

A night view of the Jacksonville skyline. In the foreground, a large fountain with multiple jets of water is illuminated with blue light. The water jets are of varying heights, with the tallest one on the right. The fountain is surrounded by a low wall and some landscaping. In the background, the Jacksonville skyline is visible, including the Wells Fargo building, the Jacksonville-Landmark building, and the Jacksonville Bridge. The sky is dark with some clouds. Palm tree fronds are visible in the upper corners of the image.

TOURIST INFORMATION
BUREAU SERVICES
YEAR 2 ANNUAL PLAN

visit
*Jack*sonville
and the Beaches

TOURIST INFORMATION BUREAU SERVICES

Visit Jacksonville will serve as the premier expert on tourist attractions, activities and events, accommodations, and restaurants available to tourists who visit Jacksonville. In accordance with Section 666.108(b)(1), *Ordinance Code*, Visit Jacksonville will continue operate and staff the City's Tourist Bureau. The Tourist Information Bureau Services to be performed shall consist of the three functions required under the Tourist Development Plan:

- 1) visitor centers
- 2) comprehensive listings
- 3) assembly of available information

EXECUTIVE SUMMARY

2017-2018 has been a year of discovery for our tourist information bureau efforts. Opening the new fully staffed Beaches Visitor Center provided a wonderful opportunity to be much more engaged in the beaches area. We hired new staff that resides in the area and have developed a strong bond with the Beaches Museum & History Park. We participated in the *Opening of the Beaches Parade* to make locals and visitors more aware that we are open. Though our initial traffic was slow, we are seeing improved visitation numbers and know that once there is more awareness of our center we will see traffic numbers increase.

Our efforts for comprehensive listings has been a wonderful undertaking, introducing us to new businesses throughout the city. It is challenging to keep up with all the new business, but even more so to keep track of those that have closed or moved locations. In the future, we will create a relationship with the Tax Collector's Office to obtain a listing of all new businesses applying for a local business receipt within our industry. Our staff is diligent in our efforts to keep our database as up to date as possible and work daily to make updates and changes.

Our visitor centers have been successfully contacting new businesses and acquiring new brochures all year long. The key to success here has been educating the businesses on the demand and having them plan to keep us in the loop when brochures change. We still feel there are many businesses not taking advantage of the opportunity and will continue our efforts with those individual businesses in the years to come.

Overall, our staff is better trained than ever, more enthusiastic about Jacksonville and the Beaches and excited to give the best possible experience to every visitor that walks through our doors. Several individual team members have been recognized for going above and beyond this year. One team member was recognized for her efforts with a ROSE (Recognition of Service Excellence) Award in February. Another team member received an outstanding thank you from a satisfied visitor who was thrilled with the one-on-one attention and said that this team member's efforts had made her trip. Another team member has been recognized by the Aviation Authority three times in 2018 for going

“above and beyond” to help individual visitors.

We are excited about adding a mobile visitor center and believe it will prove well worth the investment. The new mobile center will also add a new employee to staff this endeavor.

With no expected slowdowns, 2018-2019 looks to be another successful year for tourism to Jacksonville. In the following Year 2 Plan you will find the individual strategies and tactics for this next fiscal year, which align with the 3-Year Comprehensive Plan that was approved in January 2018.

Annual Metrics

2017-2018 Metrics Results (Individual FY Visitor Center Traffic thru 8 months)

Visitor Center	FYTD Total In-person visitors	17-18 Annual Goal In-person Visitors	% to Annual Goal
Airport	83,436	157,299	53.0%
Beaches (through 3 months)	950	15,000	5.6%
Downtown	20,451	27,195	75.2%
VISIT FLORIDA	80,767	108,968	74.1%
TOTAL:	185,501	308,462	60.1%

Tourist Bureau Metrics	FYTD
Website/Phone interactions	9,811
Businesses added to database/visitjacksonville.com listings	204
Total visitor magazines distributed	22,231
Total referrals to tourism businesses from visitor center employees	610,178

Proposed 2018-2019 Annual Metrics (*Goal Numbers will be inserted once we complete the fiscal year)

- An annual 5% increase in the total visitors to each individual visitor center (*based on final 2017-2018 numbers)
- **NEW!** Interact with 50,000 visitors through a Mobile Visitor Center
- Visit Jacksonville will continue to comply with the comprehensive listings requirements in 666.108 (b)(1)(ii):
 - (ii) *Comprehensive listings*. The establishment of continually updated comprehensive and all-inclusive listings of all: public and private museums including library special collections; guided tours; event listings at all City-owned facilities such as the arena, performing arts center, baseball grounds, stadium and other City-owned venues; other events and activities submitted to the website host which are open to the public; golf courses and other sports facilities open to the public; activity rentals (bicycle, kayak, power boats, etc.); charter fishing captains; manufacturing facility tours; links to Jacksonville Parks, Libraries and other public facilities offered within the City of Jacksonville; hotels, motels, bed and breakfasts and other accommodations; restaurants, bars, clubs, and similar food and entertainment establishments, and other similar listings of tourist oriented facilities and activities.
- Other metrics that will be tracked and reported quarterly include:
 - Total visitor magazines distributed
 - Total referrals to tourism businesses from visitor center employees
 - Total listings added/removed from database

Year 2 Annual Plan, 2018-2019

This is the Year 2 Annual Plan for 2018-2019 fiscal year. This document continues to follow the 3-Year Comprehensive Plan for the Tourist Information Bureau. The following are the specific, detailed Year 2 strategies related to the Plan.

There will be three Official Visit Jacksonville Visitor Centers

Downtown Visitor Center

The Downtown Visitor Center will be in our current location on Laura St. For now, the Laura St. Center is in an excellent location offering visitors a center within one-mile of I-95. The center offers clean adequate bathrooms, hours of operation that can be set around visitor demands, street parking, and the opportunity to use the space for both private events and art displays.

Hours of Operation: Monday - Friday: 9:00 a.m. - 5:00 p.m., Saturday & Sunday: 11:00 a.m. - 4:00 p.m. We will continue to evaluate the hours open to see if there is a need to shift more hours to busier times.

Beaches Visitor Center

Visit Jacksonville will continue to partner with the Beaches Museum & History Park for our Beaches Visitor Center.

Hours of Operation: (starting February) Tuesday – Saturday: 9:00 a.m. – 5:30 p.m., Sunday & Monday 11:00 a.m. – 4:00 p.m.

Airport Visitor Center

We will continue to maintain a center at the Jacksonville International Airport in partnership with the Jacksonville Aviation Authority. This location is open 91 hours (50 as part of the plan with the Tourist Development Council). Since this center is owned by the regional aviation authority, this center is a regional Visitor Center and is financially supported by both the airport and several neighboring counties. Visit Jacksonville currently uses these funds to offset the cost of the extra 41 hours the airport requires the center to be open beyond the TDC's 50 required hours.



Visit Jacksonville plans to work with the Jacksonville Aviation Authority to enhance the signage directing visitors to this location. We will also work on a long-term plan to enhance this center with more enticing features for visitors. We will continue to work closely with the Jacksonville Aviation Authority as they plan for future airport upgrades and, when possible, we will look to improve the current Visitor Center to see if there may be other opportunities for developing a new or upgraded center.

Hours of Operation: Hours of Operation: Seven Days a Week: 9:00 a.m. - 10:00 p.m.

Efforts from Year 1 that will continue:

Coordination with VISIT FLORIDA'S Welcome Centers

Intercepting visitors coming to Florida at the I-95 Welcome Center has been a successful tactic for recruiting new visitors to the destination. Research from VISIT FLORIDA shows that 63% of travelers stopping in their centers visited additional destinations or cities based on their visit to the welcome centers. The experience development previously mentioned will be perfect to promote to visitors who don't already have a set plan for their trip.

Visit Jacksonville will encourage local businesses, specifically those with a direct start in Jacksonville such as Firehouse Subs, Salt Life, as well as specialty and shops located only in Jacksonville, to display their brochures at VISIT FLORIDA's center, as well. Right now, tourism businesses are welcome to join Visit Jacksonville in our weekly trips to the I-95 center. We will encourage our local tourism industry to have a greater presence and we will work with VISIT FLORIDA directly to find more affordable ways to get local businesses involved. We know that a greater representation by the Jacksonville area tourism community would encourage visitors to see our destination as a place they need to visit within Florida. Visit Jacksonville will be putting a plan together immediately to engage local tourism businesses in these efforts.

Promotion of Visitor Centers/ T.R.I.P. (Tourist Referral Information Pass)

To better serve our tourists the T.R.I.P. (Tourist Referral Information Pass) program was developed by Visit Jacksonville to increase awareness of our Visitor Centers and to drive additional visitors into the centers. T.R.I.P. educates the frontline staff at local businesses, hotels and attractions to direct guests to the closest Visitor Center. With limited time and budget dedicated to this program, T.R.I.P. produces 20 to 50 additional visitors monthly to the closest Visitor Center. Statistics from VISIT FLORIDA show that 31% of visitors extend their stay by 2.8 nights after stopping at a Visitor Center. The Visitor Center staff regularly makes calls to Jacksonville hotels to book rooms for visitors that had not planned on staying in Jacksonville.

360 Video

Exciting videos are a perfect way to entice visitors to go and do the activity they just experienced while watching the video. Visitor Center team members will have brochures and webpages prepared as follow-up to each video to provide easy instructions on how to go and do these experiences and all the local businesses that can provide these experiences.

Experiencing a destination in 360 transports you, and we believe it will do an amazing job of compelling visitors to drive attendance at our attractions and activities. And, it can be as simple as walking to a table and putting on a headset. We will work to add more videos during Year 2.

Unstaffed Kiosks

One way to supplement the need for additional Visitor Centers, or providing information when a center isn't open, is to install digital kiosks and brochure displays around the city. These kiosks would be most beneficial in high traffic visitor areas. Kiosks will be multilingual, benefiting international visitors as well.

Features of the kiosks will include: special offers, maps and directions, itinerary creation, photos and videos,

attraction information, newly developed experiences available and ticket purchasing. Additionally, each kiosk will have a “take this” option for visitors to send information directly to their cell phones via email or text message.

Dependent on the success of the kiosks installed in 2017-2018, we will look to expand to more locations within the city.

Future locations for year 2 and 3 of the plan might include: The Jacksonville International Airport, River City Market Place, Friendship Fountain, the Mandarin area, the Avondale/ Riverside area, the Springfield area, the San Marco area, The Avenues Mall and other locations considered high traffic areas for visitors.

Staffing and Operation of Visitor Centers

Visit Jacksonville has managed the staffing of the Visitor Centers for over 20 years. We have knowledgeable, customer service-oriented employees that have worked for the company, on average, for at least seven years.

Visit Jacksonville will utilize the current staff of 15 part-time and full-time team members who are already vetted and trained. To staff the new mobile visitor center, there will be one additional staff member added.

Visit Jacksonville will continue to follow the hiring policy, background checks, orientations, and ongoing training program outlined in the 3-Year Comprehensive Plan.

Comprehensive Listings and Assembly of Information

The tourism business database will continue to be managed in-house. New businesses are discovered, contacted and added daily to help reach our goal of always having an all-inclusive tourism industry database. There are currently 2,167 listing/businesses included. We work with an online customer relationship manager (CRM) system called iDSS to store and host the data and to be able to create specific reports and lists when needed.

We will continue to follow the same methodology for collecting new businesses and keeping these businesses up to date and for assembling information from throughout the community.

NEW! for Year 2

Mobile Visitor Center

There is a greater need for flexibility for Visitor Centers in the future, and Visit Jacksonville believes that a great way to access more visitors is by going to where they are! A mobile visitor center will be used daily in different neighborhoods and areas of the city and on the weekends based on what is happening in the city. This vehicle will also be used at special events and conferences. The mobile center will feature all the collateral and benefits of a brick and mortar storefront, but with the ability to reach the visitors where they are!

The vision is of a branded vehicle moving around to different neighborhoods throughout the week and weekends. It can be located at the St. Johns Town Center or parked in Five Points or Avondale. On nights when we know that a large convention is occurring it will be parked outside of the Convention Center or at a nearby hotels. The vehicle will have a staff member to provide dining options or entertainment ideas. It will also be used for promotional efforts at festivals around the state to promote visitors to consider Jacksonville for future trips.

Some of the features the vehicle could have include:

- The vehicle would be wrapped with Visit Jacksonville signage/graphics.
- A screen that plays videos of Jacksonville and things to do
- An open window set-up so a staff member can stand inside or outside

- Brochures would stay neatly displayed inside the vehicle, no matter the weather conditions, and include mobile racks for nicer weather
- A large map of the area showing local attractions
- Consideration will be given to a retractable awning and an outside table and chairs
- While the vehicle is closed it still provides the perfect opportunity to market Jacksonville with the branded wrap on the outside as well as our website/social media information

This visitor center would have new dedicated staff members. To start this mobile center, we will be looking for staff members who are not only experts on the city's attractions, dining, nightlife, and things to do, but will be flexible to work hours that include nights and weekends. We expect to interact with 50,000 visitors in the first year using the vehicle. Estimated cost of \$75,000 (includes wrapping and supplies).

