

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL  
2018/2019 MARKETING GRANT APPLICATION**

Please submit your **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](mailto:TDCgrants@coj.net))**

**Marketing Grants** are TDC grants awarded to Applicants that market Duval County as a tourism destination through advertising and marketing campaigns approved by the TDC. Section 125.104, *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.

TDC may award **Marketing 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>.

**Marketing grants are intended to assist applicants in promoting tourism to Duval County as a tourism destination through advertising and marketing outside our region, (i.e. at least a 150 mile radius from the County boundary), in campaigns or promotions approved by the TDC.**

**Applications** must be completed and submitted in the manner prescribed herein by the applicable grant application cycle deadline, as required by the TDC. Marketing Grant applications shall be submitted to the TDC for review. 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.**

## PART 1 — Eligibility Review

Please answer the following eligibility requirements:

### I. Threshold Requirements Review

Section 125.0104(5)(a)(3), *Florida Statutes*, requires that for grants to be awarded for marketing, that the marketing shall promote and/or advertise tourism of Duval County as a destination, within the state of Florida, nationally and/or internationally.

**An Applicant who fails to demonstrate this threshold requirement shall be ineligible to receive Marketing Grant funding.** The following questions shall be answered in order for the TDC to determine if the Marketing meets this threshold requirement. Only if the answers demonstrate that the marketing campaign or promotion is marketing the County as a destination and is conducted outside the region, will a grant be awarded and if awarded, paid to recipient.

- a) **Describe how the Marketing Campaign or Promotion promotes and/or advertises the County as a destination, within the state of Florida but outside of our immediate region (i.e. at least a 150 mile radius from the County boundary), nationally and/or internationally (include target markets, regions of advertising, and any other information relevant to answering this question).**

Spartan will have a paid comprehensive social marketing and email plan to followers, searchers, and participants. In addition, regional radio and TV ads will run promoting the event and the area. Close to 85% of the event's marketing budget is earmarked to promote Jacksonville to people outside the area.

**b) How will you document that your Promotion or Campaign is executed in accordance with the Grant Award Contract should a grant be awarded?**

Spartan will provide all the elements included in its ad campaigns as well as a proof of performance that will outline how each media purchase was used.

**\*Failure to answer these questions renders you ineligible for any funds\***

**II. Entity Eligibility Review**

Please answer the following eligibility requirements:

1. Is the Applicant noncompliant with a City agreement to which the entity is a party?  
 Yes, please identify contract(s):  
 No.
2. Is the Applicant delinquent on taxes or the payment of liens or are there debts owed to the City?  
 Yes, please identify all delinquencies:  
 No.
3. Is the Applicant noncompliant with the conditions or requirements of a City 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 Marketing 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 Marketing 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)
  - \*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)
  - Organization outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);
  - Complete Marketing Plan, including all programs, brochures, media articles, etc.
  - Letter of Recommendation
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## PART 3— General Information

### Applicant Information:

1. Name of Applicant: Airstream Ventures, LLC
2. Federal Employer Identification Number: 83-1228681
3. Phone: 904-412-6070 Fax:
4. Mailing Address: 1630 Emerson St. City: Jacksonville State: FL  
Zip:32207
5. Name of Grant Coordinator: Alan Verlander Title: CEO

*\*The Grant Coordinator shall be the person who will be in direct contact with TDC and be responsible for administering this grant if awarded.*

6. Contact Information of Grant Coordinator:  
Mailing Address:1630 Emerson St. City: Jacksonville State: FL  
Zip: 32207  
Telephone: 904-412-6070 Fax: Email:

7. Overview of the Applicant, Include following information:

- a) Description of Applicant's business and history:

Alan is the CEO of Airstream Ventures, having served as executive director of JaxSports, Director of Sports & Entertainment for the City of Jacksonville as well as Director of Athletics at JU.

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

Airstream Ventures assists events in sales, sponsorships, and marketing with other focuses on client hospitality, event management, and consultation with non-profits.

## PART 4—Marketing Campaign information

### I. General Marketing Plan Information Section

1. *Name of Campaign or Promotion:*

Spartan Race Super, Sprint, and Kids Race

2. *Overall description of Marketing effort or Campaign (Attach a detailed Marketing Plan and itemized costs; include samples or concepts regarding how local imagery and content will be used to market the destination):*

See Presentation

3. *Explanation of current need, problem or opportunity and how the Marketing Grant will address these issues:*

This marketing grant will enable Jacksonville to fully activate hosting the Spartan U.S. Championship Series race. Through these elements, Jacksonville will receive more exposure in the broadcasts (online and television), as well as through the digital elements surrounding the event – including the additional attractions when they come to visit the city.

4. *Explain and attach materials or other examples of past tourism marketing campaigns or promotions (not limited to the County):*

See slide on 2018 Spartan Race

5. *Anticipated quantifiable outcomes of this Campaign or Promotion or similar prior campaigns (not limited to within the County) For example, this Campaign or Promotion will increase tourism to a specific asset (i.e. the beaches or the river) or for a specific activity (golfing or restaurant scene):*

Through this event grant, Spartan will be promoting the entire destination through the elements as outlined in the presentation.

6. *Relevant timelines for the marketing Campaign or Promotion. Specifically, but not limited to the following information: when will the Campaign or Promotion begin, what is the duration and frequency of the Campaign or Promotion, if the Campaign or Promotion is related to a specific event, please include the information for the specific event, and what is the deadline for commitment to the Campaign or Promotion?*

Social media and ad-based target marketing is already underway with TV and radio spots to be featured at the start of 2019. Without TDC's partnership Spartan will still host the race at WW Ranch Motocross, however it will not be a US championship event and thus will not have the national exposure provided by ESPN and Facebook Live stream.

7. Any other important information about the Campaign or Promotion:

## II. Total Tourism Impact Section

***Objective: Explain how the Campaign or Promotion will drive tourism developments, 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 projected impact on tourism to be derived from the Campaign or Promotion to the TDC.**

With a US Championship series race coming to Jacksonville, the campaign will promote the destination to potential tourists throughout the country, as well as to the participants on additional opportunities when they come to Jacksonville.

**2. The potential number of tourists outside of 150-mile radius to expected to visit the County as a result of the campaign or promotion.**

More than 10,000

**3. The potential for generating tourists beyond a specific event based on exposure, new markets, etc. The target audiences provide additional or unique tourism benefits for return visits, expansion of our market, etc. (NFL location, direct flight to JAX airport opportunity, major corporate partner, new demographic target, etc.).**

The target demographic for Spartan is between 22 and 44 years old, with an increasing number of high-income earners getting involved each year. The exposure through Spartan will engage these people, many for the first time, into coming to the destination.

**4. The quantity, duration, and category or type of marketing and audiences targeted. The Applicant provides the expected audience that will be reached, the number of printed publications, social media postings, advertisements aired or broadcasted, etc.**

An outline of the program is included in the attached presentation.



**5. The existence of any other special economic benefits to the County from the Campaign or Promotion:** *The campaign promotes a new tourism attraction or asset that was funded in part by the TDC or local government, showcases a hidden gem, etc*

- a. This event will bring in people from all over the country. Spartan will use a paid comprehensive social marketing and email plan to Spartan followers and searchers. Last year Spartan hosted a smaller regional event out at Diamond D Ranch and had nearly 3,000 people travel more than 200 miles to Jacksonville. If Spartan makes this part of their Championship series those numbers will all go up.
- b. Close to 85% of the budget will be used to promote Jacksonville to people outside the area and nearly 65% of all attendees will be from outside of the 150-mile radius.
- c. The race will be held at WW Ranch – Florida’s Premier Motocross track located less than 10 miles from Downtown. Spartan will promote Jacksonville on all their social platforms as well as the national broadcasts on ESPN and Facebook Live. They will spotlight all of the different amenities and attractions Jacksonville has to offer including the beaches, zoo, golf, etc.. With the February race being a US championship, the Jax Chamber and Airstream Ventures will host a party at Chamber HQ to show off Jacksonville. Spartan participants and families will be invited and will help draw downtown traffic and hotel stays, plus restaurant
- d. Social Media – Nearly 300 million social media impressions
  - i. Pre Race Marketing
    1. 197,947 unique event page views
    2. 645,982 digital advertising impressions
    3. 2,337,688 social advertising impressions
  - ii. Event Weekend Reach
    1. 1.1 Million social media reach
    2. 67,000 interactions
    3. 683 #Spartannofla

**III. Brand Opportunity Section**

***Objective: The Campaign or promotion will successfully articulate, competitively position, and positively promote the City’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 Campaign or Promotion creates a leadership position for the Jacksonville brand.** *The Campaign or Promotion sets Jacksonville apart from other destinations.*

With this being a US Championship series race, this event marketing plan focuses on Jacksonville and its position as the only East Coast site for a US Championship series race.

- 2. The Campaign or Promotion is in alignment with the TDC adopted vision and brand of Jacksonville as a destination.** *There is significant brand alignment with the County's Water Life brand or one of our focus areas: Water & Outdoors, Sports, or Arts, Culture & History*

The event will focus on Jacksonville as a destination for outdoors and sports, but will also highlight the arts, culture, and water.

- 3. The quality or quantity of national or international television broadcast or other means of exposure.** *The Applicant intends to advertise or promote the Jacksonville brand through several means of exposure and utilizes more than just the Visit Jacksonville logo.*

See plan outlined in the presentation.

- 4. The integration of the Jacksonville brand and destination marketing logos and imagery in all the marketing and communication.** *Jacksonville will be marketed as a destination throughout the Campaign or Promotion in numerous marketing efforts and to target audiences outside of the 150 mile radius. The Jacksonville logo is used in various event marketing approaches including promotional items*

We will work directly with Visit Jacksonville on the integration of the destination brand and marketing into the promotion through the channels provided.

**5. The potential and expected earned media coverage as a result of the campaign or promotion.**

Spartan would like to make Jacksonville part of its US Championship series and one of its staple locations on the East Coast. This puts Jacksonville on the map in the growing market of amateur sporting events. As part of the championship series, Spartan has partnered with ESPN and Facebook live to broadcast the event and bring exposure to the first coast. Visit Jacksonville and the TDC will receive the following elements in each national and livestream broadcast

- a. Rotating logo bug and billboards into the ESPN show
- b. One :30 second commercial in the ESPN broadcast and show
- c. B-roll of city footage mixed through the in and out bumpers of the broadcast
- d. Announcers script highlighting different amenities and attractions for Jacksonville
- e. Earned impression from Spartan social influencers and bloggers posting about the engagement around an event. Single event influence media value breakdown for a livestream event exceeds \$1.0M

**1. Marketing Plan Section**

***Objective: The proposed promotion or marketing plan demonstrates a likelihood of increasing tourism and that it is consistent with the Marketing Services Contractor's Marketing Plan. 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:***

- i. **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.*

Spartan will market February's event using a variety of channels. Starting now until the race in February, spartan will utilize display retargeting, and paid social (Facebook + Instagram). At the beginning of the new year, Spartan will expand their advertising to Radio and TV advertisements. Using these channels combined with the live stream and broadcast elements project Spartan and the city of Jacksonville to see an estimated 6,892,000 impressions. According to Sportsmediawatch.com the estimated broadcast would have been the 9<sup>th</sup> highest watched college football game in 2017.

- ii. **The plan is innovative or unique:** *If applicable, describe how the marketing plan is innovative or unique.*

With the elements included, it frames Jacksonville in a new light as an outdoor destination with the additional opportunities with the beaches and downtown.

## 2. Return on Investment Section

***Objective: The value of the proposed Campaign or promotion substantially exceeds the grant amount. 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:***

- i. *Describe how the market value of the advertising provided compares to the amount of the grant request.*

The market value for this grant is more than \$100,000 – the average 30-second ad on ESPN costs more than \$30,000. The opportunity with the social media is worth more than \$60,000.

- ii. *If it is worth a minimum of 2x the grant amount, please explain why.*

The elements included in this package have increased outreach to a wide-ranging audience across the country.

- iii. *In the alternative, if it is not worth a minimum of 2x the grant amount, please explain why and how it brings other nonmonetary value.*

### 3. Stewardship Section

***Objective: The Campaign or promotion has leverage opportunities for the City. 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:***

**i. Promotion of local assets.** *Does the proposed Campaign or Promotion promote local publicly owned or supported venues or assets?*

Yes – the campaign promotes not only WW Motocross, but also venues throughout Jacksonville – including other outdoor venues and cultural activities.

*Will the Campaign or Promotion promote one or more local attractions or museums?*

Yes – it will promote the venues throughout Downtown as destinations.

**6. Potential business opportunities:** *Identify any and all potential business opportunities for area assets in collaboration or conjunction with the Campaign or Promotion.*

None

**7. Utilization of local talent, suppliers, service providers, or subcontractors:** *Identify all local talent, suppliers, subcontractors, and other local service providers utilized in the Campaign or Promotion.*

This program will use assets provided by Visit Jacksonville, its staff, and agency to assist in promotion of the event.

#### 4. 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 year's grant*

In 2018, a smaller regional Spartan race received \$60,000. This race is one of their larger races – a US Championship series race.

## **PART 5—Certification**

I, Alan Verlander, as CEO of Airstream Ventures, acting with authority from and on behalf of, Spartan Race, the entity applying for this Marketing 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 or 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 Marketing 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 Marketing Grant does not assume any liability or responsibility for the ultimate financial profitability of the marketing campaign for which the grant is awarded. The Duval County Tourist Development Council, unless otherwise specifically stated, is only a financial contributor to the marketing campaign and not

a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such campaign. 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.

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Signature

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Date

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Print Name & Title