

A nighttime photograph of a large fountain in Jacksonville, Florida. The fountain features several tall, central jets of water illuminated with purple and blue lights, surrounded by smaller, arched jets. In the background, the city skyline is visible, including the Jacksonville Tower. A large palm tree is in the foreground on the right side. A teal banner at the top contains the text.

# Visit Jacksonville FY 2018-19 Proposed Budget

VISIT JACKSONVILLE  
DETAILED PROPOSED BUDGET 2018-19



Description	RFP Proposed Budget	2017-2018 Approved Budget	2018-2019 Proposed Budget	\$ Increase/ (Dec)	% Increase/ (Dec)	Explanation
<b>Tourist Information Bureau:</b>						
Overhead Allocation (6%; PY 3%)	\$ 25,000.00	\$ 25,000.00	\$ 71,705.00	\$ 46,705.00	187%	Increase in allocation methodology to more accurately align with where expenses are incurred, rather than number of staff.
Salaries/Wages/Benefits	\$ 319,417.00	\$ 287,948.00	\$ 255,751.00	\$ (32,197.00)	-11%	
Visitor Center Operations	\$ 33,000.00	\$ 37,663.00	\$ 51,544.00	\$ 13,881.00	37%	Line item was under budgeted
Comprehensive Listings, Assembly of Info (Database)	\$ 21,000.00	\$ 20,000.00	\$ 21,000.00	\$ 1,000.00	5%	
<b>Visit Jacksonville Contract</b>	<b>\$ 398,417.00</b>	<b>\$ 370,611.00</b>	<b>\$ 400,000.00</b>	<b>\$ 29,389.00</b>	<b>8%</b>	
Airport Offset	\$ (48,417.00)	\$ (32,278.00)	\$ (46,422.00)	\$ (14,144.00)	44%	
<b>Net TDC Amount</b>	<b>\$ 350,000.00</b>	<b>\$ 338,333.00</b>	<b>\$ 353,578.00</b>	<b>\$ 15,245.00</b>	<b>5%</b>	
<b>Marketing:</b>						
Overhead Allocation (51%; PY 40%)	\$ 337,752.00	\$ 337,752.00	\$ 609,490.00	\$ 271,738.00	80%	Increase in allocation methodology to more accurately align with where expenses are incurred, rather than number of staff.
Salaries/Wages/Benefits	\$ 307,000.00	\$ 307,000.00	\$ 326,964.00	\$ 19,964.00	7%	
Marketing Services (Dalton Agency)	\$ 174,000.00	\$ 174,000.00	\$ 174,000.00	\$ -	0%	
Postage/Shipping	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ -	0%	
Supplies	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ -	0%	
(i)(ii)(iii) Advertising- Digital	\$ 803,250.00	\$ 818,667.00	\$ 815,561.00	\$ (3,106.00)	0%	
(i)(ii)(iii) Advertising- Cable	\$ 178,500.00	\$ 179,965.00	\$ 250,000.00	\$ 70,035.00	39%	
(i)(ii)(iii) Advertising- Outdoor	\$ 76,500.00	\$ 66,030.00	\$ 40,000.00	\$ (26,030.00)	-39%	
(i)(ii)(iii) Advertising- Radio	\$ 76,500.00	\$ 72,500.00	\$ 30,000.00	\$ (42,500.00)	-59%	
(i)(ii)(iii) Advertising- Print	\$ 63,750.00	\$ 56,685.00	\$ 52,644.00	\$ (4,041.00)	-7%	
(i)(ii)(iii) Advertising Contingency (Local sports, etc)	\$ 51,000.00	\$ 51,858.00	\$ 50,000.00	\$ (1,858.00)	-4%	
(iv) Advertising- Direct Flight Markets	\$ 25,500.00	\$ 29,295.00	\$ 36,795.00	\$ 7,500.00	26%	
(v) Website Services	\$ 85,000.00	\$ 85,000.00	\$ 30,000.00	\$ (55,000.00)	-65%	New website in 17-18 budget; significant reduction for
(vi) Social Media Services	\$ 35,000.00	\$ 34,500.00	\$ 45,000.00	\$ 10,500.00	30%	Increase in promoted social media advertising.
(vii) Visitor Magazine	\$ 60,000.00	\$ 30,000.00	\$ 30,000.00	\$ -	0%	
(viii) Media/Influencer Relations	\$ 30,000.00	\$ 30,000.00	\$ 75,000.00	\$ 45,000.00	150%	Reallocation of the influencers from the Advertising-Digital line
(ix) Map Printing	\$ -	\$ 15,000.00	\$ 15,000.00	\$ -	0%	
(x) Brochure/Collateral Printing	\$ 40,000.00	\$ 55,000.00	\$ 55,000.00	\$ -	0%	
(x) Video/Photography/Audio/Podcast	\$ 70,000.00	\$ 70,000.00	\$ 80,208.00	\$ 10,208.00	15%	More videos planned in the 18-19 budget year.
Outreach events, promotional items	\$ 26,248.00	\$ 26,248.00	\$ 44,000.00	\$ 17,752.00	68%	Line was under budgeted in 17-18 and includes funds for promotional events in key cities.
Local Meetings		\$ -	\$ 1,000.00	\$ 1,000.00	0%	
Longwood's Study	\$ 30,000.00	\$ -	\$ -	\$ -	0%	
Travel	\$ 24,000.00	\$ 24,000.00	\$ 34,000.00	\$ 10,000.00	42%	More proposed trips for the 18-
<b>TOTAL MARKETING</b>	<b>\$ 2,500,000.00</b>	<b>\$ 2,469,500.00</b>	<b>\$ 2,800,662.00</b>	<b>\$ 331,162.00</b>	<b>13%</b>	

Description	RFP Proposed Budget	2017-2018 Approved Budget	2018-2019 Proposed Budget	\$ Increase/ (Dec)	% Increase/ (Dec)	Explanation
<b>Convention Sales &amp; Services:</b>						
Overhead Allocation (43%; PY 57%)	\$ 405,302.00	\$ 481,628.00	\$ 513,883.00	\$ 32,255.00	7%	Decrease in allocation methodology to more accurately align with where expenses are incurred, rather than number of staff.
Salaries/Wages/Benefits	\$ 861,903.00	\$ 844,519.00	\$ 832,390.00	\$ (12,129.00)	-1%	
Relocation Expense	\$ 10,000.00	\$ 5,000.00	\$ 5,000.00	\$ -	0%	
Recruitment	\$ 5,000.00	\$ 1,500.00	\$ 1,500.00	\$ -	0%	
Professional Development	\$ 7,895.00	\$ 9,295.00	\$ 9,500.00	\$ 205.00	2%	
Other Staff Expenses	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -	0%	
Postage/Shipping/Office Supplies	\$ 3,000.00	\$ 2,000.00	\$ 7,000.00	\$ 5,000.00	250%	To match revised 17-18 budget;
Group Advertisements- Print	\$ 103,700.00	\$ 89,238.00	\$ 51,243.00	\$ (37,995.00)	-43%	Moving more towards digital; Dalton provided this amount as an accurate budgetary figure.
Group Advertisements- Digital	\$ 52,300.00	\$ 67,363.00	\$ 96,581.00	\$ 29,218.00	43%	
Group Advertisements- Social Media	\$ 10,000.00	\$ 10,000.00	\$ 5,000.00	\$ (5,000.00)	-50%	To align with actual 17-18
Group Tour Industry Guides	\$ 5,000.00	\$ 5,000.00	\$ 1,000.00	\$ (4,000.00)	-80%	Moving more towards digital rather than print items.
Convention Agency Fees- Dalton	\$ 36,000.00	\$ 36,000.00	\$ 36,000.00	\$ -	0%	
Convention Content Development Email	\$ 7,000.00	\$ 6,000.00	\$ 1,000.00	\$ (5,000.00)	-83%	Decreased to align with actual expenses in 17-18.
Website	\$ 45,000.00	\$ 10,106.00	\$ 12,000.00	\$ 1,894.00	19%	
Email Service	\$ -	\$ 1,000.00	\$ 500.00	\$ (500.00)	-50%	
Collateral	\$ 20,000.00	\$ 20,000.00	\$ 17,200.00	\$ (2,800.00)	-14%	Anticipated decrease in collateral printing costs.
Promotions	\$ 25,000.00	\$ 5,000.00	\$ -	\$ (5,000.00)	-100%	Eliminated due to allocation of sponsorship funds.
Market Targeting- Research	\$ 32,100.00	\$ -	\$ 500.00	\$ 500.00	0%	
Market Targeting- IDSS Sales CRM Module	\$ 45,000.00	\$ 9,500.00	\$ 10,000.00	\$ 500.00	5%	
Market Targeting- Empowermint Database	\$ 15,000.00	\$ 15,000.00	\$ 16,000.00	\$ 1,000.00	7%	
Sales Travel- Local	\$ 10,600.00	\$ 2,750.00	\$ 2,750.00	\$ -	0%	
Sales Travel- Out of County	\$ 68,000.00	\$ 43,000.00	\$ 43,000.00	\$ -	0%	
Industry Association Dues	\$ 17,500.00	\$ 16,500.00	\$ 9,100.00	\$ (7,400.00)	-45%	Decrease in membership renewals; 2 totaling \$6,000 in PY which did not prove beneficial.
FAM Trips	\$ 65,000.00	\$ 45,000.00	\$ 38,000.00	\$ (7,000.00)	-16%	Decreased to actual 17-18 totals.
Site Visits	\$ 34,500.00	\$ 16,500.00	\$ 25,000.00	\$ 8,500.00	52%	Increased to align with actual expenses in 17-18.
Sales Missions & Client Events	\$ 60,500.00	\$ 48,500.00	\$ 33,500.00	\$ (15,000.00)	-31%	Decrease to align with actual expenses in 17-18.
Tradeshaw Booth Shipping	\$ 35,000.00	\$ 15,000.00	\$ 20,789.00	\$ 5,789.00	39%	Increased to include an international show for 2018-19
Registration Fees	\$ 115,000.00	\$ 90,000.00	\$ 68,134.00	\$ (21,866.00)	-24%	Anticipated costs savings as a result of co-op primarily with
Sponsorships/Promotions	\$ 80,000.00	\$ 80,000.00	\$ 106,000.00	\$ 26,000.00	33%	FSAE Annual Conference
Co-Op Exp with City Convention Manager	\$ 40,000.00	\$ 19,000.00	\$ 7,500.00	\$ (11,500.00)	-61%	
Convention Services Travel- Local	\$ 1,500.00	\$ 900.00	\$ 1,000.00	\$ 100.00	11%	
Convention Services Travel- Out of County	\$ 26,000.00	\$ 2,000.00	\$ 4,000.00	\$ 2,000.00	100%	
Convention Services Promo Items	\$ 24,800.00	\$ 15,271.00	\$ 24,500.00	\$ 9,229.00	60%	Increase to promote new Show Your Pin program.
Convention Services Concessions	\$ 75,200.00	\$ 75,200.00	\$ 65,000.00	\$ (10,200.00)	-14%	
Convention Services- Site Inspections	\$ 6,200.00	\$ 3,000.00	\$ 1,000.00	\$ (2,000.00)	-67%	
Subtotal	\$ 2,350,000.00	\$ 2,091,770.00	\$ 2,066,570.00	\$ (25,200.00)	-1%	
Convention Grant Payments	\$ 150,000.00	\$ 125,000.00	\$ 170,000.00	\$ 45,000.00	36%	
<b>TOTAL CONVENTION SALES &amp; SERVICES</b>	<b>\$ 2,500,000.00</b>	<b>\$ 2,216,770.00</b>	<b>\$ 2,236,570.00</b>	<b>\$ 19,800.00</b>	<b>1%</b>	

## **Tourist Information Bureau Supplemental Budget Information**

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**i. Amount of proposed annual budget allocated to travel, meal and entertainment expenses/reimbursement. Identify allocation between local travel and expenses versus out-of-county travel and expenses:**

Travel, Meals & Entertainment - Local for Administration	\$ 791
Travel, Meals & Entertainment - Local for Tourist Information Bureau	\$ 6,000
Total	<u>\$ 6,791</u>

Travel, Meals & Entertainment - Out-of-County for Administration \$ 2,145

Travel, Meals & Entertainment - Out-of-County for Tourist Information Bureau	\$ 2,000
Total	<u>\$ 4,145</u>

**ii. Amount of proposed annual budget allocated to buildings and equipment and general overhead not including staffing:**

Building & Equipment \$ 17,073

Overhead Expenses for Administration/IT/Equipment (excluding staff expenses) \$ 11,606

Overhead Expenses for Tourist Information Bureau (excluding staff expenses)	\$ 4,000
Total	<u>\$ 32,679</u>

**iii. Amount of proposed annual budget allocated to staffing and number of employees by job category:**

Total Administration Staff Budget - 5 \$ 40,089

President & CEO - 1

Chief Operating Officer - 1

Director of Finance - 1

Research, Reporting, Analytics Manager - 1

Executive Office Administrator - 1

Total Tourist Information Bureau Staff Budget - 14 \$ 255,751

Tourist Information Bureau Manager - 1

Visitor Center Coordinators - 2

Destination Specialists - 11

**iv. Allocation of proposed annual budget between purchased lists, databases and research:**

Purchased Lists	\$ -
Databases	\$ 21,000
Research	\$ -
Total	<u>\$ 21,000</u>

## Convention Sales & Services Supplemental Budget Information

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**i. Amount of proposed annual budget allocated to travel, meal and entertainment expenses/reimbursement. Identify allocation between local travel and expenses versus out-of-county travel and expenses. Identify allocation to entertainment of industry professionals, FAM visits, etc:**

Travel, Meals & Entertainment - Local for Administration	\$	5,667
Travel, Meals & Entertainment - Local for Conv. Sales & Services	\$	3,750
Total	\$	9,417
Travel, Meals & Entertainment - Out-of-County for Administration	\$	15,372
Travel, Meals & Entertainment - Out-of-County for Conv. Sales & Services	\$	47,000
Total	\$	62,372
Site Visits	\$	25,000
Sales Missions & Client Events	\$	33,500
FAM Trips	\$	38,000
Total	\$	96,500

**ii. Amount of proposed annual budget allocated to buildings and equipment and general overhead not including staffing:**

Building & Equipment	\$	122,358
Overhead Expenses for Administration/IT/Equipment (excluding staff expenses)	\$	83,179
Overhead Expenses for Conv. Sales & Services (excluding staff expenses)	\$	7,000
Total	\$	212,537

**iii. Amount of proposed annual budget allocated to staffing and number of employees by job category:**

Total Administration Staff Budget - 5	\$	287,307
President & CEO - 1		
Chief Operating Officer - 1		
Director of Finance - 1		
Research, Reporting, Analytics Manager - 1		
Executive Office Administrator - 1		
Total Conv. Sales & Services Staff Budget - 10	\$	832,390
Vice President, Sales & Services - 1		
National Accounts Managers - 4		
Meetings Express Manager - 1		
Sales Coordinator - 1		
Sr. Conv. Services Manager - 1		
Conv. Services Manager - 1		
Conv. Services Coordinator - 1		

**iv. Allocation of proposed annual budget between marketing and promotions:**

Marketing	\$	152,824
Promotions	\$	106,000
Total	\$	258,824

## Marketing Supplemental Budget Information

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**i. Amount of proposed annual budget allocated to travel, meal and entertainment expenses/reimbursement. Identify allocation between local travel and expenses versus out-of-county travel and expenses:**

Travel, Meals & Entertainment - Local for Administration	\$	6,722	
Travel, Meals & Entertainment - Local for Marketing/Communications	\$	1,000	
Total	\$	7,722	
Travel, Meals & Entertainment - Out-of-County for Administration	\$	18,232	
Travel, Meals & Entertainment - Out-of-County for Marketing/Communications	\$	34,000	
Total	\$	52,232	

**ii. Amount of proposed annual budget allocated to buildings and equipment and general overhead not including staffing:**

Building & Equipment	\$	145,123	
Overhead Expenses for Administration/IT/Equipment (excluding staff expenses)	\$	98,654	
Overhead Expenses for Marketing (excluding staff expenses)	\$	6,000	
Total	\$	249,777	

**iii. Amount of proposed annual budget allocated to staffing and number of employees by job category:**

Total Administration Staff Budget - 5	\$	340,760	
President & CEO - 1			
Chief Operating Officer - 1			
Director of Finance - 1			
Research, Reporting, Analytics Manager - 1			
Executive Office Administrator - 1			
Total Marketing Staff Budget - 4	\$	326,964	
Vice President, Marketing & Communications - 1			
Marketing Manager - 1			
Communications Manager - 1			
Marketing & Communications Admin - 1			

**iv. Allocation of proposed annual budget between media types - i.e. print, television, radio, social media, etc.**

Digital	\$	865,561	68%
Cable	\$	250,000	20%
Outdoor	\$	40,000	3%
Radio	\$	30,000	2%
Print	\$	89,439	7%
Total	\$	1,275,000	100%

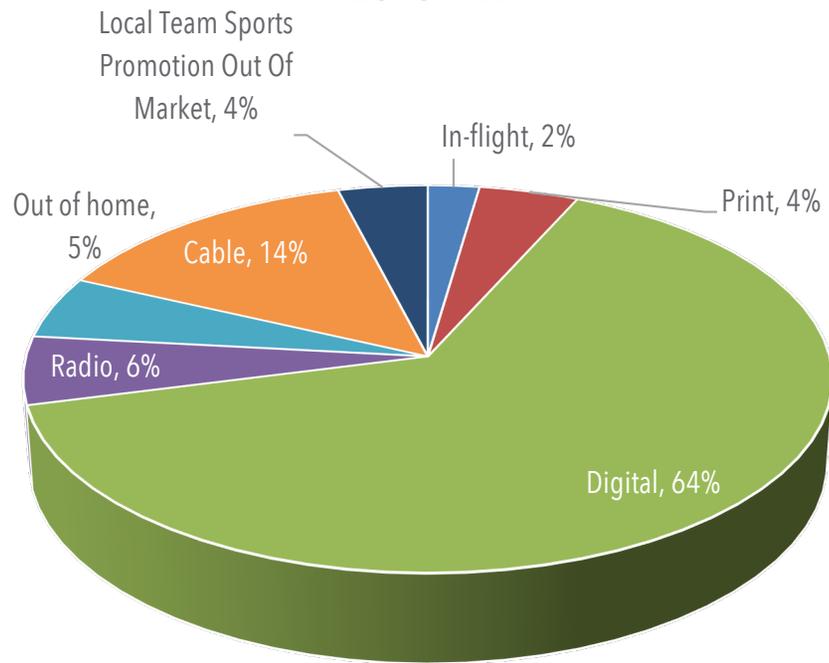
# INVESTMENT SUMMARY

## YOY BUDGET PROJECTION BY CHANNEL

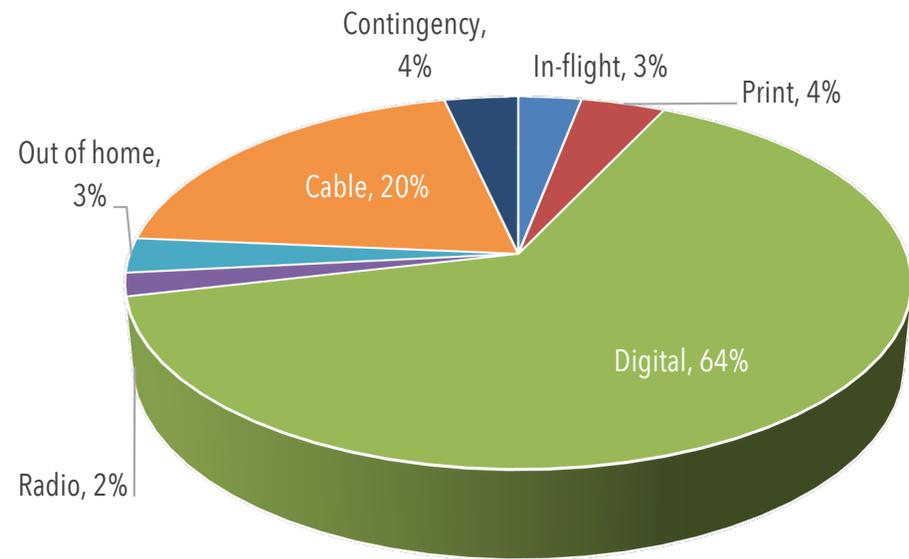
CHANNEL	FY2018 PURCHASED	FY2019 PLANNED	YOY +/-%
IN-FLIGHT PROMOTION	\$ 29,295	\$ 36,795	26%
PRINT	\$ 59,187	\$ 52,644	-11%
DIGITAL	\$ 818,870	\$ 815,561	0%
RADIO	\$ 72,500	\$ 30,000	-59%
OUTDOOR	\$ 66,030	\$ 40,000	-39%
CABLE	\$ 179,965	\$ 250,000	39%
CONTINGENCY / LOCAL SPORTS TEAM PROMOTION	\$ 49,357	\$ 50,000	0%
<b>GRAND TOTAL</b>	<b>\$ 1,275,000</b>	<b>\$ 1,275,000</b>	<b>0%</b>

# YOY MEDIA MIX

## FY2018 MEDIA MIX



## FY2019 MEDIA MIX



# YOY BUDGET PROJECTION\* BY CAMPAIGN

CAMPAIGN NAME	FY2018	FY2019
ALL CAMPAIGNS	44%	46%
ACTIVE/OUTDOOR	19%	21%
HISTORY/CULTURE/ARTS	18%	23%
SPORTS	12%	7%
CULINARY	6%	4%
GRAND TOTAL	100%	100%

\*Subject to change based on finalized media plan.

**Overhead Allocation**



	FY 18-19 Contract Minimums	FY 18-19 Allocation %	FY 17-18 Allocation %	Increase/ (Decrease)
Marketing	\$ 2,350,000	51%	40%	11%
Sales & Services	\$ 2,000,000	43%	57%	-14%
Tourist Bureau	\$ 300,000	6%	3%	3%
<b>Total</b>	<b>\$ 4,650,000</b>	<b>100%</b>		

**Explanation:**

For the FY 2017-18 Visit Jacksonville based the allocation to overhead on a "rough" estimate of total staff in each area. This was not a precise measurement allocation methodology. The current CEO for Visit Jacksonville was hired June 1, 2017 and wanted to base the budget for the upcoming year on a more accurate methodology. We determined to base the allocation on the contract minimum expense per year (versus actual expense) for 2018-19 because the increase to actual expense of the whole would have been an even more significant swing between the units than the projected change above resulting in less funding available for marketing efforts. Consideration will be made again going into year 3 of the budget as to whether this methodology or another basis (such as actual costs) is a better means of distributing the overhead.