Jun-19			Social Media Day	Jacksonville, FL				\$375.00	This conference is in Jacksonville and budgeted through "Call for Marketing/Communications" at \$1,000 for FY18-19. Historically, we have not provided the detail of the meetings attended locally but since this event is similar to a conference, we took to 1/30/19 TDC meeting for approve with travel.		

May 9, 2019 Encumbrance Memos

Account	Event	Event Start Date	Event End Date	Attend.	Award Amount	\$ Per RN Amount	Total Rooms
SkillsUSA	2021 Florida State Leadership and Skills Conference	4/11/2021	4/14/2021	750	\$ 1,750.00	\$ 1.00	1,750
SkillsUSA	2022 Florida State Leadership and Skills Conference	4/18/2022	4/21/2022	750	\$ 1,750.00	\$ 1.00	1,750
SkillsUSA	2023 Florida State Leadership and Skills Conference	4/10/2023	4/13/2023	750	\$ 1,750.00	\$ 1.00	1,750
Shakespeare Association of America	2022 Annual Conference	4/4/2022	4/11/2022	1,200	\$ 2,205.00	\$ 1.00	2,205

Requests - 4

\$ 7,455.00

7,455



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: May 9, 2019

Group Name: SkillsUSA

Event Name: Florida State Leadership and Skills Conference - 2021

Contact: Jessica Graber

Group Type: Virginia, Foreign Corporation

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Dates: April 11-14, 2021

Room Nights: 1,750 (at \$1.00 per room night)

Estimated Attendance: 750

Funds Use: Reception (Food & Non-Alcoholic Beverage), Venue/Meeting Room Rental

Funds to be Encumbered: \$1,750.00

Summary:

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. They provide educational programs, events, and competitions that support career and technical education in the nation's classrooms. SkillsUSA signed a three-year deal and will be in Jacksonville for their Florida Leadership and Skills Conference in 2021, 2022, and 2023.

Economic Impact:

Estimated at \$652,500.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: May 9, 2019

Group Name: SkillsUSA

Event Name: Florida State Leadership and Skills Conference - 2022

Contact: Jessica Graber

Group Type: Virginia, Foreign Corporation

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Dates: April 18-21, 2022

Room Nights: 1,750 (at \$1.00 per room night)

Estimated Attendance: 750

Funds Use: Reception (Food & Non-Alcoholic Beverage), Venue/Meeting Room Rental

Funds to be Encumbered: \$1,750.00

Summary:

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. They provide educational programs, events, and competitions that support career and technical education in the nation's classrooms. SkillsUSA signed a three-year deal and will be in Jacksonville for their Florida Leadership and Skills Conference in 2021, 2022, and 2023.

Economic Impact:

Estimated at \$652,500.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: May 9, 2019

Group Name: SkillsUSA

Event Name: Florida State Leadership and Skills Conference - 2023

Contact: Jessica Graber

Group Type: Virginia, Foreign Corporation

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Dates: April 10-13, 2023

Room Nights: 1,750 (at \$1.00 per room night)

Estimated Attendance: 750

Funds Use: Reception (Food & Non-Alcoholic Beverage), Venue/Meeting Room Rental

Funds to be Encumbered: \$1,750.00

Summary:

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. They provide educational programs, events, and competitions that support career and technical education in the nation's classrooms. SkillsUSA signed a three-year deal and will be in Jacksonville for their Florida Leadership and Skills Conference in 2021, 2022, and 2023.

Economic Impact:

Estimated at \$652,500.00



To: Tourist Development Council

From: Michael Corrigan

Re: Encumbrance from Convention Grant

Date: May 9, 2019

Group Name: Shakespeare Association of America

Event Name: Annual Conference 2022

Contact: Karen Raber

Group Type: Mississippi, Non-Profit Corporation

Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront

Dates: April 4-11, 2022

Room Nights: 2,205 (at \$1.00 per room night)

Estimated Attendance: 1,200

Funds Use: Reception (Food & Non-Alcoholic Beverage), Venue/Meeting Room Rental

Funds to be Encumbered: \$2,205.00

Summary:

The Shakespeare Association of America (SAA) is a non-profit professional organization for the advanced academic study of William Shakespeare's plays and poems, his cultural and theatrical contexts, and the many roles these have played in the world culture.

Economic Impact:

Estimated at \$703,395.00

Convention Sales & Services Quarterly Update

Quarter 2: January – March 2019



TDC Performance Requirements:

PERFORMANCE MEASURES	GOAL	EXPECTED QTR 2 (JAN-MAR)	ACTUAL QTR 2	FYTD TOTAL	FYTD % OF ANNUAL GOAL
Room Night Production	89,250	22,313	32,104	56,633	63.5%
Room Night Actualization	89,250	22,313	23,506	32,497	36.4%
RevPar	\$14.58	N/A	\$19.02	\$15.25	104.6%
Percent of New Business for RN	50%	50%	81% new (51 of 63 are new bookings)	80.2% new (105 of 131 are new bookings)	N/A

Q2 RevPAR Notes:

After a sluggish start to the 2nd Quarter, March provided a substantial REVPAR rebound with more than a \$5 growth over March 2018 (+26.4%) in group segmentation. Majority of the impact was supported by special events in the start of the month, however, the shift in Spring Breaks throughout the region helped support occupancy growth in the latter part of March as well.

Sales Activities FYTD:

NUMBER OF LEADS RECEIVED	NUMBER OF SITE VISITS CONDUCTED	NUMBER OF BOOKINGS	TRADESHOW / SALES MISSIONS ATTENDED	RFPs FROM TRAVEL EFFORTS
359	52	127	22	40

Total DEFINITE Room Nights from Travel Efforts = 708

708 room nights as a result of travel efforts resulted in tourist spending in Duval County of approximately \$153,000.

Total room nights for Sales Managers as a result of both prior travel and local efforts of 56,633 result in tourist spending totaling approximately \$12,225,932 FYTD.

Convention Services Production FYTD:

NUMBER OF GROUPS SERVICED	SERVICES DEFINITES	SERVICES RN PRODUCTION	SERVICES REFERRALS	SERVICES SURVEY RESULTS	SERVICED GROUPS COMMITTED TO RETURN
100	10	3,997	433	4.95/5.0 (11 received)	14

Additional Services Provided FYTD:

GROUP FULFILLMENTS	PARTNER SITE VISITS	PLANNING SITE VISITS
75	57	26

Additional Significant Q2 Accomplishments:

Media Coverage:

Meetings Today Magazine: All About Experience – Florida Tourism Leaders pinpoint trends for 2019

Convention South: It's Time to Meet Yourself in Jax!

Aspire Magazine: RCMA Community News

Noteworthy Contracted Groups:

Anixter: December 2019 = 1254 Room Nights

Skills USA: April 2021, 2022, 2023 - 2250 Rooms Nights each booking = 6750 Total Room Nights

National Rural Electric Cooperative Assn: May 2023 = 2215 Room Nights

Shakespeare Assn: April 2022 = 2205 Room Nights

Noteworthy Conference Services Activities:

Conducted Spring / PLAYERS FAM – with 6 national meeting planners for 3 days of site tours, meals, and activities

Hosted 18 clients in conjunction with the NCAA March Madness Playoffs for 3 days

Increased Visit Jacksonville Attendee Passport to 20 community partner participants

QUARTERLY PERFORMANCE REPORT VISIT JACKSONVILLE - MEETINGS

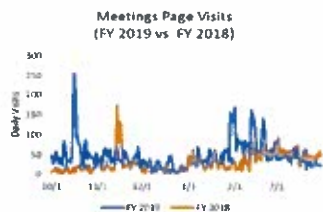


FY 2019 - Quarter 2 (January - March, 2019)



SITE TRAFFIC TO VISITJACKSONVILLE.COM/MEETINGS

Year-over-year, traffic to VisitJacksonville.com's Meetings Page was up 88% in Q2; traffic is up 85% for the fiscal year to date. The large spikes in traffic seen in the chart below for FY 2019 correspond to successful geofencing efforts around conferences centered on event planning (IMEX and Destinations International). Paid search and programmatic display also drove over 1,000 visitors each in Q2,



Quarter	FY 2019	FY 2018	YTD
Q1 (Oct-Dec)	3,416	1,875	+82%
Q2 (Jan-Mar)	7,058	3,748	+88.3%
YTD	10,474	5,623	+85.3%

Rank	Source	Visits
1	Direct	1,792
2	Search	1,277
3	Organic	629
4	Referral	369
5	Organic	181
6	Organic	160
7	Referral	57
8	Organic	29
9	Referral	13
10	Referral	12
11	Referral	11
12	Referral	10
13	Referral	9
14	Referral	8
15	Referral	8

PAID MEDIA PERFORMANCE Overall

Clickthrough rate measures the percentage of delivered digital ads that are clicked on vs. the number of digital impressions served. The overall clickthrough rate for the Meetings campaign in Q2 2019 is 0.45%, over four times industry benchmark of 0.08%-0.10%. In terms of individual media partners, Paid Search and Madden Media both drove strong 1.8% CTRs.

Media Partner	Cost	Impressions	Clicks	CTR	CPC
Aspire Magazine	\$ 5,000	5,005	-	-	-
Association Forum	\$ 3,400	8,000	-	-	-
Convention South	\$ 3,300	35,996	-	-	-
Cvent	\$ 12,772	3,465	-	-	-
Madden Media	\$ 10,000	179,518	3,187	1.78%	\$ 3.14
Meetings Net	\$ 1,323	10,000	-	-	-
Meetings Today	\$ 1,500	4,000	-	-	-
Military Meetings	\$ 2,700	10,597	-	-	-
MNI Programmatic	\$ 14,547	2,153,179	6,138	0.29%	\$ 2.37
MPI (New York)	\$ 1,100	2,257	4	0.18%	\$ 275.00
MPI (Potomac)	\$ 700	936	-	0.00%	-
Paid Search	\$ 5,448	96,023	1,738	1.81%	\$ 3.13
Prevue	\$ 6,000	65,600	-	-	-
SAE Texas	\$ 1,925	5,032	5	0.10%	\$ 385.00
SGMP Florida	\$ 2,150	1,636	4	0.24%	\$ 537.50
Grand Total	\$ 71,865	2,581,244	11,076	0.45%	\$ 3.18

SITE TRAFFIC BY MARKET + BLOG POST

Top Markets by Site Traffic

Rank	City	Jan	Feb	Mar	Q2 Total	% of Q2
1	Jacksonville	534	262	262	1,058	100%
2	Washington	311	190	113	614	57%
1	Orlando	200	52	148	400	38%
4	New York	163	142	21	326	31%
5	Atlanta	137	84	103	324	31%
6	Charlotte	127	31	96	254	24%
7	Greensboro	106	1	105	212	20%
8	Chicago	90	62	28	180	17%
9	Philadelphia	79	45	34	158	15%
10	Dallas	71	52	19	142	13%
11	Miami	66	28	40	134	12%
12	Houston	62	72	10	144	13%
13	Boston	62	3	39	104	9%
14	New Orleans	61	34	47	142	13%
15	Nashville	56	17	39	112	10%
16	Los Angeles	52	46	6	104	9%
17	Tampa	43	12	31	86	8%
18	Tallahassee	28	27	1	56	5%
19	Raleigh	28	15	13	56	5%
20	Memphis	26	9	17	52	4%
21	Virginia Beach	25	6	17	48	4%
22	Fort Worth	23	12	9	44	4%
23	Tucson	19	11	12	42	4%
24	Birmingham	18	8	10	36	3%
25	San Antonio	17	28	11	56	5%

In terms of markets, beyond Jacksonville and Orlando, the highest drivers of site traffic in Q2 were Washington DC, New York, Atlanta, Charlotte, and Greensboro.

Finding Inspiration in Jacksonville



In addition to traffic drove to the Meetings Page, Madden Media Native drove over 1,100 visitors to a meeting planner-centric article on the Visit Jacksonville site.



Convention Calendar

5/1/2019-5/31/2019

Capella University/Capella Education Company

Contact:

745 597 2,441

Masters Residency 2019 week 1

Jessica Ahlborn
225 South 6th Street
Minneapolis MN 55402
612-977-5533

Total Attendance	Peak Rooms	Contracted Room Nts
------------------	------------	---------------------

Chosen Hotel

Sales Rep: Karen Townsend

Services Rep: Courtney Hartert

Event Dates: 4/25/2019 - 5/1/2019

First/Last Room Dates: 4/24/2019 - 5/2/2019

Headquarter Hotel(s): Hyatt Regency Jacksonville Riverfront

Overflow Hotel(s):

Florida State Association of Free Will Baptists

Contact:

300 65 190

2019 State Association Meeting

Reverend Randy Bryant
2156 54th Avenue
Vero Beach FL 32966
772 567-2338

Total Attendance	Peak Rooms	Contracted Room Nts
------------------	------------	---------------------

Chosen Hotel

Sales Rep:

Services Rep: Becky Parker

Event Dates: 4/29/2019 - 5/4/2019

First/Last Room Dates: 4/29/2019 - 5/3/2019

Headquarter Hotel(s): Jacksonville Marriott

Overflow Hotel(s):

**American Association of State Highway and Transportation Officials
2019 Committee on Safety**

Contact:

80 58 188

Kamasha Hendrickson
444 North Capitol Street NW
Washington DC 20001
2026245403

Total Attendance	Peak Rooms	Contracted Room Nts
------------------	------------	---------------------

Chosen Hotel

Sales Rep: Veronica (Gruber) Frazier

Services Rep: Becky Parker

Event Dates: 4/29/2019 - 5/2/2019

First/Last Room Dates: 4/29/2019 - 5/2/2019

Headquarter Hotel(s): Omni Jacksonville Hotel

Overflow Hotel(s):

Capella University/Capella Education Company

Contact:

850 556 1,850

Doctoral Residency 2019

Jessica Ahlborn
225 South 6th Street
Minneapolis MN 55402
612-977-5533

Total Attendance	Peak Rooms	Contracted Room Nts
------------------	------------	---------------------

Chosen Hotel

Sales Rep: Karen Townsend

Services Rep: Courtney Hartert

Event Dates: 5/2/2019 - 5/5/2019

First/Last Room Dates: 5/1/2019 - 5/6/2019

Headquarter Hotel(s): Hyatt Regency Jacksonville Riverfront

Overflow Hotel(s):

Yorktown CV-5 Contact: 30 15 45
Yorktown CV-5 2019 Reunion Gina Hunt Total Attendance Peak Rooms Contracted Room Nts

Event Dates: 5/2/2019 - 5/5/2019 Chosen Hotel
 First/Last Room Dates: 5/2/2019 - 5/4/2019 601-4672340 Sales Rep: Ashleigh Hirsch
 Services Rep: Ashleigh Hirsch
 Headquarter Hotel(s): DoubleTree by Hilton Jacksonville Riverfront
 Overflow Hotel(s):

Welcome to Rockville Contact: 50 17 0
Industry Rooms Doris Sims Total Attendance Peak Rooms Contracted Room Nts

Event Dates: 5/2/2019 - 5/6/2019 Chosen Hotel
 First/Last Room Dates: 5/2/2019 - 5/5/2019 Info Withheld Sales Rep: Lorrie Allen
 Services Rep: Courtney Hartert
 Headquarter Hotel(s): Sheraton Jacksonville Hotel
 Overflow Hotel(s):

Welcome to Rockville Contact: 5,000 350 0
Official Welcome to Rockville Hotels Info Withheld Total Attendance Peak Rooms Contracted Room Nts

Event Dates: 5/2/2019 - 5/5/2019 Info Withheld Chosen Hotel
 First/Last Room Dates: 4/25/2019 - 5/5/2019 Info Withheld Sales Rep: Lorrie Allen
 Services Rep: Courtney Hartert
 Headquarter Hotel(s): DoubleTree by Hilton Jacksonville Riverfront; Hilton Garden Inn Jacksonville Downtown/Southbank; Homewood Suites by Hilton Jacksonville Downtown/Southbank; Hyatt Regency Jacksonville Riverfront; Omni Jacksonville Hotel; Sheraton Jacksonville Hotel
 Overflow Hotel(s):

First Coast United States Bowling Congress (USBC) Contact: 1,000 40 80
2019 Open State Tournament (OVERFLOW1) Diane Limer Total Attendance Peak Rooms Contracted Room Nts

Event Dates: 5/3/2019 - 5/5/2019 Info Withheld Chosen Recreation Sites
 First/Last Room Dates: 5/3/2019 - 5/4/2019 Info Withheld Sales Rep: Karen Townsend
 Services Rep: Becky Parker
 Headquarter Hotel(s):
 Overflow Hotel(s): Aloft Jacksonville Tapestry Park

First Coast United States Bowling Congress (USBC) Contact: 1,000 145 290
2019 Open State Tournament (5/3-4/19) Diane Limer Total Attendance Peak Rooms Contracted Room Nts

Event Dates: 5/3/2019 - 5/5/2019 Info Withheld Chosen Recreation Sites
 First/Last Room Dates: 5/3/2019 - 5/4/2019 Info Withheld Sales Rep: Karen Townsend
 Services Rep: Becky Parker
 Headquarter Hotel(s): Embassy Suites Hotel; Jacksonville Marriott; Ramada Hotel & Conference Center by Wyndham Jacksonville /Mandarin;
 Overflow Hotel(s): Sheraton Jacksonville Hotel

Florida High School Athletic Association (FHSA)	Contact:	New Booking	1,000	500	0
2019 Florida High School Track & Field State Championships	Ed Thompson		Total Attendance	Peak Rooms	Contracted Room Nts
Event Dates: 5/3/2019 - 5/4/2019	1801 NW 80th Blvd		<hr/>		
First/Last Room Dates: 5/2/2019 - 5/4/2019	Gainesville FL 32606-9176		Chosen	Hotel	
	(352) 372-9551		Sales Rep:	Lorrie Allen	
Headquarter Hotel(s):			Services Rep:	Becky Parker	
Overflow Hotel(s):	Aloft Jacksonville Tapestry Park; Courtyard by Marriott Jacksonville Airport; Crowne Plaza Jacksonville Airport; Embassy Suites Hotel; Fairfield Inn & Suites Airport; Fairfield Inn & Suites by Marriott Chaffee Road; Fairfield Inn & Suites Jacksonville Beach; Hampton Inn I-295 East & Baymeadows; Hampton Inn Jacksonville Beach/Ponte Vedra; Hampton Inn Oceanfront - Jacksonville Beach; Hilton Garden Inn Jacksonville JTB/Deerwood Park; Holiday Inn I-295 East Baymeadows; Hyatt Place Jacksonville St. Johns Town Center; One Ocean Resort & Spa; Residence Inn by Marriott Jacksonville Airport; Sheraton Jacksonville Hotel; Sonesta Suites Jacksonville Baymeadows; SpringHill Suites Jacksonville; Wyndham Garden Jacksonville				

Service Definites	Contact:	New Booking	120	0	0
UNICEF Child Friendly Cities Initiative			Total Attendance	Peak Rooms	Contracted Room Nts
Event Dates: 5/5/2019 - 5/6/2019			<hr/>		
First/Last Room Dates: 5/5/2019 - 5/6/2019			Chosen	Hotel	
Headquarter Hotel(s): Hyatt Place Jacksonville St. Johns Town Center			Sales Rep:	Becky Parker	
Overflow Hotel(s):			Services Rep:		

First Coast United States Bowling Congress (USBC)	Contact:		1,000	40	80
2019 Open State Tournament (OVERFLOW1)	Diane Limer		Total Attendance	Peak Rooms	Contracted Room Nts
Event Dates: 5/10/2019 - 5/12/2019	Info Withheld		<hr/>		
First/Last Room Dates: 5/10/2019 - 5/11/2019	Info Withheld		Chosen	Recreation Sites	
Headquarter Hotel(s):			Sales Rep:	Karen Townsend	
Overflow Hotel(s): Aloft Jacksonville Tapestry Park			Services Rep:	Becky Parker	

First Coast United States Bowling Congress (USBC)	Contact:		1,000	150	300
2019 Open State Tournament (5/10-11/19)	Diane Limer		Total Attendance	Peak Rooms	Contracted Room Nts
Event Dates: 5/10/2019 - 5/12/2019	Info Withheld		<hr/>		
First/Last Room Dates: 5/10/2019 - 5/11/2019	Info Withheld		Chosen	Recreation Sites	
Headquarter Hotel(s): Embassy Suites Hotel; Jacksonville Marriott; Ramada Hotel & Conference Center by Wyndham Jacksonville /Mandarin;			Sales Rep:	Karen Townsend	
Overflow Hotel(s): Sheraton Jacksonville Hotel			Services Rep:	Becky Parker	

Council of Chief State School Officers

Contact: **New Booking**

200 196 506

Education Information Management Advisory Collaborative and Innovation Lab Network Spring Meeting

Event Dates: 5/13/2019 - 5/16/2019

First/Last Room Dates: 5/13/2019 - 5/16/2019

Headquarter Hotel(s):

Overflow Hotel(s):

Total Attendance **Peak Rooms** **Contracted Room Nts**

Chosen Hotel

Sales Rep: Courtney Hartert

Services Rep:

Capella University/Capella Education Company

Contact:

700 400 2,441

Masters Residency 2019 Week 2

Event Dates: 5/16/2019 - 5/23/2019

First/Last Room Dates: 5/16/2019 - 5/23/2019

Headquarter Hotel(s): Hyatt Regency Jacksonville Riverfront

Overflow Hotel(s):

Jessica Ahlborn
225 South 6th Street
Minneapolis MN 55402
612-977-5533

Total Attendance **Peak Rooms** **Contracted Room Nts**

Chosen Hotel

Sales Rep: Karen Townsend

Services Rep: Courtney Hartert

International Association of Chiefs of Police

Contact:

550 400 1,360

2019 IACP Technology Conference

Event Dates: 5/16/2019 - 5/23/2019

First/Last Room Dates: 5/16/2019 - 5/23/2019

Headquarter Hotel(s): Hyatt Regency Jacksonville Riverfront

Overflow Hotel(s):

Lena Timmons
44 Canal Center Plaza
Alexandria VA 22314
703-647-7218

Total Attendance **Peak Rooms** **Contracted Room Nts**

Chosen Prime Osborn Conv Cntr

Sales Rep: Veronica (Gruber) Frazier

Services Rep: Courtney Hartert

First Coast United States Bowling Congress (USBC)

Contact:

1,000 165 330

2019 Open State Tournament (5/17-18/19)

Event Dates: 5/17/2019 - 5/19/2019

First/Last Room Dates: 5/17/2019 - 5/18/2019

Headquarter Hotel(s): Embassy Suites Hotel; Jacksonville Marriott; Ramada Hotel & Conference Center by Wyndham Jacksonville /Mandarin;
Overflow Hotel(s): Sheraton Jacksonville Hotel

Diane Limer
Info Withheld
Info Withheld
Info Withheld

Total Attendance **Peak Rooms** **Contracted Room Nts**

Chosen Recreation Sites

Sales Rep: Karen Townsend

Services Rep: Becky Parker

First Coast United States Bowling Congress (USBC)

Contact:

1,000 40 80

2019 Open State Tournament (OVERFLOW1)

Event Dates: 5/17/2019 - 5/19/2019

First/Last Room Dates: 5/17/2019 - 5/18/2019

Headquarter Hotel(s):
Overflow Hotel(s): Aloft Jacksonville Tapestry Park

Diane Limer
Info Withheld
Info Withheld

Total Attendance **Peak Rooms** **Contracted Room Nts**

Chosen Recreation Sites

Sales Rep: Karen Townsend

Services Rep: Becky Parker

International Association of Chiefs of Police
2019 IACP Technology Conference Overflow

Contact:
 Kendra Johnson
 44 Canal Center Plaza
 Alexandria VA 22314
 (703) 647-7205

	Total Attendance	Peak Rooms	Contracted Room Nts
	550	15	100
Chosen	Hotel		
Sales Rep:	Ashleigh Hirsch		
Services Rep:	Courtney Hartert		

Event Dates: 5/18/2019 - 5/23/2019
First/Last Room Dates: 5/18/2019 - 5/22/2019
Headquarter Hotel(s):
Overflow Hotel(s): Omni Jacksonville Hotel

International Association of Chiefs of Police
Policy Center Advisory Group

Contact:
 Kendra Johnson
 44 Canal Center Plaza
 Alexandria VA 22314
 (703) 647-7205

	Total Attendance	Peak Rooms	Contracted Room Nts
	18	18	36
Chosen	Hotel		
Sales Rep:	Veronica (Gruber) Frazier		
Services Rep:	Courtney Hartert		

Event Dates: 5/19/2019 - 5/21/2019
First/Last Room Dates: 5/19/2019 - 5/20/2019
Headquarter Hotel(s): Hyatt Regency Jacksonville Riverfront
Overflow Hotel(s):

International Paper
2019 REACH Technical Conference Phase 2

Contact:
 Staci Barnette
 1809 Edgewater Drive
 Orlando FL 32804
 352-360-5192

	Total Attendance	Peak Rooms	Contracted Room Nts
	200	135	865
Chosen	Hotel		
Sales Rep:	Karen Townsend		
Services Rep:	Becky Parker		

Headquarter Hotel(s): Lexington Hotel & Conference Center Jacksonville Riverwalk
Overflow Hotel(s):

Northwestern University
NU Women's Track

Contact:
 Matt Lonergan
 20 Front Street
 Wapole ME 02081
 617-637-3253

	Total Attendance	Peak Rooms	Contracted Room Nts
	25	16	96
Chosen	Hotel		
Sales Rep:	Lorrie Allen		
Services Rep:	Becky Parker		

Headquarter Hotel(s): Courtyard by Marriott Jacksonville Beach Oceanfront
Overflow Hotel(s):

Trips Unlimited Inc
Golden Opportunities

Contact:
 Eileen Bosch
 5056 Taravella Road
 Marrero LA 70072
 504-340-8747

	Total Attendance	Peak Rooms	Contracted Room Nts
	60	30	90
Chosen	Hotel		
Sales Rep:	Ashleigh Hirsch		
Services Rep:	Ashleigh Hirsch		

Headquarter Hotel(s): Ramada Hotel & Conference Center by Wyndham Jacksonville /Mandarin
Overflow Hotel(s):

Troy University	Contact:	45	11	55
2019 Troy University Track and Field	Mark Davis	Total Attendance	Peak Rooms	Contracted Room Nts
Event Dates: 5/21/2019 - 5/26/2019		<hr/>		
First/Last Room Dates: 5/21/2019 - 5/25/2019	334-808-6525	Chosen	Hotel	
Headquarter Hotel(s): Fairfield Inn & Suites Jacksonville Beach		Sales Rep:	Lorrie Allen	
Overflow Hotel(s):		Services Rep:	Becky Parker	

The University of Georgia	Contact:	56	39	195
UGA at NCAA Regionals	Ms Robin Frey	Total Attendance	Peak Rooms	Contracted Room Nts
Event Dates: 5/21/2019 - 5/25/2019	6900 SW 78th Street	<hr/>		
First/Last Room Dates: 5/21/2019 - 5/25/2019	Gainesville FL 32608	Chosen	Hotel	
Headquarter Hotel(s): Homewood Suites by Hilton Jacksonville Deerwood Park	352-284-2325	Sales Rep:	Lorrie Allen	
Overflow Hotel(s):		Services Rep:	Becky Parker	

Rinosnet Corp	Contact:	700	192	413
Rinosnet Corporate Training Spring 2019	Kenia Clemente	Total Attendance	Peak Rooms	Contracted Room Nts
Event Dates: 5/22/2019 - 5/25/2019	4222 W. Alamos Avenue	<hr/>		
First/Last Room Dates: 5/22/2019 - 5/25/2019	Fresno CA 93722	Chosen	Hotel	
Headquarter Hotel(s): Hyatt Regency Jacksonville Riverfront	559-334-3863	Sales Rep:	Lorrie Allen	
Overflow Hotel(s):		Services Rep:	Becky Parker	

National Collegiate Athletic Association (NCAA)	Contact:	2,000	0	0
2019 NCAA Track & Field East Preliminary	Mr Tom Norton	Total Attendance	Peak Rooms	Contracted Room Nts
Event Dates: 5/23/2019 - 5/25/2019	1 Gator Bowl Boulevard	<hr/>		
First/Last Room Dates: 5/21/2019 - 5/26/2019	Jacksonville FL 32202	Chosen	University of North Florida	
Headquarter Hotel(s):	904 798-5986	Sales Rep:	Lorrie Allen	
Overflow Hotel(s):		Services Rep:	Courtney Hartert	

First Coast United States Bowling Congress (USBC)	Contact:	1,000	165	320
2019 Open State Tournament (5/24-25/19)	Diane Limer	Total Attendance	Peak Rooms	Contracted Room Nts
Event Dates: 5/24/2019 - 5/26/2019	Info Withheld	<hr/>		
First/Last Room Dates: 5/24/2019 - 5/25/2019	Info Withheld	Chosen	Recreation Sites	
Headquarter Hotel(s): Embassy Suites Hotel; Jacksonville Marriott; Ramada Hotel & Conference Center by Wyndham Jacksonville /Mandarin;	Info Withheld	Sales Rep:	Karen Townsend	
Overflow Hotel(s): Sheraton Jacksonville Hotel		Services Rep:	Becky Parker	

First Coast United States Bowling Congress (USBC)

Contact:
Diane Limer
Info Withheld
Info Withheld

	1,000	20	40
	Total Attendance	Peak Rooms	Contracted Room Nts

2019 Open State Tournament (OVERFLOW1)

Event Dates: 5/24/2019 - 5/26/2019

First/Last Room Dates: 5/24/2019 - 5/25/2019

Headquarter Hotel(s):

Overflow Hotel(s): Aloft Jacksonville Tapestry Park

Chosen Recreation Sites
Sales Rep: Karen Townsend
Services Rep: Becky Parker

First Coast United States Bowling Congress (USBC)

Contact:
Diane Limer
Info Withheld
Info Withheld

	1,000	40	80
	Total Attendance	Peak Rooms	Contracted Room Nts

2019 Open State Tournament (OVERFLOW1)

Event Dates: 5/31/2019 - 6/2/2019

First/Last Room Dates: 5/31/2019 - 6/1/2019

Headquarter Hotel(s):

Overflow Hotel(s): Aloft Jacksonville Tapestry Park

Chosen Recreation Sites
Sales Rep: Karen Townsend
Services Rep: Becky Parker

First Coast United States Bowling Congress (USBC)

Contact:
Diane Limer
Info Withheld
Info Withheld
Info Withheld

	1,000	180	350
	Total Attendance	Peak Rooms	Contracted Room Nts

2019 Open State Tournament (5/31/19-6/1/19)

Event Dates: 5/31/2019 - 6/2/2019

First/Last Room Dates: 5/31/2019 - 6/1/2019

Headquarter Hotel(s):

Embassy Suites Hotel; Jacksonville Marriott; Ramada Hotel & Conference Center by Wyndham Jacksonville /Mandarin;
Overflow Hotel(s): Sheraton Jacksonville Hotel

Chosen Recreation Sites
Sales Rep: Karen Townsend
Services Rep: Becky Parker

Weddings 2019

Contact: **New Booking**

	100	10	20
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Evans Wedding Room Block

Caitlin O'Brien
231-884-4654

	Total Attendance	Peak Rooms	Contracted Room Nts
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Event Dates: 6/1/2019 - 6/1/2019

First/Last Room Dates: 5/31/2019 - 6/1/2019

Headquarter Hotel(s): Omni Jacksonville Hotel

Overflow Hotel(s):

Chosen Hotel
Sales Rep: Ashleigh Hirsch
Services Rep: Ashleigh Hirsch

Marketing Quarterly Update

Quarter 2: January-March 2019



TDC Performance Requirements:

PERFORMANCE MEASURES	GOAL	EXPECTED YTD	ACTUAL YTD	% OF ANNUAL GOAL
An annual 5% increase in leisure market visitors/tourists as determined by the Longwood Travel USA Jacksonville Visitor Report	TBD by 2018 report	TBD	TBD	TBD
Tax Collections (5% increase in tourist Development tax collections)	\$8,996,960	\$4,498,480	3,213,426*	
Website Visits (5% annual increase in website traffic to the official tourism website)	276,059	138,030	147,240	53%
Advertising Impressions	46,518,622	23,259,311	31,527,168	68%
Clicks/Engagement	513,747	256,874	411,526	80%
Email Opens	11,200	5,600	18,960	169%
Video Views	1,811,288	905,644	1,622,714	92%

*collections are through Feb 2019

Communications/Media/PR and Website Stats:

COMMUNICATIONS/MEDIA/PR		WEBSITE				
KPI	QTR (JAN-MAR)	KPI	QTR (JAN-MAR)	% CHANGE OVER PY	FYTD	% CHANGE FYTD
Earned Media Value	\$251,514	Sessions	369,252	37.7%	685,382	24.1%
Number of Stories	342	Users	301,031	28.3%	548,176	17.0%
Total Media Reach	38,989,385	New Users	293,001	29.9%	540,016	16.6%

Adara: (Results of bookings after customers visit the Visit Jacksonville website during the planning process.)

KEY PERFORMANCE INDICATORS	QTR (JAN-MAR)	FYTD
Hotel Searches	93,383	170,064
Hotel Bookings	795	1,584
Air Searches	10,643	20,623
Air Bookings	492	891
Total Travelers	1,437	2,836
Total Nights	1,632	3,292
Total Room Revenue	\$227,023	\$425,981
Average Room Rate	\$139.11	\$129.40

Social Media:

	19-JAN	19-FEB	19-MAR	QTR 2
OVERALL ACCOUNTS				
Mentions	4,497	5,056	3,394	12,947
Reach	6,359,126	22,480,947	2,388,050	31,228,123
Spread	5,582,436	6,388,385	4,021,252	15,992,073
Total Impressions (Reach + Spread)	11,941,562	28,869,332	6,409,302	47,220,196
FACEBOOK				
Engagement	3,111	2,970	4,302	10,383
Impressions	3,536,819	2,972,321	2,564,967	9,074,107
Followers	91,193	91,222	91,378	91,378
TWITTER				
Engagement	865	985	1,210	3,060
Impressions	65,361	61,382	72,335	199,078
Followers	37,749	37,833	37,958	37,958
INSTAGRAM				
Engagement	7,553	8,576	8,736	24,865
Impressions	172,307	184,531	204,901	561,739
Followers	26,158	26,986	27,920	27,920
HASHTAGS				
#jaxaletrail	24	16	31	71
#onlyinjax	2,311	447	520	3,278

STR Metrics:

	FYTD (OCT 2018-MAR 19)	% CHANGE
Occupancy	72.3%	-3.7%
ADR	\$97.23	3.1%
RevPAR	\$70.84	-3.3%
Room Revenue	\$228,666,405	-4%

STR Year-to-Date Statistics by Areas in Duval County CY (Jan -Mar 2019):

	OCCUPANCY YTD	% CHANGE	ADR YTD	% CHANGE	REVPAR YTD	% CHANGE
Arlington	84.6%	-0.9%		1.2%	\$78.98	0.3%
Beaches	79.4%	2.1%	\$156.24	8.7%	\$124.12	11.0%
Downtown	74.9%	1.1%	\$132.46	0.5%	\$99.19	1.6%
Northside/Airport	79.0%	1.4%	\$89.24	-0.5%	\$70.50	0.9%
Southside/Mandarin	76.1%	-2.4%	\$93.27	5.1%	\$70.99	2.6%
Westside	76.8%	-5.6%	\$81.04	3.9%	\$62.28	-2.0%

Communications/PR Quarterly Update

KPI	JANUARY	FEBRUARY	MARCH
Earned Media Value	\$28,811	\$86,866	\$135,837
Number of Stories	21	194	127
Total Media Reach	11,389,591	19,638,581	8,210,203

Hosted Media:

In January, hosted writer Rita Cook and influencers Kelly Hill, Hofit Kim Cohen & Anastasia Ashley. In March, hosted Instagram Influencers Arielle Scarcella, Storm Ryan and Aryn Garrigan.

Big Stories:

- Cable television, outdoor and digital city campaign started running in Atlanta.
- Style Blueprint "48 Hours in Jacksonville Florida"
- Road Trips for Families "North Florida Winter Family Road Trip"
- Northstar Meeting Group "The Big Appeal of Smaller Cities"
- The Meetings Magazines "Going Above and Beyond"
- Coastal Living "Florida's Best Dog Friendly Beaches"
- Thrillist "Where to Spend a Long Weekend in the Southeast This Winter"
- Style Blueprint "48 Hours in Ponte Vedra, Florida: Where to Stay, Play and Eat"
- Le Journal de Montreal "Discouvrir Jax Beaches" (French Language)
- Sunseeker "Jacksonville's Sweet Treats: Great Places to Satisfy Your Sweet Tooth"
- Coastal Living Online "The Best Music Festivals on the Beach in Florida"
- Meetings + Events "Visit Jacksonville Launches Attendee Passport for Meetings and Conventions"
- Southern Living (print and online) "The South's Best Pizza"

Media Coverage:

See attached schedules.

QUARTERLY PERFORMANCE REPORT

VISIT JACKSONVILLE - LEISURE

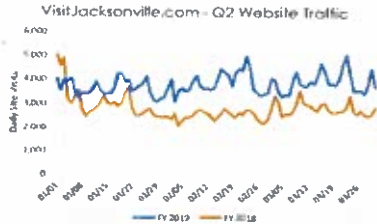


FY 2019 - Quarter 2 (January - March, 2018)



SITE TRAFFIC TO VISITJACKSONVILLE.COM

Year-over-year traffic to VisitJacksonville.com was up 36% in Q2 (January - March), driven by a particularly strong February and March. Fiscal year to date, traffic to Visit Jacksonville is up 23% versus previous year. Organic traffic is up significantly in Q2 for a combination of reasons, including increased awareness, SEO improvements resulting from the new website, and the lingering effects of Hurricane Irma in FY 2018. Direct traffic and referral traffic have also seen gains in the new fiscal year. Paid media traffic for Q2 was up 10% year-over-year; we remain on pace to meet or exceed our paid media goal for the year. In terms of driving traffic to the website, Pulsepoint & Madden Media Native, Paid Search, Facebook, programmatic display, out-of-home geofencing, and the Undertone Page Grabber ad unit were all highly effective in Q2.



Site Traffic by Channel (Q2)



Site traffic by Source

Rank	Source	Visits	Percentage
1	Google Organic	224,302	32.1%
2	Direct	199,733	28.5%
3	Facebook	17,234	2.5%
4	Paid Search	11,430	1.6%
5	LinkedIn	9,974	1.4%
6	Programmatic Display	8,649	1.2%
7	Adwords Display / Conversion on display network	3,418	0.5%
8	New from OOH / Conversion on display network	3,134	0.4%
9	Facebook Display	2,873	0.4%
10	Video Hub	2,357	0.3%
11	Email Newsletter	2,211	0.3%
12	Facebook Video	1,884	0.3%
13	Undertone Page Grabber	1,836	0.3%
14	AdSense banner	1,734	0.2%
15	Chicago OOH / Conversion on display network	1,508	0.2%
16	Facebook Native	1,192	0.2%
17	MMA / Display Network / Madden Media	1,087	0.2%
18	MMA / Geotargeting Display	1,067	0.2%
19	Slide, Photo, App / 250-800-3-visit	970	0.1%
20	clickbackup / organic	871	0.1%
21	CO-141 / referral	844	0.1%
22	Conde Nast / Churn rate	561	0.1%

SITE TRAFFIC + BOOKINGS BY MARKET

In terms of markets, beyond Jacksonville and Orlando, the highest drivers of site traffic in Q2 were Atlanta, New York, Chicago, Charlotte, and Miami. Two Texas markets - Houston and Dallas - also continue to drive a high volume of traffic to the site. Strong year-over-year growth was experienced in Birmingham, Atlanta, Nashville, Louisville, New Orleans, and Sydney. Atlanta, New York, Washington DC, Chicago, and Boston have driven the highest percentage of out-of-state hotel bookings.

Rank	City	Visits
1	Jacksonville	78,300
2	Orlando	30,699
3	Atlanta	26,040
4	New York	8,049
5	Chicago	7,102
6	Charlotte	5,613
7	Jacksonville Beach	4,228
8	Miami	3,962
9	Washington	3,369
10	Birmingham	3,029
11	Tampa	2,941
12	Nashville	2,758
13	Fruit Cove	2,734
14	Tallahassee	2,303
15	Dallas	1,995

Rank	City	Q1 2018	Q2 2018	YoY (\$)	YoY (%)
1	Atlanta	24,040	6,000	15,376	184.0%
2	Orlando	30,699	23,384	7,325	21.3%
3	Chicago	7,382	3,277	3,725	110.3%
4	Birmingham	3,029	790	2,239	283.4%
5	Charlotte	5,613	3,397	2,256	65.2%
6	Nashville	2,758	977	1,781	182.3%
7	New York	8,049	7,138	921	12.9%
8	Tallahassee	2,303	1,399	904	64.8%
9	Miami	3,962	2,297	725	22.4%
10	Philadelphia	1,472	815	657	80.0%

Hotel Bookings by City

Market	Percentage of Bookings
Atlanta	6.8%
Chicago	1.4%
Charlotte	1.4%
Washington	1.4%
Jacksonville	1.0%
Orlando	1.0%
Chicago	0.7%
Boston	0.6%
Philadelphia	0.5%
San Francisco	0.4%
Other	78.8%

Flight Bookings by City

Market	Percentage of Bookings
Atlanta	14.4%
Chicago	1.4%
Charlotte	1.4%
Washington	1.4%
Jacksonville	1.0%
Orlando	1.0%
Chicago	0.7%
Boston	0.6%
Philadelphia	0.5%
San Francisco	0.4%
Other	78.8%

MEDIA IMPACT (ADARA)

In Q2, visitors in all markets exposed to Adara-tagged elements of our campaign (roughly 25% of impressions served) performed over 80,000 hotel searches, resulting in 1,250 bookings and \$425,000 in revenue (\$1.7 million projected out across all impressions). Trip Advisor and the Adara media network have been the most successful media tactics in driving hotel bookings.

Total Searches	80,280
Total Bookings	1,249
Avg. No. of Travelers	1.5
Avg. Length of Stay	2.1 days
Total Nights	2,651
Total Revenue	\$425,494

Placement	Impressions	Reach	Visitors	Ad Rate	CPA	CTR	Clicks	Conversions	Revenue	ROI
AdSense	952	44,364	2.3	\$ 157	1.811	1,241	5	240,877	4,383	1,400
Video Post	13	1,366	2.7	\$ 330	26	55	5	11,207	4,383	1,400
Display & Search	3	100	1.5	\$ 66	2	2	5	376	25,377	1,400
Display Network	99	3,643	6.9	\$ 297	87	76	5	15,708	21,223	1,400
Search & Display	121	13,123	2.5	\$ 170	104	311	5	48,342	1,340	1,400
Video Programmatic	58	6,282	2.5	\$ 156	88	106	5	34,385	14,821	1,400
TV / Mobile	109	3,314	2.9	\$ 144	181	226	5	35,791	4,179	1,400
TV / Display	130	18,940	2.9	\$ 141	238	244	5	86,388	1,000	1,400
Total / Average	4,260	86,490	2.1	\$ 295	2,089	2,803	5	485,883	5,911	1,400

QUARTERLY PERFORMANCE REPORT

VISIT JACKSONVILLE - LEISURE

@ daltonagency

FY 2019 - Quarter 2 (January - March, 2018)



PAID MEDIA PERFORMANCE

OVERALL

The overall clickthrough rate for the campaign in Q2 2018 was 0.29%, with all digital partners meeting or exceeding benchmarks. For the quarter, 40 million impressions, 184,000 clicks and engagements, and a half million video views were driven.

Media Partner	Channel	Cost	Impressions	Clicks	CTR	CPC	Engagements	Email Opens	Video Views
2019 Inspiration Guide	Digital + Print	\$ -	465,000	-	-	-	-	-	-
Adara	Digital	\$ 17,525	2,438,415	6,628	0.27%	\$ 2.64	-	-	-
Conde Nast Traveler	Digital	\$ 4,131	156,470	814	0.52%	\$ 5.07	-	-	-
Facebook	Digital	\$ 29,825	7,589,424	6,793	0.09%	\$ 4.36	-	-	58,548
Garden & Gun	Digital	\$ 6,500	159,652	4,277	2.68%	\$ 1.52	-	-	-
Innovative Outdoor	Outdoor + Digital	\$ 27,030	10,634,530	11,013	0.10%	\$ 2.45	-	-	-
Madden Media	Digital	\$ 42,064	3,987,523	12,352	0.31%	\$ 3.41	-	-	-
NCC Media	Digital	\$ 21,659	1,301,787	1,734	0.13%	\$ 12.49	-	-	379,619
Paid Search	Digital	\$ 23,149	281,011	16,266	5.79%	\$ 1.42	-	-	-
Pulsepoint	Digital	\$ 10,965	3,343,084	22,371	0.67%	\$ 0.49	24,411	-	-
Southwest Magazine	Print	\$ 15,500	450,000	-	-	-	-	-	-
Spot Cable	Cable	\$ 205,000	4,672,000	-	-	-	-	-	-
Travel & Leisure	Digital	\$ 10,860	334,156	425	0.13%	\$ 25.55	-	-	-
Trip Advisor	Digital	\$ 3,672	85,760	196	0.23%	\$ 8.53	-	-	-
Undertone	Digital	\$ 8,734	620,496	3,958	0.64%	\$ 2.21	61,617	-	-
Visit Florida	Digital + Print	\$ 16,601	612,500	-	-	-	-	-	-
Programmatic Display	Digital	\$ 24,535	3,216,375	11,163	0.35%	\$ 2.20	-	-	-
Video Pre-Roll	Digital	\$ 1,687	83,533	135	0.16%	\$ 12.50	-	-	83,533
Grand Total		\$ 467,257	40,431,716	98,125	0.29%	\$ 2.35	86,028	-	521,700

ALL TARGET SEGMENTS

Ten media partners targeted All Target Segments. Of these tactics, paid search posted the strongest clickthrough rate (5.79%), while Undertone drove 66,000 engagements with the innovative page-grabber unit introduced this fiscal year.

Media Partner	Channel	Cost	Impressions	Clicks	CTR	CPC	Engagements	Email Opens	Video Views
2019 Inspiration Guide	Digital + Print	\$ -	465,000	-	-	-	-	-	-
Adara	Digital	\$ 17,525	2,438,415	6,628	0.27%	\$ 2.64	-	-	-
Facebook	Digital	\$ -	229,111	53	0.02%	-	-	-	-
Paid Search	Digital	\$ 23,149	281,011	16,266	5.79%	\$ 1.42	-	-	-
Programmatic Display	Digital	\$ -	169,239	163	0.10%	-	-	-	-
Southwest Magazine	Print	\$ 15,500	450,000	-	-	-	-	-	-
Spot Cable	Cable	\$ 205,000	4,672,000	-	-	-	-	-	-
Trip Advisor	Digital	\$ 3,672	85,760	196	0.23%	\$ 8.53	-	-	-
Undertone	Digital	\$ 8,734	620,496	3,958	0.64%	\$ 0.13	61,617	-	-
Visit Florida	Digital + Print	\$ 16,601	612,500	-	-	-	-	-	-
Grand Total		\$ 288,180	10,023,532	27,264	0.68%	\$1.87	61,617	-	-

ACTIVE/OUTDOOR

Nine media partners targeted the Active/Outdoor segment. Pulsepoint and Conde Nast Traveler showed a very strong clickthrough rate for Active/Outdoor placements (+.50%), while Pulsepoint drove the highest efficiencies (\$0.48 per click).

Media Partner	Channel	Cost	Impressions	Clicks	CTR	CPC	Engagements	Email Opens	Video Views
Conde Nast Traveler	Digital	\$ 3,556	58,922	293	0.50%	\$ 5.31	-	-	-
Facebook	Digital	\$ 14,841	3,557,269	3,203	0.09%	\$ 4.63	-	-	29,855
Innovative Outdoor	Outdoor + Digital	\$ 17,740	4,736,013	6,106	0.13%	\$ 2.91	-	-	-
Madden Media	Digital	\$ 20,405	2,069,827	6,007	0.29%	\$ 3.40	-	-	-
NCC Media	Digital	\$ 7,229	434,708	551	0.13%	\$ 13.12	-	-	126,617
Pulsepoint	Digital	\$ 5,185	2,089,170	10,897	0.52%	\$ 0.48	11,522	-	-
Travel & Leisure	Digital	\$ 8,680	267,080	329	0.12%	\$ 26.38	-	-	-
Programmatic Display	Digital	\$ 14,909	1,738,111	6,621	0.38%	\$ 2.25	-	-	-
Video Pre-Roll	Digital	\$ 912	45,101	72	0.16%	\$ 12.66	-	-	45,101
Grand Total		\$ 91,457	14,996,201	34,079	0.23%	\$2.68	11,522	-	201,573

CULTURE/HISTORY/ARTS

Ten media partners targeted the Culture/Arts/History segment. Garden & Gun email drove a 2.7% CTR; NCC Media drove 126,000 video views.

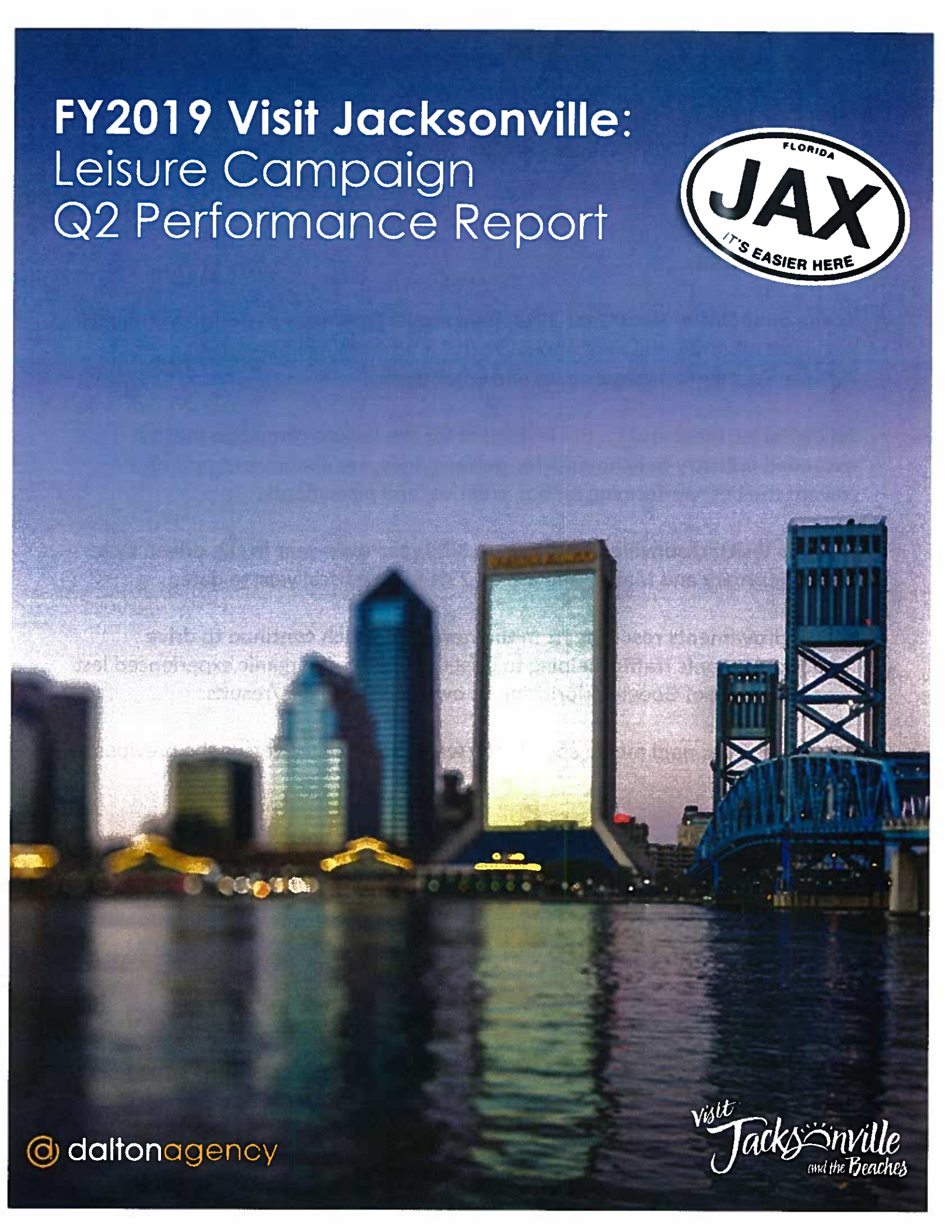
Media Partner	Channel	Cost	Impressions	Clicks	CTR	CPC	Engagements	Email Opens	Video Views
Conde Nast Traveler	Digital	\$ 1,928	73,018	406	0.56%	\$ 4.75	-	-	-
Facebook	Digital	\$ 14,784	3,803,044	3,537	0.09%	\$ 4.18	-	-	28,693
Garden & Gun	Digital	\$ 6,500	159,652	4,277	2.68%	\$ 1.52	-	-	-
Innovative Outdoor	Outdoor + Digital	\$ 9,290	5,896,517	4,907	0.08%	\$ 1.89	-	-	-
Madden Media	Digital	\$ 19,704	1,767,311	5,926	0.34%	\$ 3.33	-	-	-
NCC Media	Digital	\$ 7,221	434,054	561	0.13%	\$ 12.87	-	-	126,432
Pulsepoint	Digital	\$ 5,800	1,253,914	11,474	0.92%	\$ 0.51	12,889	-	-
Travel & Leisure	Digital	\$ 2,180	67,076	96	0.14%	\$ 22.71	-	-	-
Programmatic Display	Digital	\$ 6,574	1,027,725	2,851	0.28%	\$ 2.31	-	-	-
Video Pre-Roll	Digital	\$ 775	38,432	63	0.16%	\$ 12.33	-	-	38,432
Grand Total		\$ 74,755	14,522,743	34,098	0.23%	\$ 2.19	12,889	-	199,557

CULINARY

Four media partners targeted the Culinary segment. Programmatic display performed exceptionally well for the culinary segment, clicking through at over five times industry benchmark (0.54% vs. 0.10% benchmark).

Media Partner	Channel	Cost	Impressions	Clicks	CTR	CPC	Engagements	Email Opens	Video Views
Conde Nast Traveler	Digital	\$ 648	24,530	115	0.47%	\$ 5.63	-	-	-
Madden Media	Digital	\$ 1,955	150,385	419	0.28%	\$ 4.67	-	-	-
NCC Media	Digital	\$ 7,209	433,025	622	0.14%	\$ 11.59	-	-	126,570
Programmatic Display	Digital	\$ 3,052	281,300	1,528	0.54%	\$ 2.00	-	-	-
Grand Total		\$ 12,864	889,240	2,684	0.30%	\$ 4.79	-	-	126,570

FY2019 Visit Jacksonville: Leisure Campaign Q2 Performance Report



Executive Summary

LEISURE CAMPAIGN:

- **At the midpoint of Fiscal Year 2019, paid media continues to perform strongly,** pacing significantly ahead of annual goals for advertising impressions, clicks/engagements, video views, and email opens.
- **All digital partners and tactics leveraged for the leisure campaign met or exceeded industry benchmarks for performance;** we continue to optimize toward the best performing tactics, creative, and placements.
- **Visits to VisitJacksonville.com were up 36% year-over-year in Q2,** driven by a strong February and March, and are up 23% for the fiscal year to date.
- **SEO improvements resulting from the new site launch continue to drive additional organic traffic,** helping to offset the losses in organic experienced last year as a result of Google prioritizing its own travel widgets/results.
- **Site traffic from paid media specifically was up 10% in Q2** versus the previous year.
- The 10.5 million impressions with Adara pixels served in Q2 (25% of all impressions) resulted in **80,000 hotel searches, 1,250 hotel bookings, 8,900 room nights, and over \$425,000 in hotel revenue** (\$1.7 million for Q2 when extrapolated across the full campaign). 85,000 people exposed to our ads also searched for flights, resulting in nearly 5,000 bookings.



ADVERTISING PERFORMANCE

All Target Segments

Target Segment	Cost	Impressions	Clicks & Engagements	CTR	CPC	Video Views
Active/Outdoor	\$ 91,457	14,996,201	45,601	0.23%	\$2.68	201,573
All Target Segments	\$ 288,180	10,023,532	88,881	0.68%	\$1.87	-
Culinary	\$ 12,864	889,240	2,684	0.30%	\$4.79	126,570
Culture/Arts/History	\$ 74,755	14,522,743	46,987	0.23%	\$2.19	193,557
Grand Total	\$ 467,257	40,431,716	184,153	0.28%	\$2.35	521,700

- **Clickthrough rate (CTR)** measures the percentage of delivered digital ads that are clicked on vs. the number of digital impressions served; **cost-per-click (CPC)** measures the cost of each click.
- For the quarter, **40 million impressions, 184,000 clicks and engagements, and 522,000 video views** were driven.
- The overall **clickthrough rate for the campaign in Q2 was 0.28%, with all digital partners meeting or exceeding industry benchmarks.**
- As noted in last quarter's report, budget was shifted away from an underperforming Undertone Mobile Adhesion Unit and reallocated into higher performing tactics.

ADVERTISING PERFORMANCE

Target Segment	Cost	Impressions	Clicks & Engagements	CTR	CPC	Video Views
All Target Segments	\$ 288,180	10,023,532	88,881	0.68%	\$1.87	-

Ten media partners targeted All Target Segments.

Of these tactics, paid search posted the strongest clickthrough rate (5.79%), while Undertone drove 66,000 engagements with the innovative page-grabber unit introduced this fiscal year.

Media partners/tactics for segment: Adara, Facebook, Paid Search, Programmatic Display, Trip Advisor, Undertone, Spot Cable, Visit Florida, 2019 Inspiration Guide, and Southwest Magazine.

Target Segment	Cost	Impressions	Clicks & Engagements	CTR	CPC	Video Views
Active/Outdoor	\$ 91,457	14,996,201	45,601	0.23%	\$2.68	201,573

Nine media partners targeted the Active/Outdoor segment.

Pulsepoint and Conde Nast Traveler showed a very strong clickthrough rate for Active/Outdoor placements (+.50%), while Pulsepoint drove the highest efficiencies (\$0.48 per click).

Media partners/tactics for segment: Conde Nast Traveler, Facebook, Innovative Outdoor, Madden Media, MNI Programmatic, NCC Media, Pulsepoint, Travel & Leisure, and Video Pre-Roll.

Target Segment	Cost	Impressions	Clicks & Engagements	CTR	CPC	Video Views
Culture/Arts/History	\$ 74,755	14,522,743	46,987	0.23%	\$2.19	193,557

Ten media partners targeted the Culture/Arts/History segment.

Garden & Gun email drove a 2.7% CTR; NCC Media drove 126,000 video views.

Media partners/tactics for segment: Conde Nast Traveler, Facebook, Garden & Gun, Innovative Outdoor, Madden Media, NCC Media, MNI Programmatic, Pulsepoint, Travel & Leisure, and Video Pre-Roll.

Target Segment	Cost	Impressions	Clicks & Engagements	CTR	CPC	Video Views
Culinary	\$ 12,864	889,240	2,684	0.30%	\$4.79	126,570

Four media partners targeted the Culinary segment.

Programmatic display performed exceptionally well for the culinary segment, clicking through at over five times industry benchmark (0.54% vs. 0.10% benchmark).

Media partners/tactics for segment: Conde Nast Traveler, Madden Media, MNI Programmatic, NCC Media.



GOAL TRACKING

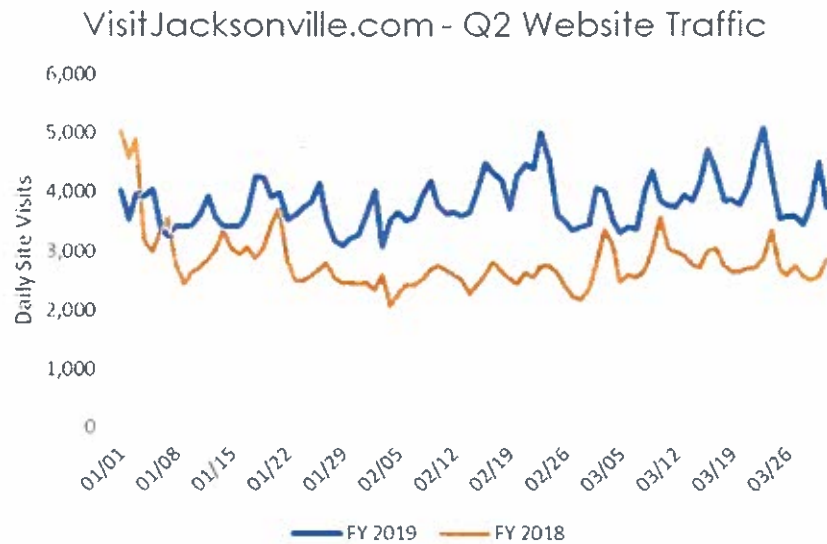
Visit Jacksonville/Dalton Agency FY 2019 Goals

Metric	FY 2019 Goal	Actual YTD	% Goal
Advertising Impressions	46,518,622	31,527,168	68%
Clicks/Engagements	513,747	411,526	80%
Email Opens	11,200	18,960	169%
Video Views	1,811,288	1,622,714	92%

- **We are pacing at, or ahead of, our goals for FY 2019 in all advertising performance metrics.**
- **68% of our annual impression goal has been served through end of Q2,** with high-impression placements like American Airlines yet to be launched.
- Halfway through the fiscal year, **we are at 80% of our click/engagement goal,** driven by strong performance from Facebook and Pulsepoint.
- **Email opens goal was hit in Q1** thanks to strong performance by sends related to Jaguars games against Houston and Indianapolis.
- **Video views are pacing significantly above projections** due to lower than expected costs for Facebook placements and strong creative performance.

WEBSITE TRAFFIC

- **Year-over-year traffic to VisitJacksonville.com was up 36% in Q2 (January – March)**, driven by a particularly strong February and March.
- Fiscal year to date, traffic to Visit Jacksonville is **up 23% versus previous year**.

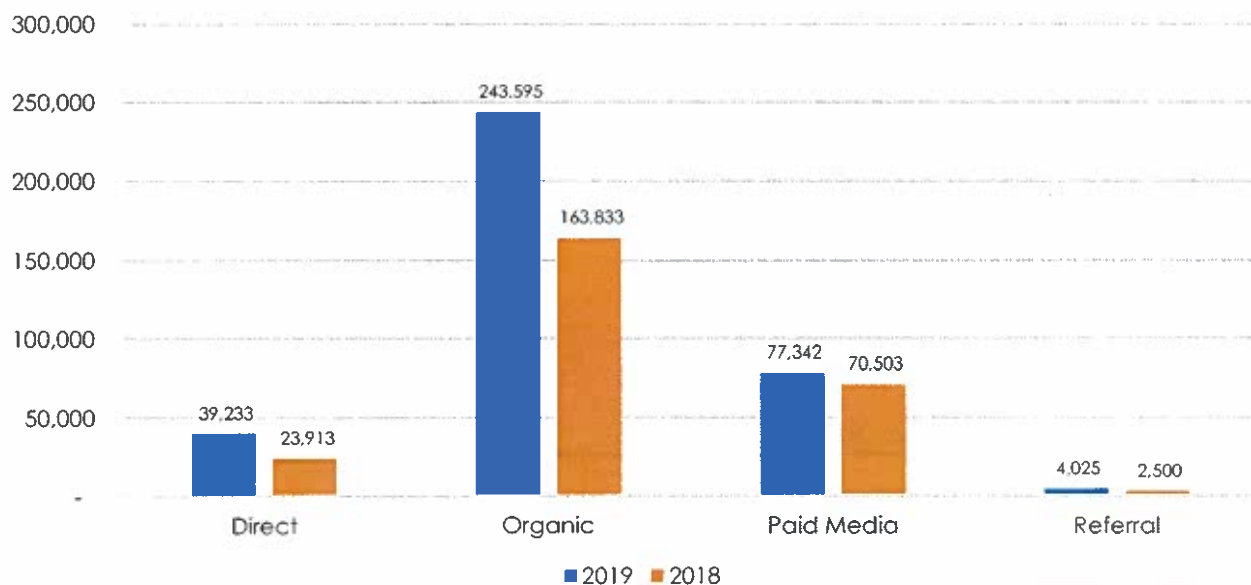


Quarter	FY 2019	FY 2018	YoY
Q1 (Oct-Dec)	316,130	284,097	+11.3%
Q2 (Jan-Mar)	343,311	252,630	+35.9%
YTD	659,441	536,727	+22.9%

TRAFFIC BY CHANNEL

- **Organic traffic is up significantly in Q2** for a combination of reasons, including increased awareness, SEO improvements resulting from the new website, and the lingering effects of Hurricane Irma in FY 2018.
- **Direct traffic and referral traffic have also seen gains** in the new fiscal year.
- **Paid media traffic for Q2 was up 10% year-over-year**; we remain on pace to meet or exceed our paid media goal for the year.

Visit Jacksonville.com - Site Traffic by Channel (Q2)



TRAFFIC SOURCES

- In terms of driving traffic to the website, **Pulsepoint & Madden Media Native, Paid Search, Facebook, programmatic display, out-of-home geofencing, and the Undertone Page Grabber** ad unit were all highly effective in Q2.

Rank	Source / Medium	Channel	Sessions
1	Google Organic	Organic	224,502
2	Direct	Direct	39,233
3	Pulsepoint / Native	Paid Media	19,531
4	Paid Search	Paid Media	17,255
5	Bing Organic	Organic	11,650
6	Madden Media	Paid Media	9,934
7	Yahoo Organic	Organic	5,960
8	Programmatic Display	Paid Media	4,649
9	Atlanta OOH / Geofenced display banners	Paid Media	3,418
10	New York OOH / Geofenced display banners	Paid Media	3,139
11	Facebook Display	Paid Media	2,875
12	Visit Florida	Referral	2,557
13	Email Newsletter	Paid Media	2,471
14	Facebook Video	Paid Media	1,884
15	Undertone Page Grabber	Paid Media	1,835
16	Adara Banner	Paid Media	1,759
18	Chicago OOH / Geofenced display banners	Paid Media	1,358
19	Madden Media	Paid Media	1,192
20	MNI / Display Banners - Madden Media	Paid Media	1,107
21	MNI / Geotargeting Display	Paid Media	1,062
22	State_Parks_App / 1280x600_banner	Paid Media	693
23	duckduckgo / organic	Organic	691
24	coj.net / referral	Referral	544
25	Conde Nast / Crown Unit	Paid Media	541

TRAFFIC BY MARKET

- In terms of markets, beyond Jacksonville and Orlando, the **highest drivers of site traffic in Q2 were Atlanta, New York, Chicago, Charlotte, and Miami**. Two Texas markets – Houston and Dallas – also continue to drive a high volume of traffic to the site.
- Strong year-over-year growth was experienced in Birmingham, Atlanta, Nashville, Louisville, New Orleans, and Sydney.

Rank	City	FY 2019	FY 2018	YoY
1	Jacksonville	76,300	43,886	73.9%
2	Orlando	30,699	23,384	31.3%
3	Atlanta	24,040	8,466	184.0%
4	New York	8,049	7,128	12.9%
5	Chicago	7,102	3,377	110.3%
6	Charlotte	5,613	3,397	65.2%
7	Jacksonville Beach	4,228	2,628	60.9%
8	Miami	3,962	3,237	22.4%
9	Washington	3,369	2,751	22.5%
10	Birmingham	3,029	790	283.4%
11	Tampa	2,841	2,721	4.4%
12	Nashville	2,758	977	182.3%
13	Fruit Cove	2,734	1,936	41.2%
14	Tallahassee	2,303	1,399	64.6%
15	Dallas	1,995	2,300	-13.3%
16	Palm Valley	1,978	1,329	48.8%
17	Houston	1,828	7,753	-76.4%
18	Gainesville	1,757	1,127	55.9%
19	Savannah	1,449	984	47.3%
20	St. Augustine	1,414	1,060	33.4%

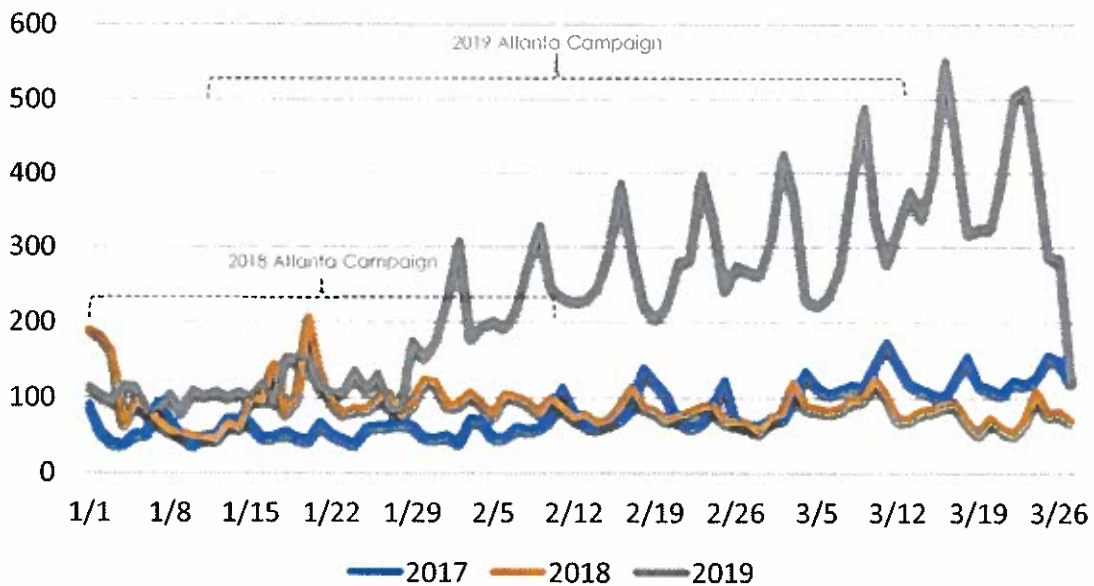
Rank	City	FY 2019	FY 2018	YoY
21	Philadelphia	1,472	815	80.6%
22	Raleigh	1,272	757	68.0%
23	Lakeside	1,357	1,204	12.7%
24	Los Angeles	1,150	800	43.8%
25	Fernandina Beach	906	661	37.1%
26	Valdosta	859	509	68.8%
27	Virginia Beach	850	506	68.0%
28	Middleburg	867	478	81.4%
29	Palm Coast	852	512	66.4%
30	Louisville	736	315	133.7%
31	Memphis	736	733	0.4%
32	New Orleans	686	265	158.9%
33	Kingsland	706	387	82.4%
34	Yulee	673	448	50.2%
35	Boston	628	2,731	-77.0%
36	Reston	541	141	283.7%
37	Orange Park	591	282	109.6%
38	Rochester	552	354	55.9%
39	Columbus	603	518	16.4%
40	Sydney	492	105	368.6%



ATLANTA LOCAL MARKET CAMPAIGN

- FY 2019's local market campaign in Atlanta was even more successful than the prior year's. During the window that the campaign ran (1/7 – 3/11), **site traffic from Atlanta was up nearly 137% versus the previous year.** Traffic was up over 100% when compared to the previous 45 days and has remained strong even after the campaign has ended.
- Though full Adara results from the campaign will not be available until summer, we expect a substantial boost in hotel bookings from Atlanta to result from the local market campaign as well.

Visit Jacksonville Atlanta Traffic



agency



HOTEL IMPACT

- In Q2, visitors in all markets exposed to Adara-tagged elements of our campaign (roughly 25% of impressions served) performed over **80,000 hotel searches, resulting in 1,250 bookings and \$425,000 in revenue** (\$1.7 million projected out across all impressions).
- Atlanta, New York, Washington DC, Chicago, and Boston** have driven the highest percentage of out-of-state hotel bookings.
- Trip Advisor and the Adara media network have been the most successful media tactics in driving hotel bookings.



Placement	Bookings	Searches	Avg Stay (Days)	ADR	Travelers	Total Estimated Nights	Total Revenue	Impressions Per Hotel Night
Adara	852	44,364	2.2 \$	157	1,311	1,841 \$	288,677	1,300
Conde Nast	13	1,596	2.7 \$	333	26	35 \$	11,507	4,588
Garden & Gun	2	108	1 \$	188	2	2 \$	376	25,977
Madden Media	39	2,015	1.9 \$	207	67	76 \$	15,720	27,919
Travel & Leisure	121	13,123	2 \$	170	206	237 \$	40,342	1,360
MNI Programmatic	53	6,282	2 \$	156	86	106 \$	16,505	14,821
NCC Media	106	5,314	2.15 \$	164	181	226 \$	37,701	6,979
Trip Advisor	120	10,445	2 \$	141	238	244 \$	34,369	366
Total / Average	1,249	80,280	2.1 \$	161	2,002	2,651 \$	425,494	3,951

FY2019 Visit Jacksonville: Convention + Sales Q2 Performance Report



Visit
Jacksonville
where beaches

Executive Summary

MEETINGS CAMPAIGN:

- Paid media for the meetings campaign continued its strong performance from Q1 with an overall clickthrough rate of 0.45% in Q2 2019, **multiple times the industry benchmark of 0.08%-0.10%**.
- **Visits to the VisitJacksonville.com Meetings page were up 88% in Q2**, driven by paid search and mobile geofencing around the Destinations International conference.
- **Washington DC, New York, Atlanta, Charlotte, and Greensboro** drove significant visitors to the Meetings page in Q2.

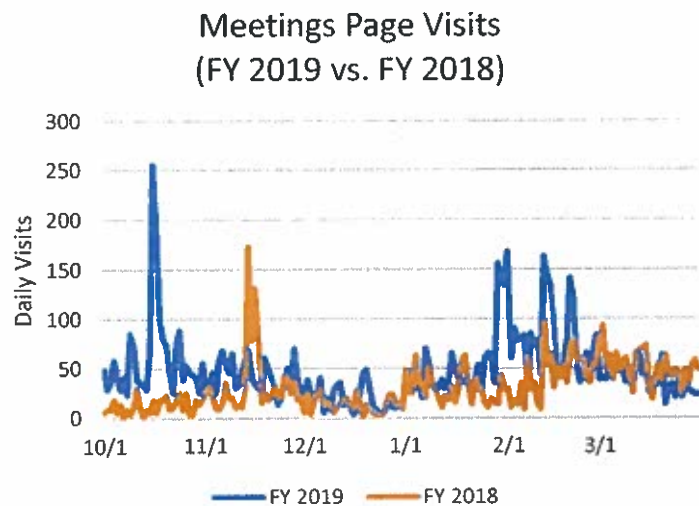
ADVERTISING PERFORMANCE

Target Segment	Cost	Impressions	Click	CTR	CPC
Meetings	\$ 71,865	2,581,244	11,076	0.45%	\$ 3.18

- **Clickthrough rate (CTR)** measures the percentage of delivered digital ads that are clicked on vs. the number of digital impressions served; **cost-per-click (CPC)** measures the cost of each click.
- For the quarter, **2.6 million impressions and 11,000 clicks** were driven.
- The overall **clickthrough rate for the campaign in Q2 was 0.45%**, over four times the industry benchmark of .08%-.010%.

PERFORMANCE INSIGHTS

- Year-over-year, **traffic to VisitJacksonville.com's Meetings Page was up 88% in Q2**; traffic is up 85% for the fiscal year to date.
- The large spikes in traffic seen in the chart below for FY 2019 correspond to successful geofencing efforts around conferences centered on event planning (IMEX and Destinations International).



Quarter	FY 2019	FY 2018	YoY
Q1 (Oct-Dec)	3,416	1,875	+82%
Q2 (Jan-Mar)	7,058	3,748	+88.3%
YTD	10,424	5,623	+85.3%



PERFORMANCE INSIGHTS

- **Paid search and programmatic display drove over 1,000 visitors each in Q2**, with geofencing efforts around event-planning conferences also contributing significant traffic to the Meetings page.
- Several leisure tactics – including Undertone, and Pulsepoint– drove traffic to the homepage that later navigated to the Meetings page, mirroring the trickle-down effect we saw between the leisure and meetings campaign in FY 2018.

Rank	Source / Medium	Channel	Pageviews
1	MNI Paid Search	Paid Search	1,788
2	MNI / Geotargeting Display	Paid Media	1,277
3	google / organic	Organic	824
4	(direct) / (none)	Direct	383
5	primefosborn.com / referral	Referral	181
6	bing / organic	Organic	106
7	visitflorida.com / referral	Paid Media	57
8	yahoo / organic	Organic	29
9	newsletter / email	Email	13
10	Pulsepoint / Native	Paid Media	13
11	coj.net / referral	Referral	11
12	Meetings Net Medical / Sponsored Placement	Paid Media	10
13	Meetings Today / eblast	Paid Media	9
14	MPI Carolinas / eblast	Paid Media	8
15	New York OOH / Geofenced display banners	Paid Media	8

- Additionally, **Madden Media Native drove over 1,100 visitors to a meeting planner-centric article on the Visit Jacksonville site.**



PERFORMANCE INSIGHTS

- In terms of markets, beyond Jacksonville and Orlando, the **highest drivers of site traffic in Q2 were Washington DC, New York, Atlanta, Charlotte, and Greensboro.**

Rank	City	2019	2018	YoY (#)	YoY (%)
1	Jacksonville	524	262	262	100%
2	Washington	311	198	113	57%
3	Orlando	200	52	148	285%
4	New York	163	142	21	15%
5	Atlanta	137	34	103	303%
6	Charlotte	127	31	96	310%
7	Greensboro	106	1	105	10500%
8	Chicago	90	62	28	45%
9	Philadelphia	79	45	34	76%
10	Dallas	71	52	19	37%
11	Miami	68	28	40	143%
12	Houston	62	72	-10	-14%
13	Reston	62	3	59	1967%
14	New Orleans	61	14	47	336%
15	Nashville	56	17	39	229%
16	Los Angeles	52	46	6	13%
17	Tampa	43	12	31	258%
18	Tallahassee	28	27	1	4%
19	Raleigh	28	15	13	87%
20	Memphis	26	9	17	189%
21	Virginia Beach	25	8	17	213%
22	Fort Worth	21	12	9	75%
23	Tucson	19	31	-12	-39%
24	Birmingham	18	8	10	125%
25	San Antonio	17	28	-11	-39%

Tourist Bureau Quarterly Update
 Quarter 2: January-March 2019



TDC Performance Requirements:

Visitor Center	2 nd QTR Interactions	2 nd QTR Total In-Person Visitors	18-19 Annual Goal In-Person Visitors	FYTD Total In-Person Interactions	% of Annual Goal
Airport	51,387	50,231	165,164	102,151	61.9%
Beaches	3,546	3,523	10,000	5,680	56.8%
Downtown	8,141	6,452	28,555	13,402	46.9%
Visit Florida	30,608	30,608	114,416	57,850	50.6%
TOTAL:	93,682	90,814	323,885	179,083	55.3%

PERFORMANCE MEASURES		JAN-MAR	FYTD
Website/Phone Interactions		2,868	6,356
Businesses Added to Database/Visitjacksonville.com Listings		65	99
Total Visitor Magazines Distributed		19,426	51,831
Total Referrals to Tourism Businesses from Visitor Center Employees		145,828	301,939

Research Collected by Tourist Bureau Employees for Q2:

- Water activities & unique tours-what is unique and different beyond the listings we have
- Weekend Itineraries for the Beaches Areas
- Trampoline Parks
- Horseback Riding; where can you do this in Duval County, both if you bring your own horse or if you want to rent a horse

Events with Table Provided by Visitor Center Q2:

- North Beach Art Walk
- First Wednesday Art Walk Downtown
- UF Health Proton Therapy Center Patient Monthly Luncheons
- Spartan Race
- North Beaches Art Walk
- Speaker for the Beaches Chamber of Commerce
- Flamingo Lake Car Rally
- Pecan Park Car Rally
- North Beach Art Walk
- Downtown Art Walk

- Proton Center
- Driftwood Art Festival

Businesses Added to Database Q2:

1 Vibe Dance
 aloft WXYZ Bar - Tapestry Park
 Body Works Studio
 Bull Memorial Park & Adele Grage Cultural Center
 Canopy Road Cafe
 Catullo's Italian
 Emanpada's Factory Latin Fusion
 Enterprise Rent-A-Car Downtown
 European Street Sweets
 Execucar Jacksonville
 Fired Up Pizza
 Fuzzy's Taco Shop
 Ginza
 Holly Blanton Art Studio Gallery
 JAX Cooking Studio
 Jazzy's Restaurant and Lounge
 Jewels By Lubbeck
 Jumpin' Jax House of Food - Atlantic Beach
 Kamiya 86 - Town Center
 Karai Ramen Bistro
 Karma Beauty Spa & Store
 Keke's Breakfast Cafe
 KMH Home
 La Bodega Original
 Legacy Ale Works
 Lethal Princess Arts
 Lum Thai
 Mack's Tenders
 Massage Envy - Bartram Park
 Massage Envy - Ortega
 Massage Envy - Southside Blvd
 Mbody Yoga
 Mr. Potato Spread
 Murray Hillbilly
 Naga Tea Jacksonville
 Noom Thai Bistro
 North Florida Kiteboarding
 Old Cypress Parking
 One Night Taco Stand
 Orange Taxi Cab
 Osake Buffet
 Rice and Noodles
 Room 5280 Jacksonville Escape Rooms
 Safe Harbor Seafood Restaurant - Jacksonville Beach

Businesses Removed from Database Q2:

A La Carte
 Adrian Pickett Gallery
 Arlington YMCA Family
 Baseball Grounds of Jacksonville
 Benny's Steak & Seafood
 Bo's Coral Reef Cocktail Lounge
 Calvin's Cajun Express
 Chicago Pizza & Sports Grille
 Cinco de Mayo - Jax Landing
 Cinnaholic
 Club Savoy
 Cookies By Design
 Dahlia's Pour House
 Diamond Inn
 Gumbo Ya Ya's
 India House
 J's Bistro - Gate Pkwy
 JC Dominican Restaurant
 JC Filipino Cuisine
 Linda's Wooden Spoon
 Madrid Restaurant
 Mai Thai Restaurant
 Mandarin Ale House
 Mid Life Crisis by the Beach
 Pattaya Thai - Baymeadows
 Pure Night Club
 Regency Inn
 Restaurant Barbaritos
 River City Crate
 Salt Air Motel
 Southbank Riverwalk
 Stasis Salon
 Streetside Bar-Greek Street Kitchen
 STUDIO ZSA ZSA LAPREE
 Tamarind Thai
 TGI Fridays - Atlantic Blvd
 The Crawler Party Bus
 The Jacksonville Fire Museum
 The Scoreboard Sports Bar & Grill
 Tommy's Brick Oven Pizza
 Travel Inn
 Vito's Italian Cafe
 Wonderland Cookie Dough Co. Exp

Businesses Added to Database Q2
(Continued):
Sailors Siren- Salt Air Gifts
Sake House - Jax Beach
SaltAer
Seasons Dumpings
Sk8 City Jacksonville
Southern Roots Filling Station
Spitz
Stubbees
Sunny Oaks RV Park
Tai Chi at Cobalt Moon Center
The 904 Pop-Up by 8103 Clothing
The Bookmark
The Carling
The Escape Game
The Manhattan Sports Bar & Lounge
Thompson Surf School
TIAA Bank Field Tours
Tokyo Ramen & Burrito
Viet Subs Cafe
Windmere Equestrian
Word Revolt



For April 20-May 6:

- Beaches Town Center Kiosk - 238 users for 542 minutes of use
- Jacksonville Zoo & Gardens - 188 users for 1,327 minutes of use

Beaches Town Center & Jacksonville Zoo & Gardens



Visitor Information Digital Kiosk Ribbon Cutting Ceremony



