

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

Please submit one COMPLETE application in a format using dividers or tabs for the items and Sections of the Application listed below, and one (1) electronic submission copy with all attachments (separated or included in one file?) to:

**Tourist Development Council
c/o Executive Director
117 W. Duval St., Suite 425
Jacksonville, FL 32202**

(need email)[@coj.net](mailto:coj.net) (consider email such as TDCgrants@coj.net)

Special Events Grants are TDC grants awarded to Applicants that are hosting or organizing an event in Duval County or surrounding areas that are open to the public, although may charge ticketed admission, where a large number of tourists to Duval County are brought together to watch or participate in an event of limited and fixed duration from a few hours to a few days, and not part of a regular series or occurring more frequently than once a year. Section 125.0104, *Florida Statutes*, defines "**Tourist**" as a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations.

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

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

Applications must be completed and submitted in the manner prescribed herein by the applicable grant application cycle deadline, as required by the TDC. Grant cycles and submission deadlines will be posted on the TDC webpage. Applications must be submitted to Visit Jacksonville for review of applicant's marketing plan a minimum of 5

business days prior to the published deadline for submission of the application to the TDC.

No application will be considered by the TDC unless the completed application is received at least 30 days prior to the TDC meeting at which it is to be considered. Applications will be posted on the TDC webpage and become public records upon submission.

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

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

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

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

PART 1 — Eligibility Review

I. Threshold Requirements Review

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

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

(1) Main Purpose Attraction of Tourist Requirement:

(a) Who do you anticipate will attend your event and why? Based on previous attendance data, we anticipate over 200,000 people will attend THE PLAYERS throughout the week. Over 58% of attendees are expected to come from outside the 5-county area.

(i) What are the expected demographics of your audience/attendees and where will they come from? Attendees of THE PLAYERS will come from around the world but we will target specific markets that have shown continued growth in attendance over the years. Those markets include: Atlanta, Charlotte, Miami/Ft. Lauderdale, Orlando, Tampa, Nashville, Philadelphia, Savannah, Washington D.C., Tallahassee, Boston, Charleston, Columbia, Chicago, Dallas, Houston, Ft. Myers / Naples, Toronto. Please reference Appendix (1-4) for demographic sheet for target demographics of the out-of-market campaign and Appendix (5) for the 2019 target markets and their percentage of ticket sales from the 2018 tournament.

(ii) What percentage of your audience/attendees will come from outside a 150 mile radius of the County boundaries and what are you relying on to make that assumption? Based off of TicketMaster data from 2018, 58% of the tournament's 200,000 plus attendees came from outside the 5-county area. Please see Appendix (5) for

the 2019 target markets and their percentage of ticket sales from the 2018 tournament.

(b) How do you plan to promote the event to potential attendees outside a 150 mile radius of the County Boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising? 100% of the money granted by the Duval County TDC will go directly to markets outside the 5-county area (see markets above). The money will go directly into marketing and promotional efforts within those markets. See marketing mix attached.

(2) Tourist Attendance and Proof Requirement:

(a) Which grant tier do you plan to meet (i.e. Maximum \$250,000 grant or maximum \$100,000 grant)? We plan to meet the Maximum of \$250,000 grant.

(i) What is the amount of the grant you are requesting? \$250,000

(ii) How many tourists do you anticipate attending the Special Event and/or how many room nights do you anticipate will be generated? We anticipate over 200,000 attendees coming to THE PLAYERS 2019 with the majority (58%+) coming from outside the 5-county area. We will provide TicketMaster ticket data to track where the attendees are coming from for the 2019 event. Appendix (6) for the STR report for data on hotel rooms during the 2018 tournament.

(iii) How many tourist and or room nights are you guaranteeing? NA - We anticipate more than half of our attendees will come from outside the 5-county area and will use the STR report from tournament week 2019 to validate room nights following the tournament.

(b) How will you document that your event has met the grant criteria?

Please provide detail regarding who will collect the data on attendance how it will be verified and provided to the TFC.

(i) How will you prove the guaranteed room night pick-ups for the event? NA - We will provide TicketMaster ticket data to track where the attendees are coming from for the 2019 event. Results will be based on the STR report for the tournament week. STR report will be provided by Visit Jacksonville.

or

(ii) How will you prove that the guaranteed number of the attendees visited from outside of a 150 mile radius of the County? We will use our ticket data, provided by TicketMaster, to show how many attendees came from outside the 5-county area.

Failure to answer this question renders you ineligible for any funds

II. Applicant Eligibility Review

Please answer the following eligibility requirements:

1. Are you (the Applicant) noncompliant with a City or County agreement to which the entity is a party?

Yes, please identify contract(s):

No.

2. Are you (the Applicant) delinquent on taxes or the payment of liens or their debts owed to the City or County?

Yes, please identify all delinquencies:

No.

3. Are you (the Applicant) noncompliant with the conditions or requirements of a City or County grant award or program in which the entity is a recipient?

Yes, please identify the grant award or program:

No.

PLEASE BE ADVISED:

The Applicant shall be ineligible to receive a Special Events Grant if any of the above questions are answered in the affirmative. The Applicant shall be in compliance prior to the TDC's review of this Special Events Grant application if it decides to go forward with the application process.

PART 2—Required Documents

I. Please provide the following documents

- Articles of Incorporation (except government entities)
- IRS Form W-9
- State of Florida Certificate of Solicitation of Contributions (see Florida Statutes Sec. 496.405) (if a not-for-profit)
- Sponsorship package for event
- Complete project event budget including revenue and expenses
- TDC Post-Event Report (for previous TDC grantees only)
- Written authorization for Authorized Agent to act on behalf of Applicant
 - Resolution from the Applicant's governing board authorizing this application for funds
 - A notarized agent authorization form
- Certification of Grantee is executed (last page of this Application)

Telephone: 9042733435

Fax: 9042806854

Email:

jenhendrich@pgatourhq.com

7. Overview of the Applicant, Include following information:

a) Description of Applicant's business and history:

b) Description of Applicant's programs, activities, services, and/or events:

THE PLAYERS Championship annually combines the best field in golf with the world-class venue that is THE PLAYERS Stadium Course at TPC Sawgrass.

Optum, Morgan Stanley and Grant Thornton LLP are the exclusive Proud Partners of THE PLAYERS. Proceeds from THE PLAYERS benefit Northeast

Florida charities and have totaled \$100 million since the event moved to

Ponte Vedra Beach in 1977, including a record \$9 million generated in 2018.

For more on THE PLAYERS and the surrounding area visit THEPLAYERS.com.

PART 4—Special Event information

I. General Special Event Information Section

1. Name of Special Event: THE PLAYERS Championship
2. Overall description of Special Event (Attach a detailed Special Event Plan, Event Marketing Plan and itemized budget): THE PLAYERS is an annual,, week-long golf tournament in Ponte Vedra Beach Florida. Each year, over 200,000 fans gather to witness the action in person. Millions more connect to the event

through dozens of digital channels. And 1 billion households in 230 countries and territories receive THE PLAYERS telecast. But that global reach pales in comparison to the impact THE PLAYERS makes in the Northeast Florida community and 300-plus deserving charities. The tournament will work with local officials and business leaders to showcase Northeast Florida to potential economic development leads. THE PLAYERS will work with its broadcast partners to showcase Jacksonville on a global scale throughout the tournament's broadcast. The grant request is to assist in the funding the marketing campaign to out-of-market tourists. Reference Appendix (1-4) for Marketing Mix, target markets and demographics. A draft of the marketing plan will be distributed during the meeting and final approval on the plan will come from Visit Jacksonville prior to launching the campaign.

3. Identify the category or categories of expenditures the Applicant is seeking reimbursement for with this Grant. Allowed grant expenditures for Special Events Grants shall be limited to costs associated with: **(i) Venue rental offset, (ii) Expenses associated with marketing outside a 150 mile radius, and (iii) other event expenses.** Marketing. Reference Appendix (1-4) for Marketing Mix, target markets and demographics. A draft of the marketing plan will be distributed during the meeting and final approval on the plan will come from Visit Jacksonville prior to launching the campaign.
4. Specifically identify or describe the types of receipts or other proof of payment the Applicant will submit to the TDC for reimbursement of allowable grant expenditures. We will provide paid invoices and bank verification (where applicable) that the payments were made for the media and promotional items purchased.

5. Explanation of current need, problem or opportunity and how the Special Events Grant will address these issues: In order to grow the tournament, THE PLAYERS needs to reach a larger audience from outside the 5-county area. Because of this, we are asking for assistance in marketing outside of the region to bring more tourist to the tournament and the area which will help generate revenue for the City of Jacksonville.

6. Explain and attach materials or other examples of other Special Events that promoted tourism (not limited to the County) done by the Applicant: THE PLAYERS has a long history of bringing tourists to the region dating back to 1977 when the tournament moved to Ponte Vedra Beach. Attendance from outside the 5-county area has continued to grow each year as well as the overall attendance number.

7. If the Special Event (or a similar special event) was previously held in the County or another jurisdiction, what were the quantifiable outcomes of the Special Event? Were grant funds provided? If so, how much and how were the funds utilized? Relevant quantifiable outcomes would be the total number of hotel stays for the event, number of tourists, and the number of days staying in or visiting the jurisdiction per tourist): NA

8. What are the relevant timelines for the Special Event? Specifically, but not limited to the following information: when is the event, when will the promotion

of the event begin, and what is the deadline for commitment to the event?THE PLAYERS 2019 will be held March 12-17, 2019. National television advertising began in September 2018, international marketing began in October 2018 and the national marketing campaign will begin January 7, 2019. There is no deadline to commit for the event.

9. Any other important information about the Special Event:THE PLAYERS has an economic impact of \$150 million each year within the region. Net proceeds from the tournament go back to the charities within the 5-county region. \$9 million was generated from the 2018 tournament. Since the tournament moved to Ponte Vedra Beach in 1977, it has generated \$100 million for local charities. As the tournament grows, so does the impact made within the community.

II. Total Tourism Impact Section

Objective: Explain how the Special Event or project will drive tourism development, benefits economic prosperity and opportunity for the County.

Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

1. **The overall projected direct economic impact:** *What is the Return on Investment (ROI) to the TDC on the event? Specifically, what is the grant amount divided by the number of guaranteed tourists or room nights; are*

there any other economic tourism benefits? Please reference Appendix (6) for the STR report from THE PLAYER 2018 week for details regarding nights sold, room revenue etc.

- 2. The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event:** *Does the magnitude of the Special Event and/or the location from which the tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.)?* We anticipate the majority of attendees to come from outside the 5-county region due to ease of travel, destination and the fact that THE PLAYERS is a "must-attend" event.
- 3. The projected room night generation from the Special Event:** *Does the potential far exceed the guarantee and is it likely to be realized?* Although we do not guarantee room nights, we anticipate it is likely we will exceed last years numbers. Please reference Appendix (6) for the STR report from THE PLAYER 2018 week for details regarding nights sold, room revenue etc.
- 4. Calendar maximization in choosing the date of the Event.** THE PLAYERS Championship has grown in stature since the tournament moved to May in 2007 and clearly stands on its own as one of the premier events in all of golf. The return to a more traditional Florida schedule (next/this year) will enhance an already very strong group of events. The move to March provides us a season with a better flow from start to finish, not to mention a significant championship every month starting with THE PLAYERS. Based on feedback from spectators, the weather in March (average 72 degrees) will be more tolerable.
- 5. Any special economic benefits to the County from the Special Event.** THE PLAYERS has an annual economic impact of \$150 million within the region

III. Brand Opportunity Section

Objective: The Special Event or project will successfully articulate, competitively position, and positively promote the County's brand. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

- 1. The creation of a leadership position for the Jacksonville brand:** Is the Special Event a premier event that sets Jacksonville apart from other destinations? Yes, THE PLAYERS is considered one of the top sporting events in the world bringing in attendees from around the globe.
- 2. The utilization of complementary brands that will strengthen the County's leadership position through collaboration or partnership:** Have you collaborated with other complementary brands (local restaurants, attractions, not-for-profits, etc.) to strengthen the event image and brand in a way that further encourages tourism? We will work with Visit Jacksonville to showcase Jacksonville to our out-of-town visitors. Through our public relations efforts, we will host multiple writers, leading up to the tournament, to write about the area as well as the tournament. We will work with Visit Jacksonville on itineraries for those trips. During tournament week, we have approximately 20 local food vendors on-site showcasing the broad spectrum of food options the region has to offer.
- 3. The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville:** Is there significant brand alignment with the County's Water Life brand or one of the TDC's focus areas: Water & Outdoors, Sporting Events, or Arts, Culture and History? Sporting Events

- 4. The means of exposure of the Jacksonville brand:** How will you advertise or promote the Jacksonville brand (i.e. national or international television broadcast)? Reference Appendix (1-4) for Marketing Mix, target markets and demographics. A draft of the marketing plan will be distributed during the meeting and final approval on the plan will come from Visit Jacksonville prior to launching the campaign. THE PLAYERS will also promote the region through its public relations efforts and social influencer campaigns.
- 5. The integration and visibility of destination marketing logos, imagery, or media coverage:** Will Jacksonville as a destination be marketed during the event, or in advertisements or promotions for the event? If so, how will it be marketed and in what market(s)? What is the value of such promotion? Is our logo used in the event advertising or other marketing? All advertising, funded by the TDC, will direct potential visitors to THEPLAYERS.com/travel which highlights things to do in Jacksonville outside of the tournament. THE PLAYERS will continue to work with Visit Jacksonville to make sure the materials on this page are up-to-date and showcase Jacksonville in the best light. International marketing began in October 2018 and the click-through rates are up 150% over last year. THE PLAYERS will work with its broadcast partners to highlight Jacksonville through vignettes and broadcast mentions. The value of the 2018 tournament's vignettes on Golf Channel and NBC was between \$40 million and \$80 million. Jacksonville, Northeast Florida and the First Coast were mentioned in broadcast 25 times during the 2018 tournament valuing \$61.9 million.

IV. Marketing Plan Section

Objective: The Special Event or program demonstrates the necessary marketing plan requirements. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

- 1. The types of marketing approaches being used:** What type of marketing will be utilized to attract tourists to the event? Explain the timeframes each marketing element is projected to run. Where will such marketing be conducted, specifically outside 150 mile radius of the County, and who are the target audiences? Identify the types of marketing you plan to use, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influence marketing. International marketing began in October 2018. National Marketing began in September 2018 during the TOUR Championship in Atlanta. The full out-of-market campaign will begin around January 7, 2019. THE PLAYERS will work to bring writing to Northeast Florida in January/February for stories on THE PLAYERS and the area to run prior to the 2019 event. During the 2019 event. THE PLAYERS will host social influencers and writers to showcase the tournament and area. Reference Appendix (1-4) for Marketing Mix, target markets and demographics. A draft of the marketing plan will be distributed

during the meeting and final approval on the plan will come from Visit Jacksonville prior to launching the campaign.

- 2. The plan is innovative or unique:** If applicable, describe how the marketing plan is innovative or unique. THE PLAYERS will market via digital platforms, social media, television, public relations and social influencers. The campaign(s). International marketing of the 2019 event started in October 2018. The target markets selected are based off of former ticket sales for THE PLAYERS. THE PLAYERS will work with its broadcast partners to promote the area within the tournament broadcast via mentions and vignettes. Most Reference Appendix (1-4) for Marketing Mix, target markets and demographics. of these markets are drive markets or direct flight markets which makes the event, and region, easily accessible.

V. Stewardship Section

Objective: The Special Event or project has leverage opportunities for the County. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

- 1. The use of City, County-owned public venues:** The use of County-owned public venues is a benefit to the County. Will the Special Event utilize a County-owned facility, park or other venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event? Although we don't use these venues for the tournament, we do promote various Jacksonville activities on our Plan Your Visit (THEPLAYERS.com/travel) page within our website. THE PLAYERS will

continue to work with Visit Jacksonville to make sure the web page is up-to-date and showcasing Jacksonville as a travel destination.

- 2. The use of local attractions or area assets:** Will the Special Event utilize a local attraction or museum as a venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event?
No
- 3. Potential business opportunities:** Identify any and all potential business opportunities for area assets in collaboration or conjunction with the Special Event. Possible opportunities include venue space, transportation, dining, retail venues, local attractions and hotel rooms.
- 4. The importance of the funding for securing the Special Event:** If the funding isn't provided, will the Special Event be held somewhere else or will it be canceled? Although we are not incumbent on the funds, we need the grant money to reach a larger audience outside the 5-county area which will drive tourism to the area and generate revenue for the city.
- 5. The competition for the Special Event:** Could the Special Event be hosted at a private venue or similar public venue outside of the County? If so, identify the other venues and destinations where the Special Event could be held. The tournament is hosted in Ponte Vedra but a majority of the attendees stay in Duval County and bring a large amount of business to local companies which drives revenue to the city.
- 6. Utilization of local talent, suppliers, service providers, or subcontractors:** Identify all local talent, suppliers, subcontractors, and other local service providers utilized in the Special Event. The tournament works closely with many local vendors and we will continue to do so. Examples of such vendors include: signage, fuel, electric, construction, transportation and dining. The majority of out-of-town attendees fly into Jacksonville International Airport making it one of the busiest weeks for JIA competing only with Thanksgiving and Christmas.

VI. Quality of Life Impact Section

Objective: The Special Event enhances the quality of life for the community. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

- 1. The use of any underused venues:** Identify any underused venues in the County you will utilize as part of the Special Event and how you will utilize them. Although we do not specifically use any underused venues in the County, we increase transportation, hotel stays/revenue and dining in Jacksonville during the tournament week.
- 2. Engagement of the community:** Please include, if applicable your civic, social and/or legacy impact plan that gives back to the community.

Some examples are:

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

Proceeds from THE PLAYERS are given back to the community. The 2018 tournament generated \$9 million for local charity. \$100 million has been generated for Northeast Florida charities since the tournament moved to Ponte Vedra Beach in 1977.

To give local organizations a way to raise their profile during tournament week, THE PLAYERS designates a different charity as "Charity of the Day" from Tuesday through Sunday. Charities selected are beneficiaries of THE PLAYERS.

In 2018, THE PLAYERS issued more than 26,000 complimentary military tickets, and the tournament is once again proud to continue its policy of providing free or affordable access to the tournament for men and women of the U.S. Armed Services.

THE PLAYERS provides all career military (active duty, Reserve, military retirees and dependents) with complimentary admission.

THE PLAYERS also provides discounted admission for non-career military veterans. To obtain a voucher for discounted admission. Youth 18 and younger are admitted free of charge when accompanied by a ticketed adult, and there is no limit to the number of youth fans admitted with that ticketed adult.

Throughout tournament week, all active duty and Reserve military members, military retirees, veterans and their dependents will have access to the Birdies for the Brave® Patriots' Outpost, a hospitality tent provided exclusively for the military which offers complimentary food and beverages.

THE PLAYERS hosts a group baby shower for 40 military moms-to-be. Some of these soon-to-be moms are active duty military and some have deployed spouses.

THE PLAYERS hosts a Military Job Fair which is free and open to military personnel, veterans and military spouses who are seeking employment. There will be over 50 companies on hand, all with open hiring opportunities.

Over the past five years, youth-related organizations around the First Coast have embraced THE PLAYERS Chip In for Youth program as one of the most successful fundraising programs available. Organizations have the opportunity to promote the sale of a discounted, \$55 Good-Any-One-Day ticket to THE PLAYERS 2019 (competition round tickets regularly start at \$60). For each ticket sold, \$30 will be directly donated back to the organization that promoted the sale of the ticket. The remaining net proceeds, after fees, will be donated to The First Tee, a nonprofit golf organization focused on teaching life skills through the game of golf.

VII. Multiple Years Funding Section

Objective: Determine whether the Applicant received consecutive TDC funding last year and in prior years.

If so, list all years you received funding from TDC and the amount of each prior year's grant:

Duval County TDC Involvement:

\$250,000 was requested and granted by the Duval County TDC for advertising and marketing of THE PLAYERS in 2015 and 2016. \$250,000 was requested for advertising and marketing THE PLAYERS in 2017 and 2018. \$25,000 was repurposed for hospitality at the tournament and \$225,000 was granted for advertising and marketing.

Visit Jacksonville involvement:

Visit Jacksonville participated at a \$20,000 level in 2012 and \$25,000 in both 2013 and 2014.

PART 5—Certification

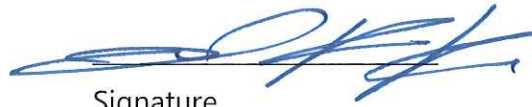
I, (print name) Jared Rice, as (Title) Executive Director, acting with authority from and on behalf of, (Applicant) THE PLAYERS, the entity applying for this Special Event Grant, have reviewed the GRANT APPLICATION to the Duval County Tourist Development Council. I am in full agreement with the information and certifications contained in this application and its attachments, confirm that such information is true, accurate, and complete, and understand that this application will be rejected, or that the previous acceptance of this application will be withdrawn, should such information or certifications be untrue, incorrect, or incomplete.

I certify that the Applicant is in compliance with all City and County agreements to which the Applicant is a party, is in compliance with the conditions or requirements of all City and County grant awards or programs in which the Applicant is a recipient and is not delinquent on taxes or the payment of liens or other debt owed to the City or County.

I acknowledge my understanding that the Ordinance Code of the City of Jacksonville prohibits the advance payment of City funds and that all awards of the Duval County Tourist Development Council are for purposes of reimbursement and are conditioned upon the submission of documentation, acceptable to the Duval County Tourist Development Council and in keeping with its reimbursement criteria, evidencing the actual payment of all costs and expenses for which reimbursement is sought. Further, I guarantee that Applicant will abide by the TDC Special Events Grant Guidelines and all local, state and federal regulations as they apply.

I further acknowledge my understanding that the Duval County Tourist Development Council in making a Special Events Grant does not assume any liability or responsibility for the ultimate financial profitability of the special event for which the grant is awarded. The Duval County Tourist Development Council, unless otherwise specifically stated, is only a financial contributor to the Special Event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such Special Event. The Duval County Tourist Development Council is not responsible or liable to any third party; its only obligation is to a

successful applicant for grant funds, provided such applicant remains at all times in compliance with all terms of the award.



Signature

Jared Rice

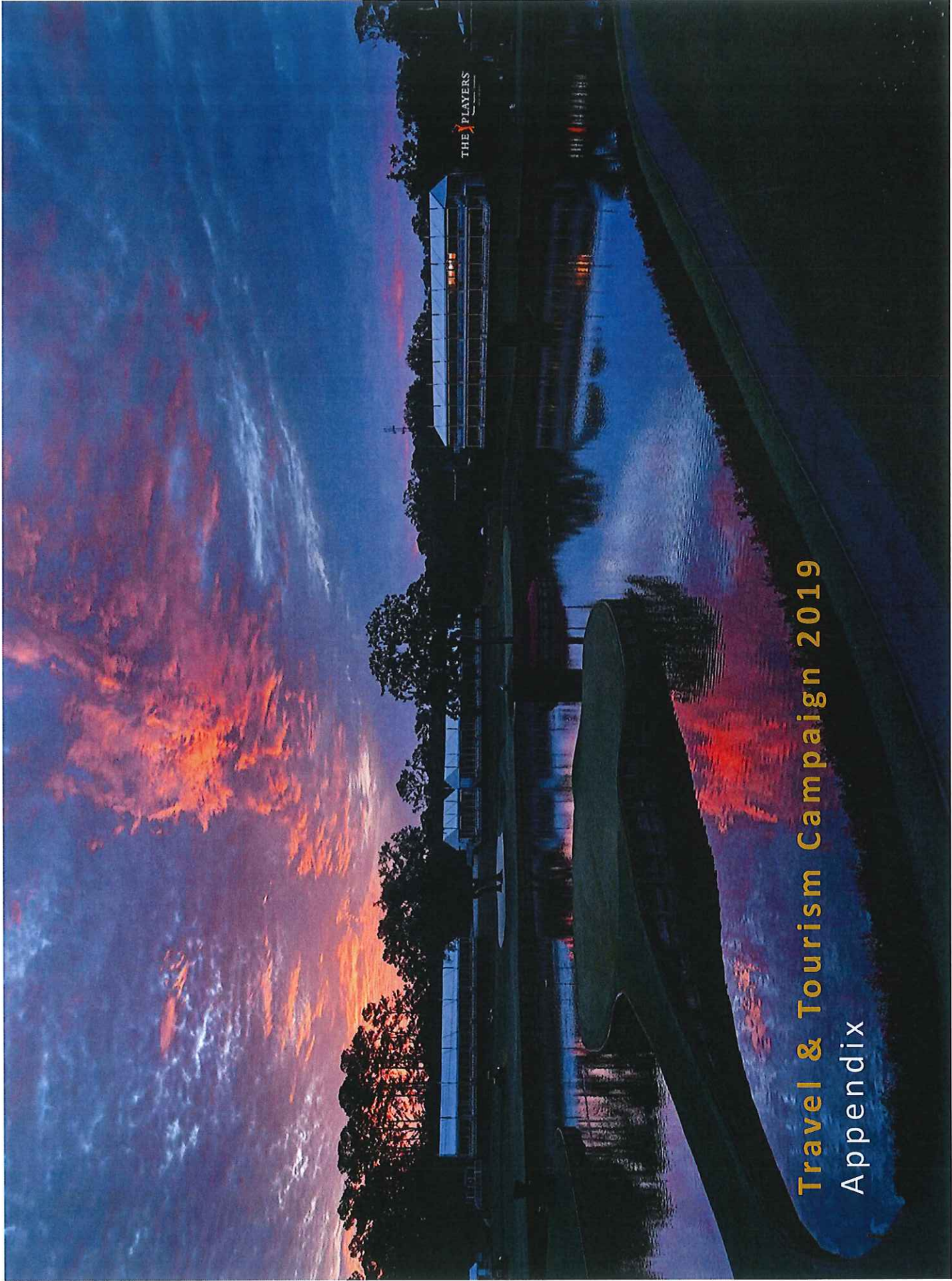
Type/Print Name

Executive Director

Title

11/5/18

Date



Travel & Tourism Campaign 2019
Appendix

THE PLAYERS 2019

Target Markets

TIER EXPLANATION

Different media treatments will be used in the market tiers to maximize the media spend. This approach will maximize ticket sales from proven areas while also continuing to build event awareness in higher-opportunity markets.

TIER 1

TV AND HEAVY DIGITAL

- Atlanta, GA
- Miami/Ft. Lauderdale, FL
- Orlando, FL
- Tampa, FL
- Savannah, GA

INT'L

CANADA

- Montreal
- Toronto

UNITED KINGDOM

- Birmingham
- Bradford
- Leeds
- Liverpool
- London
- Manchester
- Oxford

IRELAND

- Dublin

TIER 2

TV AND MEDIUM DIGITAL

- Nashville, TN
- Ft. Myers/Naples, FL
- West Palm Beach, FL
- Charleston, SC
- Mobile-Pensacola, FL
- Tallahassee, FL
- Charlotte, NC

TIER 3

DIGITAL ONLY

- Columbia, SC
- Chicago, IL
- Boston, MA
- Washington, DC
- Philadelphia, PA

THE PLAYERS 2019 Marketing Mix

Resources spent towards the national marketing campaign will come from THE PLAYERS and their travel partners:

- Duval County TDC
- Florida's Historic Coast
- Visit Florida
- THE PLAYERS National Media Buy

Mediums for the national marketing campaign include:

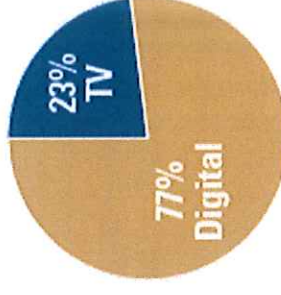
- Television
- Digital
- Promotions
- Public Relations

Mediums for the international marketing campaign include:

- Digital
- Public Relations

OVERALL MARKETING MIX

THE PLAYERS team continues to refine the marketing mix to ensure efficiencies. The primary focus is on television and digital direct marketing to serve content directly to a qualified demographic that fits the profile of a consumer with capacity to travel for sports & entertainment.



All advertising will push customers to the Plan Your Visit page (THEPLAYERS.com/travel) which highlights Jacksonville

THE PLAYERS 2019

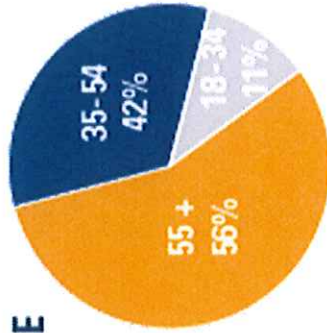
Target Demographic 1

CORE GOLF FANS

Heavy consumers of sport and golf

SIZE 11.6 M

AGE



GOLF CONSUMPTION

12%
Golf Viewership
(last three years)

100%
Play Golf

75%
Golf Among Three
Favorite Sports

39%
% of Total Golf
Hours Viewed

41%
PGA TOUR's Share
of Golf Hours/Year

16
Average Golf
Events Watched

MEDIA HABITS

70%
TV Viewership
(3+ Hours/Day)

54%
Use Streaming

72%
Use Social Media

21%
Twitter

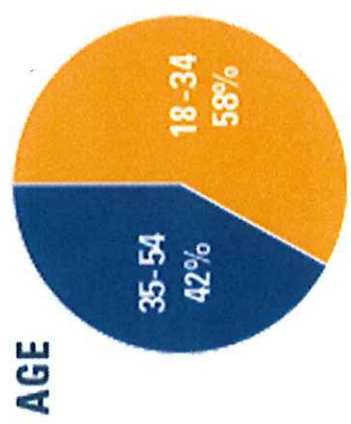
61%
Facebook

16%
Instagram

THE PLAYERS 2018 Target Demographic 2

SPORTS SOCIALITES

SIZE 19.1 M



GOLF CONSUMPTION



MEDIA HABITS



THE PLAYERS 2019

Target Demographic 3

MILLENNIAL GOLF FANATICS

Heavy consumers of sport and golf

SIZE 1.3 M

AGE



GOLF CONSUMPTION



MEDIA HABITS



Appendix 5

Duval County

STR Report

THE PLAYERS 2019 Target Markets	
Market	2018 % Total Tickets
Jacksonville, FL, USA	41.73%
Orlando-Daytona Bch-Melbrn, FL, USA	11.08%
Tampa-St. Pete (Sarasota), FL, USA	5.74%
Atlanta, GA, USA	3.27%
Tallahassee-Thomasville, FL, USA	2.20%
West Palm Beach-Ft. Pierce, FL, USA	1.72%
Savannah, GA, USA	1.67%
Miami-Ft. Lauderdale, FL, USA	1.27%
Ft. Myers-Naples, FL, USA	1.26%
Mobile-Pensacola (Ft Walt), FL, USA	0.91%
Nashville, TN, USA	0.76%
Charleston, Sc, SC, USA	0.71%
Chicago, IL, USA	0.66%
Philadelphia, PA, USA	0.60%
Charlotte, NC, USA	0.51%
Boston (Manchester), MA, USA	0.50%
Washington, Dc (Hagrstwn), VA, USA	0.36%
Columbia, Sc, SC, USA	0.32%

Appendix 6

Duval County STR Report

Duval County May 9-14 2017 vs. 2018										
Occupancy										
	Wednesday	Thursday	Friday	Saturday	Sunday	Average		Saturday	Sunday	Average
2018	89.10%	89.50%	88.00%	85.00%	62.60%	82.84%		85.00%	62.60%	82.84%
2017	88.60%	86.40%	88.00%	87.10%	59.70%	81.96%		87.10%	59.70%	81.96%
% of change	0.6%	3.6%	0.0%	-2.5%	4.8%	1.3%		-2.5%	4.8%	1.3%
ADR										
	Wednesday	Thursday	Friday	Saturday	Sunday	Average		Saturday	Sunday	Average
2018	\$126.41	\$127.70	\$127.11	\$122.40	\$101.36	\$121.00		\$122.40	\$101.36	\$121.00
2017	\$120.50	\$119.57	\$118.87	\$116.04	\$95.47	\$114.09		\$116.04	\$95.47	\$114.09
% of change	4.9%	6.8%	6.9%	5.5%	6.2%	6.1%		5.5%	6.2%	6.1%
RevPAR										
	Wednesday	Thursday	Friday	Saturday	Sunday	Average		Saturday	Sunday	Average
2018	\$112.60	\$114.34	\$111.83	\$104.00	\$63.46	\$101.25		\$104.00	\$63.46	\$101.25
2017	\$106.74	\$103.31	\$104.63	\$101.09	\$57.01	\$94.56		\$101.09	\$57.01	\$94.56
% of change	5.5%	10.7%	6.9%	2.9%	11.3%	7.5%		2.9%	11.3%	7.5%
Rooms Sold										
	Wednesday	Thursday	Friday	Saturday	Sunday	Total		Saturday	Sunday	Total
2018	16,167	16,252	15,968	15,422	11,363	75,172		15,422	11,363	75,172
2017	16,078	15,681	15,975	15,811	10,838	74,383		15,811	10,838	74,383
% of change	0.6%	3.6%	0.0%	-2.5%	4.8%	1.3%		-2.5%	4.8%	1.3%
Room Revenue										
	Wednesday	Thursday	Friday	Saturday	Sunday	Total		Saturday	Sunday	Total
2018	\$2,043,703	\$2,075,352	\$2,029,735	\$1,887,679	\$1,151,709	\$9,188,178		\$1,887,679	\$1,151,709	\$9,188,178
2017	\$1,937,367	\$1,874,998	\$1,898,974	\$1,834,733	\$1,034,705	\$8,580,777		\$1,834,733	\$1,034,705	\$8,580,777
% of change	5.5%	10.7%	6.9%	2.9%	11.3%	7%		2.9%	11.3%	7%