

## Monthly TDC Updates- Marketing

October 1- October 31, 2018



Where Florida Begins

### What's New in October

October was an exciting kick-off for the new fiscal year! We partnered with VISIT FLORIDA for the #LoveFL Block Party, hosting 10 influencers to spend a day exploring the 5 Points Neighborhood. We hosted the influencer, Hippie in Heels which resulted in a great blog post: <https://hippie-inheels.com/13-unique-things-to-do-in-jacksonville-florida/> as well as several social media posts. Our website traffic was up for October and visitors are spending longer exploring our site. We advertised in London around the Jaguars game at Wembley and in Houston and Indianapolis encouraging visitors to come to Jacksonville for future games, all three campaigns performed very well. We continue to develop new content for the website and are hard at work on several new projects we will unveil in the coming months.

Communications/Media/PR Metrics:		% Change over 2017
Earned Media Value	\$66,787	90%
Number of Stories	30	(59%)
Total Media Outreach	13,917,861	(23%)
Website Metrics:		
Sessions	94,809	4.95%
Users	81,411	1.78%
New Users	74,646	(0.59%)
Social Media Metrics:		
Mentions	10,592	
Reach	38,235,625	
Spread	14,542,000	
Total Impressions (Reach & Spread)	52,777,625	
#jaxaletrail	72	
#onlyinjax	1,569	

### Summary Financial Information (as of September 30, 2018- not finalized for year-end):

Description	17/18 Approved Budget	17/18 Actual Expense	Over/(Under) Budget
Visit Jacksonville Administration- Overhead Costs	337,752	304,289	(33,463)
Marketing Salaries & Dalton Agency Retainers	487,000	481,680	(5,320)
(i)(ii)(iii)Advertising - Name Branding	1,244,847	1,281,150	36,303
(iv)Direct Flight Markets	29,295	29,295	-
Contingency	858	-	(858)
(v)Website Services & New website	85,000	84,089	(911)
(vi)Social Media sites - online galleries, social media monitoring, photo collection and management for media	34,500	34,676	176
(vii)Visitor Magazine	30,000	33,000	3,000
(viii)Media Relations - Media Site Visits, Media FAMs, Media Promotions	30,000	26,628	(3,372)
(ix)Map Creation and Printing	15,000	16,500	1,500
(x)Printing costs of topic specific brochures	55,000	53,472	(1,528)
(x)Costs for new videos/photography/audio tours/podcasts	70,000	75,274	5,274
Promotional contests, promotional items, outreach events	26,248	28,303	2,055
Travel - marketing conferences	6,000	5,775	(225)
Travel - communications, media missions, media tradeshow	18,000	12,274	(5,726)
<b>Total Marketing Expenses</b>	<b>2,469,500</b>	<b>2,466,405</b>	<b>(3,095)</b>