

**Duval County Tourist Development Council
Financial Report - May 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	949,014.56
May	675,913.27	710,688.08	786,614.52	793,962.83
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	\$ 5,663,896.05

Comparison of Collections, Last Twelve Months to Prior Twelve Months

12 months ending May, 2019	\$ 8,596,326.94
12 months ending May, 2018	\$ 8,339,906.53
Change over prior 12 months	\$ 256,420.41
Percentage change	3.07%

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

8 months ending May, 2019	\$ 5,663,896.05
8 months ending May, 2018	\$ 5,636,102.12
Change over prior year to date	\$ 27,793.93
Percentage change	0.49%

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

May, 2019	793,962.83
May, 2018	786,614.52
Change over prior year	\$ 7,348.31
Percentage change	0.93%

Comparison of Actual Collections to Average Revenues Received

Actual Collections, May 2019	\$ 5,663,896.05
Average Revenues to Budget, May 2019	\$ 5,851,800.00
Average Revenues Difference	\$ (187,903.95)

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

Tourist Development Plan Components - April 30, 2019

		<u>Budget</u>
(1) Tourist Bureau		\$ 500,000.00
Less Disbursements to Visit Jacksonville		(225,084.38)
Less Encumbrances: Visit Jacksonville Contract	(274,915.62)	
		(274,915.62)
Budgetary Balance Available		\$ -
(2) Marketing		\$ 3,100,000.00
Less Disbursements to Visit Jacksonville		(1,306,332.66)
Less Other Disbursements		(47,912.97)
Less Encumbrances: Visit Jacksonville Contract	(1,541,289.34)	
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)	
		(1,745,754.37)
Budgetary Balance Available		\$ -
(3) Convention Sales		\$ 2,250,000.00
Less Disbursements to Visit Jacksonville		(980,486.33)
Less Transfers Out		(170,000.00)
Less Other Disbursements		(13,430.00)
Less Encumbrances: Visit Jacksonville Contract	(1,086,083.67)	
		(1,086,083.67)
Budgetary Balance Available		\$ -
Convention Grants		
Prior Year's Balances		\$ 316,061.70
FY 2018/19 Appropriation		170,000.00
Less Disbursements		(37,298.38)
Less Encumbrances	(428,236.73)	
		(428,236.73)
Budgetary Balance Available		\$ 20,526.59
(4) Development and Planning		\$ 50,000.00
Less Encumbrances: JPA Cruise Survey	(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)	
Motocross FL National	(2,500.00)	
UNF - FHSAA Track & Field Championships	(7,500.00)	
		(320,000.00)
Budgetary Balance Available		\$ -
(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)	
Motocross FL National	(1,245.00)	
		(76,245.00)
Budgetary Balance Available		\$ -
TDC Budget Reserve		\$ 500,000.00
		Total \$ 575,526.59

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

Tourist Development Plan Components - April 30, 2019

TDC Administrative Budget		\$	323,551.00
Less Disbursements			(130,600.58)
Less Encumbrances:			-
Budgetary Balance Available		\$	192,950.42
<hr/>			
Tourist Development Special Revenue Fund		\$	32,778.00
Transfers In			5,565.00
Less Disbursements			(2,040.00)
Less Encumbrances:	JAXSports- Florida State vs. Boise State Game	(20,000.00)	
	Motocross FL National	(5,000.00)	
Budgetary Balance Available			(25,000.00)
		\$	11,303.00
<hr/>			
Accounts Requiring Additional City Council Action			
(6) Development Account		\$	4,407,937.51
Transfers In	Visitor Center & Outdoor Wall Projection Venue (Ord. 2018-837-E)		983,138.12
Less Transfers Out:		(2,050,000.00)	
Budgetary Balance Available			(2,050,000.00)
		\$	3,341,075.63
<hr/>			
(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.
-



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.
-

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 tradeshow 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. 		

<p>b. Create a Meeting Planner Toolkit with destination information and share with booked groups to assist with planning.</p>		
<p>3. Target Prior Year Conferences to Encourage Attendees to Come to Jacksonville and Increase Length of Stay</p> <p>a. Work with marketing to develop bleisure-focused collateral and promotional materials to provide to meeting planners for attendees.</p> <p>b. Develop an e-blast template for planners to send to prospective attendees with 5 reasons they should attend the conference in Jacksonville.</p>		
<p>4. Coordinate and Fulfill All Concessions, Sponsorships, Promotions, Grants or Additional Items offered to groups during Sales Process.</p> <p>a. Design and coordinate installation of welcome signage at airport, street pole banners and floor decals for groups.</p> <p>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.</p> <p>c. Collect and ensure compliance for all required documents for payment of CVB grants, VJ Promotions and VJ Sponsorships.</p> <p>d. Provide additional tailored concessions as requested by Sales Managers during closing of business.</p>		
<p>5. Assist Sales Team in Targeting and Hosting Large-Scale Meeting Planners</p> <p>a. Produce (4) Sales Mission/Client Events in Jacksonville feeder cities as determined by sales team outreach and research.</p> <p>b. Coordinate FAM itineraries, invitations, RSVP management and coordination of expenses and payments in collaboration with Sales Managers.</p> <p>c. Prioritize "Only In Jax" unique locations and experiences when bringing planners to Jacksonville.</p> <p>d. Qualify and vet meeting planners prior to approval and attendance on FAMs.</p>		



<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 5% increase in new room night future production for a total of 93,712 room nights</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Room Night Actualization 5% increase in room night actualization for a total of 93,712 actualized room nights</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>REVPAR .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</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Market Awareness 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.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>New Business Minimum base of 50% of room night production that is new business.</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: Target audiences engaging in waterways, beaches, parks, outdoor adventure, cultural and historical attractions and sporting events/teams at all levels.
4. Targeting direct flight market destinations.
5. Maintain, update information and perform upgrades to visitjacksonville.com to create the best user experience.
6. Maintain social media sites and digital advertising.
7. To create and print the annual visitor magazine for distribution.
8. To promote Jacksonville as a unique destination through media, bloggers and social media influencers.
9. To create new maps for publication and the website.
10. To create new topic specific brochures and videos.
11. To collect brochures, videos, and other collateral materials prepared by existing tourist-oriented facilities.
12. 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; secondarily 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.
- 3.

COMPONENT 3: Audience targeting: Target audiences engaging in waterways, beaches, parks, outdoor adventure, cultural and historical attractions and sporting events/teams at all levels.

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

COMPONENT 4: Targeting direct flight market destinations.

Strategies to Achieve this Component in Year 3:

1. Coordinate advertising efforts with the Jacksonville Aviation Authority.

COMPONENT 5: 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.

COMPONENT 6: 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 7: 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 8: 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 9: Create new maps for publication and the website.

Metrics & Deliverables for this component in Year 3:

1. Create new maps for the website and in print identifying running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks, boat ramps, non-motorized launches and waterfront facilities accessible to those on the water such as restaurants with docks, etc.;
2. Update and reprint full destination maps.

COMPONENT 10: 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 11: 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 12: 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 – Target audiences engaging in waterways, beaches, parks, outdoor adventure, cultural and historical attractions and sporting events/teams at all levels.		
<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 sports 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. a. Teams that will have one content piece developed: i. Jumbo Shrimp ii. Sharks iii. Giants iv. Icemen v. Armada vi. Axemen 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>3. Develop and distribute content focusing on the unique attributes of Jacksonville. a. Adhere to email content calendar for distribution. b. Encourage email signups through 2 contests to increase all personas by 5%. c. Distribute content through social media channels.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Component 4: Target direct flight market destinations.</p>		
<p>1. Coordinate advertising efforts with the Jacksonville Aviation Authority. a. Targeted Digital and social media ads to the following new flight markets (align placements with any promotions airline is running): 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 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 5: Maintain, update information and perform upgrades to visitjacksonville.com to create the best user experience.</p>		
<p>1. Continually explore website for potential upgrades. 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 Executive Director. 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 6: 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 7: 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 8: 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 9: 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 vi. Bartram Trail stops </p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>

<p>vii. Map inventory will include material associated with all content delineated in the contract, including:</p> <ul style="list-style-type: none"> a) Running routes/trails b) Bicycling tour routes c) Scenic walks d) Historic walking tours e) Tourist attraction and activity locations f) Public docks, boat ramps, non-motorized launches g) Waterfront facilities accessible to those on the water such as restaurants with docks.. 		
<p>2. Reprint of Destination Maps a. Update and reprint map created in 2018.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Component 10: Create new topic specific brochures and videos.</p>		
<p>1. Execute New Brochures. a. Full production schedule to include:</p> <ul style="list-style-type: none"> 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 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>2. Execute New Videos. a. Full production schedule to include:</p> <ul style="list-style-type: none"> 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 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>3. Reprint Brochures to Meet Demand for Distribution. a. Parks Brochure b. Museum Brochure c. Fishing Brochure d. Historic Building Brochure</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>

<p>e. Ale Trail Brochures</p>		
<p>4. Translate Appropriate Brochures into Spanish and French. a. Sections of the Visitor Magazine b. Parks Brochure c. Museum Brochure</p>		
<p>5. Assist with Community and Tourist-Oriented Brochure Printing as Resources are Available. a. Require brochures to feature Visit Jacksonville logo</p>		
<p>Component 11: To collect brochures, videos, and other collateral materials prepared by existing tourist-oriented facilities.</p>		
<p>1. Receive Information Collected by Tourist Bureau Staff.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>2. Obtain New Content through Existing Community Material. a. 5 pieces of content. b. 5 photographic albums. c. 5 videos.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Component 12: Marketing Services – Experience Development</p>		
<p>1. Develop Neighborhood Tour Experiences.</p> <p>A. Riverside/Avondale: i. New Video of Neighborhood ii. Map iii. Web Content iv. Video Featuring Residents</p> <p>B. Mandarin: i. New videos ii. Map iii. Web Content iv. Video Featuring Residents</p> <p>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</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>



<p>v. Blog/Content on Beaches Events Focused on Those That are Trip Worthy</p>		
<p>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</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Market Indicators:</p>		
<p>An annual five percent (5%) increase in the leisure market visitors/tourists as determined by the Longwood Travel USA Jacksonville Visitor Report.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>An annual five percent (5%) increase in total tourist development tax collections.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>A five percent (5%) annual increase in website traffic to the City’s official tourism website as driven by paid media.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p>Campaign Type Performance Metrics:</p> <ul style="list-style-type: none"> • Advertising Impressions • Clicks/Engagement • Email Opens • Video Views 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>

<p>Verification of Review</p>	
<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>





<p>motorized launches/waterfront facilities accessible to those on the water; other maps and guides for which tourists search.</p> <ul style="list-style-type: none"> 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 available data for that subject matter. Provide data to Marketing for their use. d. Provide research and technical support for Marketing team projects for the community. 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. f. Perform database cleansing. 		
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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>	Click here to enter text.	Click here to enter text.
<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>	Click here to enter text.	Click here to enter text.

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>	
Visit Jacksonville Signature:	Date:
TDC Executive Director Signature:	Date:
TDC Chair Signature:	Date:



<ul style="list-style-type: none"> ii. Recommendations of enhanced experiences surrounding existing attractions. iii. Packaged tourist attractions and events to increase tourist awareness and enhance the experience. 		
<p>4. Increase the Interactive Experiences within the Visitor Centers</p> <ul style="list-style-type: none"> 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 representing attractions or products coinciding with major events. 	Click here to enter text.	Click here to enter text.
<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- 		

<ul style="list-style-type: none"> IV. Airport Tradeshow: partner with JIA to locate tourism attractions to participate in tradeshow including ourselves- 12 total. 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 XII. Other TDC sponsored marketing, special and signature grant events (conditional upon grantee approval and/or modification of the grant applications to include this as a requirement of accepting the grant). 		
<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. 	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>



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		
1. Staff all Visitor Centers and outreach per contract. <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 	Click here to enter text.	Click here to enter text.
2. Increase the number of visitors to each center. <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. Partner with event production organizations by providing a strategic physical presence 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 	Click here to enter text.	Click here to enter text.



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.



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.

TRAVEL FOR 2019-20 FOR VISIT JACKSONVILLE FOR TDC APPROVAL

Contract	Category	Month	Hosting Organization and Event Name	Location	Travel/Meals/ Entertainment/ Shipping	Tradeshow Booth Decor/Shipping	Registration Fees	Total
CSS	Sales Mission	Nov-19	Sales Mission/Client Event	Charlotte, NC	\$7,500.00	\$0.00	\$0.00	\$7,500.00
CSS	Sales Mission	Dec-19	Holiday Client Sales Mission	Tallahassee, FL	\$3,000.00	\$0.00	\$0.00	\$3,000.00
CSS	Sales Mission	Apr-20	Spring Sales Mission	Tallahassee, FL	\$2,500.00	\$0.00	\$0.00	\$2,500.00
CSS	Sales Mission	May-20	Sales Mission/Client Event	Washington DC / Rustin	\$7,500.00	\$0.00	\$0.00	\$7,500.00
CSS	Sales Mission	Jun-20	Sales Mission/Client Event	Atlanta, GA	\$6,000.00	\$0.00	\$0.00	\$6,000.00
CSS	Sales Mission	Sep-20	Sales Mission	Chicago, IL	\$7,000.00	\$0.00	\$0.00	\$7,000.00
			Convention Sales and Services Sales Missions and Client Events					\$33,500.00
CSS	Contingency	TBD	Contingency Travel	TBD	\$5,000.00	\$0.00	\$0.00	\$5,000.00
			Connect Women in Tourism	Tucson, AZ	\$1,200.00	\$0.00	\$995.00	\$2,195.00
CSS	PD	Dec-19	Destinations International Convention Sales & Marketing Summit	TBD	\$1,200.00	\$0.00	\$495.00	\$1,695.00
CSS	PD	Jan-20	FSAE Power Luncheon	Tallahassee, FL	\$350.00	\$0.00	\$50.00	\$400.00
CSS	PD	Jul-20	Destinations International Annual Convention	TBD	\$2,000.00	\$0.00	\$1,000.00	\$3,000.00
CSS	PD	Sep-20	Florida Governor's Conference on Tourism	FL	\$760.00	\$0.00	\$495.00	\$1,255.00
CSS	PD	Monthly	MPI North FL Chapter Educational Luncheon	Jacksonville, FL	\$25.00	\$0.00	\$150.00	\$175.00
CSS	PD	Monthly	Society of Government Meeting Professionals (SGMP)	FL	\$600.00	\$0.00	\$180.00	\$780.00
			Convention Sales and Services Professional Development					\$9,500.00
CSS	Tradeshow	Oct-19	Florida Society of Association Executives (FSAE) Education Expo	TBD	\$1,000.00	\$0.00	\$585.00	\$1,585.00
CSS	Tradeshow	Oct-19	Northstar Group Destination Southeast	Orlando	\$350.00	\$200.00	\$4,500.00	\$5,050.00
CSS	Tradeshow	Oct-19	Connect Medical Tech	Dallas, TX	\$1,195.00	\$500.00	\$3,000.00	\$4,695.00
CSS	Tradeshow	Oct-19	Connect Faith	Grand Rapids, MI	\$2,500.00	\$0.00	\$4,500.00	\$7,000.00
CSS	Tradeshow	Apr-20	Your Military Reunion Connection (YMRG)	Jax FL	\$100.00	\$0.00	\$0.00	\$100.00
CSS	Tradeshow	Nov-19	National Coalition of Black Meeting Planners (NCBMP) Annual Conf.	TBD	\$1,750.00	\$0.00	\$2,400.00	\$4,150.00
CSS	Tradeshow	Nov-19	Florida Encounter (Visit Florida)	Panama City, FL	\$1,000.00	\$800.00	\$3,500.00	\$5,300.00
CSS	Tradeshow	Nov-19	15th Pharmaceutical Meeting Professionals Summit	Chicago, IL	\$2,250.00	\$0.00	\$4,600.00	\$6,850.00
CSS	Tradeshow	Dec-19	Association Forum Holiday Showcase	Chicago, IL	\$2,250.00	\$0.00	\$3,500.00	\$5,750.00
CSS	Tradeshow	Jan-20	American Bus Association's Annual Meeting	Omaha, NB	\$1,555.00	\$0.00	\$1,695.00	\$3,250.00
CSS	Tradeshow	Feb-20	Religious Conference Management Association (RCMA) Emerge	Iving, TX	\$1,250.00	\$1,789.00	\$2,410.00	\$5,449.00
CSS	Tradeshow	Feb-20	XSITE Tallahassee	Tallahassee, FL	\$1,000.00	\$0.00	\$1,350.00	\$2,350.00
CSS	Tradeshow	Mar-20	Destinations International Destination Showcase	TBD	\$2,250.00	\$2,300.00	\$4,995.00	\$9,545.00
CSS	Tradeshow	Mar-20	Meet New York	NYC	\$3,500.00	\$0.00	\$3,500.00	\$7,000.00
CSS	Tradeshow	Jun-20	Meeting Planners International (MPI) World Education Congress (WEC)	TBD	\$2,250.00	\$1,000.00	\$7,500.00	\$10,750.00
CSS	Tradeshow	Aug-20	Connect Mega Marketplace	TBD	\$3,000.00	\$500.00	\$7,000.00	\$10,500.00
CSS	Tradeshow	Sep-20	American Society of Association Executives (ASAE) Annual Meeting	Las Vegas, NV	\$2,250.00	\$6,800.00	\$4,600.00	\$13,650.00
CSS	Tradeshow	Sep-20	IMEX (with Visit Florida)	TBD	\$3,000.00	\$0.00	\$6,400.00	\$9,400.00
CSS	Tradeshow	Sep-20	AAU National Sports	TBD	\$1,250.00	\$0.00	\$1,500.00	\$2,750.00
CSS	Tradeshow	TBD	Fraternity Executives Association (FEA) Annual Meeting	TBD	\$2,500.00	\$1,150.00	\$1,400.00	\$5,050.00
CSS	Tradeshow	TBD	Military Reunion Network	TBD	\$1,250.00	\$0.00	\$895.00	\$2,145.00
CSS	Tradeshow	Sep-20	Small Market Meetings Conference (SMMC)	TBD	\$1,500.00	\$0.00	\$1,795.00	\$3,295.00

TRAVEL FOR 2019-20 FOR VISIT JACKSONVILLE FOR TDC APPROVAL

Contract	Category	Month	Hosting Organization and Event Name	Location	Travel/Meals/ Entertainment/ Shipping	Tradeshow Booth Decor/Shipping	Registration Fees	Total
				Sales Travel	\$38,950.00	\$19,639.00		
				Sales Tradeshow Booth Shipping			\$71,625.00	
				Sales Registration Fees				
				Denver, CO	\$2,200.00	\$0.00	\$1,350.00	\$3,550.00
				Pensacola, FL	\$950.00	\$0.00	\$0.00	\$950.00
				Convention Services Travel- Out of County				\$4,500.00
				TBD	\$1,100.00	\$0.00	\$100.00	\$1,200.00
				Jacksonville	\$0.00	\$0.00	\$350.00	\$350.00
				TBD	\$1,400.00	\$0.00	\$695.00	\$2,095.00
				Tourist Bureau- Travel				\$3,645.00
				Washington, DC	\$1,750.00	\$0.00	\$0.00	\$1,750.00
				TBD	\$0.00	\$0.00	\$1,000.00	\$1,000.00
				Tucson, AZ	\$1,200.00	\$0.00	\$995.00	\$2,195.00
				San Francisco, CA	\$2,050.00	\$0.00	\$1,195.00	\$3,245.00
				Tallahassee, FL	\$745.00	\$0.00	\$55.00	\$800.00
				Little Rock, AR	\$1,350.00	\$0.00	\$650.00	\$2,000.00
				TBD	\$1,995.00	\$0.00	\$1,000.00	\$2,995.00
				Las Vegas, NV	\$5,200.00	\$0.00	\$2,000.00	\$7,200.00
				FL	\$2,595.00	\$0.00	\$1,000.00	\$3,595.00
				TBD	\$2,700.00	\$0.00	\$4,000.00	\$6,700.00
				TBD	\$1,400.00	\$0.00	\$700.00	\$2,100.00
				TBD	\$6,100.00	\$0.00	\$0.00	\$6,100.00
				TBD	\$2,500.00	\$0.00	\$0.00	\$2,500.00
				Administration Out of County Travel				\$43,180.00
				Atlanta, GA	\$1,000.00		\$1,200.00	\$2,200.00
				New York, NY	\$1,800.00	\$0.00	\$1,200.00	\$3,000.00
				TBD	\$1,000.00		\$1,200.00	\$2,200.00
				TBD	\$2,000.00		\$600.00	\$2,600.00
				Marketing Tradeshow				\$20,000.00
				Chicago, IL	\$1,600.00	\$0.00	\$0.00	\$1,600.00
				Atlanta, GA	\$1,500.00	\$0.00	\$0.00	\$1,500.00
				Washington, DC	\$1,700.00	\$0.00	\$0.00	\$1,700.00
				Nashville, TN; Atlanta, GA; Birmingham, AL				
				TBD	\$2,000.00		\$1,500.00	\$3,500.00
				Tampa & Orlando, FL	\$1,800.00		\$1,000.00	\$2,800.00
				Marketing Media Missions	\$1,500.00	\$0.00	\$0.00	\$1,500.00
								\$12,600.00

TRAVEL FOR 2019-20 FOR VISIT JACKSONVILLE FOR TDC APPROVAL

Contract	Category	Month	Hosting Organization and Event Name	Location	Travel/Meals/ Entertainment/ Shipping	Tradeshow Booth Décor/Shipping	Registration Fees	Total
Mkt	Professional Dev	Jul. 2020	Destinations International Annual Conference	TBD	\$2,000.00	\$0.00	\$1,000.00	\$3,000.00
Mkt	Professional Dev	May, 2020	FADMO's Marketing Conference	TBD	\$1,000.00	\$0.00	\$500.00	\$1,500.00
Mkt	Professional Dev	June, 2020	Social Media Day Jacksonville	Jacksonville, FL			\$200.00	\$200.00
Mkt	Professional Dev	Aug. 2020	US Travel's ESTO	TBD	\$3,400.00	\$0.00	\$1,900.00	\$5,300.00
Mkt	Professional Dev	Jun. 2020	PRSA Travel & Tourism Conference	TBD	\$1,500.00	\$0.00	\$900.00	\$2,400.00
				Marketing Professional Development				\$12,400.00

