



Where Florida Begins

# TOURIST BUREAU SERVICES

## YEAR 1 RESULTS AND DELIVERABLES

- I. Exhibit B Performance Measures
- II. Year 1 of 5-Year Plan Deliverables
- III. Other Specific Contractual Deliverables from Contract with City of Jacksonville

**YEAR 1 FINAL ANALYSIS**  
**EXHIBIT B PERFORMANCE MEASURES**



**TOURIST BUREAU SERVICES**

CONTRACTUAL METRIC	FY 2017-18 RESULT	EXPLANATION/ADDITIONAL INFORMATION
1 An annual 5% increase in the total visitor's to each individual center:		
Airport Goal: 157,299	172,790	110% of goal
Beaches Goal: 15,000	2,262	15% of goal; this center opened in April 2018. We have implemented strategies to improve attendance in the second year of the contract and have adjusted to the goal to 10,000.
Downtown Goal: 27,195	23,854	88% of goal; as of Qtr 3 this center was on task to meet the annual goal so we are researching the reason for this.
Visit Florida: 108,968	117,275	108% of goal
TOTAL ALL: 308,462	316,181	103% of goal
2 Contractor will comply with comprehensive listings in 66.108 (b)(1)(ii): 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.	Completed.	List will be provided to TDC.
3 Other Metrics Tracked & Reported:		
Total visitor magazines distributed	26,318	
Total referrals to tourism businesses from visitor center employees	781,051	
Total listings added/removed from database	Net total of 249	Total shows final numbers net of additions and removals.
4 Other requirements included in the annual tourist information bureau operation plan.	Completed.	See additional documents for plan requirements and fulfillment.

**YEAR 1 FINAL ANALYSIS  
5-YEAR PLAN DELIVERABLES; YEAR 1 METRICS**



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In Progress; to be complete by November.  
Not likely to be complete by November.

**TOURIST BUREAU SERVICES**

YEAR 1 OF 5-YEAR PLAN DELIVERABLE	FY 2017-18 RESULT	EXPLANATION/ADDITIONAL INFORMATION
1 5 kiosks installed (note this changed to 3 per subsequent TDC meetings).	In progress.	This deliverable was noted during the annual plan for year 2 as not complete and given an extension. We have received bids for the RFP and will work to get the kiosks implemented as quickly as possible.
2 A. Signage improvements- wayfinding and outside of each visitor center.	In progress.	Research has begun and meetings are planned for the Beaches signage. The Downtown signage will be a part of the new Visitor Center downtown once implemented. The center at JIA is getting a refresh courtesy of JIA.
3 B. Visit Florida welcome center	Completed.	Visit Jacksonville has an employee set-up at the I-95 Center at least twice a week since October 1, 2017.
4 C. TRIP Program	Completed.	Program is ongoing. In-person meetings and phone calls to tourist businesses weekly.
5 D. Staff and tracking at the Beaches Center	Completed.	The center was fully staffed and open 50 hours per week starting in April. The staff tracks visitors and their interests daily.
6 E. More outreach events- special events, festivals	Completed.	This is an ongoing effort. We are always actively searching for area festivals and events to set up a tent.
7 Consideration and determination for new and upgraded visitor center in the Downtown area.	N/A	Councilmember Boyer has taken on this project. Visit Jacksonville will continue to work with her to ensure we assist with this center which we will staff.
8 New technology, large scale maps, virtual reality centers and other enhancements added to the three current Visitor Centers.	In progress.	Pricing has begun. Purchase and implementation should be before the November 30th deadline.
9 Dedicated staff member to comprehensive listings.	Completed.	Laurie Kopstead is dedicated to our comprehensive listings and makes daily updates.
10 Plan in place for a way to keep the existing database system updated.	Completed.	Plan is implemented and is followed on a daily basis.
11 Interstate and wayfinding signage	N/A	We have requested assistance in completing this task. This has been a stumbling block on implementing.
12 Upgrades to centers- Indoor displays and signage	In progress.	Pricing has begun. Purchase and implementation should be before the November 30th deadline.
13 360 Virtual Reality Videos	In progress.	Project has commenced and details are available. Implementation should occur before the November 30th deadline.

**YEAR 1 FINAL ANALYSIS**

**OTHER CONTRACTUAL DELIVERABLES**

OBTAINED FROM CONTRACTS WITH CITY OF JACKSONVILLE



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**ALL CONTRACTS ITEMS (CONVENTION SALES & SERVICES, MARKETING AND TOURIST BUREAU)**

OTHER CONTRACTUAL YEAR 1 DELIVERABLES	FY 2017-18 RESULT	EXPLANATION/ADDITIONAL INFORMATION
All trademarks created or used under this contract shall be registered in the City's name. Within 10 days following the execution of this Contract, Contractor shall assign all of its rights, title and interest to any existing trademarks registered in the Contractor's name as a result of having performed any services for the City under the prior contract. Contractor shall execute a trademark assignment in favor of the City in a form to be approved and provided by the City for all such existing City trademarks registered in the Contractor's name.	Completed.	Visit Jacksonville only has 1 trademark and ownership was transferred to the City in August 2018 once OGC provided the appropriate form.
All domain names create or used under this contract shall name the City as the registrant contact and the Contractor as the administrative contact. Within 90 days of Effective date of contract, contractor shall assign all registrant contact information and provide all access codes for any existing domain names registered in Contractor's name as a result of having performed any services for the City under the prior contract.	Completed.	The City was added as contact. Email sent to Exectuve TDC Director with instructions on 7/26/18.
Contractor expressly agrees to and does assign all right, title and interest in all works of content prepared under this Contract to the City for the purpose of copyright registration.	N/A	Visit Jacksonville does not have any copyrighted information.
Submit and present a proposed annual budget in the format required for review and approval. Submit in June each year for approval no later than September 30.	Completed.	Approved by TDC at August 2018 meeting.
Such budget shall also provide detailed comparisons regarding how the annual budget compares to each allocation identified in the proposed budget submitted in the Response.	Completed.	We added a column to the annual budget master spreadsheet template showing the RFP Proposed Budget totals.
The budget shall clearly identify as to each task the allocation between direct overhead for salaries, facilities, equipment, etc.; payments to subcontractors for media production and payments for media placements and number of employees and staff positions.	Completed.	Budget has been prepared in the prescribed formats per contracts.
Separate line items for expenses that comprise the monthly overhead expenses.	Completed.	Budget has been prepared in the prescribed formats per contracts.
All travel and dining, parking and similar expense payments or reimbursements shall be directly disclosed and reflected in the proposed annual budget.	Completed.	Travel and similar expenses are separately detailed in the budget schedules.
The contractor shall provide at each regular meeting of the TDC an accounting for all Tourist Development Council monies held or expenses during the current year through the preceding month.	Completed.	We have submitted a summary of all expenses to date at each TDC meeting.

**YEAR 1 FINAL ANALYSIS**

**OTHER CONTRACTUAL DELIVERABLES**

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OTHER CONTRACTUAL YEAR 1 DELIVERABLES	FY 2017-18 RESULT	EXPLANATION/ADDITIONAL INFORMATION
Contractor shall provide for an annual financial audit of the contract and TDC funded accounts together with an accounting of any outside funds received and their source (i) if any of such funds are used to offset the cost of providing any of the services provided under the RFP; or (ii) if any such funds are used to provide a service in partnership or cooperation with other jurisdictions or entities.	Completed.	The last financial audit was completed in the first quarter of 2018 for the prior year from October 1, 2016 through September 30, 2017 and the next audit commence in the first quarter of 2019 for the period from October 1, 2017 through September 30, 2018.
Travel to adhere to Chapter 106, part 7.	In progress.	Current bill 2018-473 to allow modifications to travel is before Council. TDC is drafting policies that Visit Jacksonville will have to adhere to.
The Supplemental Schedule shall include a distinct breakout of the following items which are acknowledged to be contained within the TB plan:	Completed.	
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;	Completed.	We provide a supplementary schedule for each unit as required per contract.
ii. Amount of proposed annual budget allocated to buildings and equipment and general overhead not including staffing;	Completed.	We provide a supplementary schedule for each unit as required per contract.
iii. Amount of proposed annual budget allocated to staffing and number of employees by job category; and	Completed.	We provide a supplementary schedule for each unit as required per contract.
iv. Allocation of proposed annual budget between purchased lists, databases and research.	Completed.	We provide a supplementary schedule for each unit as required per contract.
Contractor may not transfer more than the budget transfer cap between line items on the annual approved budget without obtaining TDC approval.	Completed.	We have had 2 reallocation requests through the budgetary 17-18 fiscal year to comply with this contractual term.
The contractor shall provide at each regular meeting of the TDC an accounting for all TDC monies held or expended during the current year through the preceding month.	Completed.	We provided schedules at each meeting tracking funding.
Contractor shall attend all regular TDC meetings and upon request any special TDC meetings.	Completed.	We attended all meetings.
Contractor acknowledges that the contract & records are subject to Florida's Public Records Law.	Completed.	We understand that records are subject to Florida's Public Records Laws.
Contractor may accept funds, donations or payment from 3rd party sponsorships or organizations to assist with offsetting any expenses related to Contractor's participation in tourism industry related events and activities.	Completed.	Any funds received by 3rd parties (i.e. hotel co-sponsorships) have been remitted to the City of Jacksonville throughout the year.
Contractor's participation in such tourism industry related events and activities shall be approved by the TDC and Contractor's participation in such events shall be all-inclusive and may not show preference to or other emphasis on any particular event, service provider or third party sponsor.	Completed.	All events and activities approved through TDC process of reviewing annual plans and quarterly summary reports.
3rd party sponsors or organization shall not be entitled to exclusive promotions or preferences during such tourism industry related events above such third party sponsor or organization's pro-rata costs.	Completed.	No preferences provided by Visit Jacksonville in regards to sponsors.

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Payments from 3rd parties under this section shall be made payable to the City of Jacksonville c/o TDC.	Completed.	All 3rd party payments received that were not made payable to City of Jacksonville were remitted by Visit Jacksonville to the TDC.
Contractor shall forward all such 3rd party payments to the contract manager to be deposited into the appropriate city account and used in accordance with Ch 666.	Completed.	All 3rd party payments have been remitted to the City.
Contractor may not award grants or provide sponsorships to 3rd parties or 3rd party events under the contract unless approved by the TDC as an advertising or marketing campaign in the Annual Approved Budget.	Completed.	All grants are presented to TDC for approval.
City owns all work; Contractor shall provide City with high quality digital copies capable of reproduction of all work.	In progress.	We have many of the images compiled; however a secure location would be the most ideal method of transferring items. Email sent to Annette & Rachel to determine the most effective manner on City side to receive information, which was forwarded to City ITD. To date, no response as to how to handle this aspect.
Contractor agrees to execute any documents or take any other actions as may be reasonably necessary or as the City may reasonably request to perfect or evidence City's ownership of the Work. Contractor hereby appoints City as Contractor's attorney-in-fact for the purpose of executing any documents or taking any other actions to affect City's ownership of each work.	In progress.	Do not understand this term. Email sent to Office of General Counsel to get clarification on what this means.
Contractor will coordinate with City with respect to all uses, potential registrations and registrations of all service marks, trademarks, trade dress, copyrights, patents, domain names, uniform resource locators, websites, webpages, social media accounts, later developed social media platforms and methods developed under the contract to ensure city's ownership of the foregoing.	Completed.	Transferred ownership of our only trademark.
Contractor must retain all records for a minimum period of 3 years after the final payment is made under the contract. If an audit has been initiated and audit findings have not been resolved at the end of the 3 year period, records shall be retained until resolution of the audit findings or any litigation based on the terms of the contract.	Completed.	We are retaining records and will continue to do so.
Contractor must allow persons duly authorized by the City to have full access to and the right to examine copy or audit any of the records.	Completed.	We have undergone an audit by the Council Auditor's Office and will continue to allow access to records as desired.
Contractor must comply with and cooperate in any audits or reports requested by the City.	Completed.	We have undergone an audit by the Council Auditor's Office and will continue to allow access to records as desired.
Contract must permit City to interview any of Contractor's employees, etc. to assure City of satisfactory performance of the terms and conditions of the contract.	Completed.	Contractor continually works with both TDC and Executive Director to ensure performance of terms and conditions of contract.
Contractor shall return any unspent and uncommitted City funds under this Contract in Contractor's possession at the expiration or termination of this Contract.	N/A	Contract is for 5 years and we are in year 1; however, we did return funds in year 1 as a result of the previous contract.

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OTHER CONTRACTUAL YEAR 1 DELIVERABLES	FY 2017-18 RESULT	EXPLANATION/ADDITIONAL INFORMATION
Within 90 days of the Effective Date of the contract, Contractor shall pay the the City \$32,278.00 for 3rd party donations received from the airport.	Completed.	Funds remitted to the City 7/23/18.
Contractor's proposed budget shall be in acceptable format identifying the following:	Completed.	See budget as remitted by separate distinctions.
i. Visitor Centers as a distinct budget	Completed.	See budget as remitted by separate distinctions.
ii. Comprehensive listings as a distinct budget	Completed.	See budget as remitted by separate distinctions.
iii. Assembly of information as a distinct budget.	Completed.	See budget as remitted by separate distinctions.
Contractor shall also attach the proposed Annual Tourist Informaton Bureau Operation Plan to the proposed annual budget.	Completed.	This was presented to the TDC in August.
Contractor shall not modify the Comprehensive Tourist Information Bureau Operation Plan without first obtaining the approval of the TDC.	Completed.	We will not modify the plan without approval from the TDC.
Each fiscal year during the Term contractor shall submit a proposed annual TB Operation Plan to be reviewed, modified as necessary and approved by the TDC in April of each fiscal year.	Completed.	This was presented to the TDC in June.
The Annual Plan shall incorporate any suggested improvements or TB concerns contained in the Contractor's Annual Performance Evaluation and shall be consistent with the TB Comprehensive Plan.	Completed.	The annual plan was presented in August to the TDC.
The annual plan shall include at a minimum:	Completed.	
i. A description of new kiosks and or visitor center facilities to be provided in the coming year, their locations, content and anticipated number of visitor interactions at such locations.	Completed.	This was provided in the Year 2 Annual Plan. To be further discussed at October TDC meeting.
ii. Any new media content or exhibits or the like to be provided at existing locations in the coming year to enhance the experience of visitors stopping by such locations;	Completed.	This was provided in the Year 2 Annual Plan.
iii. Any new research tools to be implemented in the coming year and any new research work products to be produced in the year.	Completed.	This was provided in the Year 2 Annual Plan.
iv. The number of new or enhanced attractions identified in the preceding year and the strategy for locating and identifying additional attractions in the coming year.	Completed.	This was provided in the Year 2 Annual Plan.
v. A target for increased traffic at each visitor center and kiosk over the prior year and the strategy for directing/driving visitors to those facilities.	Completed.	This was provided in the Year 2 Annual Plan.
vi. A strategy for correction of any deficiencies identified in visitor surveys collected during the preceding year.	In progress.	Minimal surveys were collected in Year 1, but a plan for Year 2 surveys has been implemented. Results will dictate weaknesses and deficiencies for correction.
Visitor Centers- the establishment, operation and staffing of a visitor kiosk at JIA, one in Downtown Jax & one in the beaches area.	Completed.	The Beaches visitor's center was the only one not staffed and opened in April 2018.
Each center shall be open a minimum of 50 hours per week including both Sat & Sun for a minimum of 5 hours per day.	Completed.	All centers are open a minimum of 50 hours per week including Saturday & Sunday.
Signage on the interstate directing tourists to the Visitor Center shall be pursued and installed.		We have requested assistance in completing this task. This has been a stumbling block on implementing.

**YEAR 1 FINAL ANALYSIS**

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**TOURIST BUREAU SERVICES**

OTHER CONTRACTUAL YEAR 1 DELIVERABLES	FY 2017-18 RESULT	EXPLANATION/ADDITIONAL INFORMATION
Supplemental unstaffed kiosks at strategic tourist attractions shall be pursued.	In progress.	Options will be presented to TDC in October 2018.
The establishment of continually updated comprehensive and all-inclusive listing 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 groupns, 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; charter fishing captains; manufacturing facility tours; links to Jacksonville Parks, Libraries and other public facilities offered within Jacksonville; hotels, motels, bed & breakfasts and other accomodations; restaurants, bars, clubs & similar food & entertainment establishments; and other similar listings of tourist oriented facilities and activities.	Completed.	The full spreadsheet is ready for delivery to theTDC and can be found online here: <a href="https://www.visitjacksonville.com/travel-tools/complete-tourism-business-listings">https://www.visitjacksonville.com/travel-tools/complete-tourism-business-listings</a>
This service shall also include a pro-active development of such listings by reaching out to a wide spectrum of community organizations and resources to ascertain the activities, facilities and events currently available and such activity shall be an on-going and continuous effort to ascertain all that the City has to offer tourists.	Completed.	This is an ongoing effort and will always be maintained on a continual basis.
The assembly of available information on or creation of new running routes/trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks, boat ramps, non-motorized launches and waterfront facilities accessible to those on the water such as restaurants with docks, etc. and such other maps and guides that identify attributes of the City for which tourists commonly search.	Completed.	This is an ongoing effort and will be performed on a continual basis. A list of projects will be available in the deliverables provided to TDC.
Provide supplemental unstaffed visitor kiosks in addition to the required visitor center and airport visitor kiosk at strategic tourist attractions; the location of which shall be approved by the TDC.	In progress.	Pending TDC determination and approval based on presentation in October.
Install signage on the interstates & main traffic arteries directing traffic to the Visitor Centers. Within 3 months of contract award, Contractor shall provide a timeline to the TDC regarding necessary applications, meetings and issues to be resolved in completion of this deliverable.		Visit Jacksonville has had difficulty in progress on this deliverable.
Maintain tourist information at the I-95 welcome station and provide staffing as may be allowed by Visit Florida at the welcome center.	Completed.	Visit Jacksonville has had an employee set-up at the I-95 Center at least twice a week since October 1, 2017.
Provide a staffed TB kiosk or booth at all TDC designated signature events. Current designated events: Jacksonville Jazz Festival, FL/GA football game, Tax Slayer Bowl & TPC>	Completed.	Visit Jacksonville had a booth at the Jazz Fest, at the art walks and provided assistance and media information for the TPC. We will work with the Florida/Georgia game in October and the Taxslayer Gator Bowl.



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**TOURIST BUREAU SERVICES**

OTHER CONTRACTUAL YEAR 1 DELIVERABLES	FY 2017-18 RESULT	EXPLANATION/ADDITIONAL INFORMATION
Enhance the visitor experience at Visitor Centers and Visitor Kiosks through educational or cultural exhibits, films or media displays, etc.; provide increased hours, enhanced facilities or additional kiosks within the allotted budget as described in the operation plan.-	Completed.	This is an ongoing effort.
Increase signage, way-finding and visibility of tourist attractions, venues and points of interest within the allotted budget as described in the TB operation plan.	In progress.	Research has begun and meetings are planned for the Beaches signage. The Downtown signage will be a part of the new Visitor Center downtown once implemented. The center at JIA is getting a refresh courtesy of JIA.
Fulfill Visitor magazine and brochure requests submitted by mail, phone or email to the TB or through the official City tourism website, social media or app(s).	Completed.	Performed by our Downtown Visitor Center.
Recommend events and attractions to tourists based on past tourist experience reviews and the TB's knowledge and evaluation of such attractions.	Completed.	Performed daily in our Visitor's Centers.
Provide tourists with suggested day tours by geographic areas of the City and by subject areas of interest (i.e. history, water sports, culture).	Completed.	Performed daily in our Visitor's Centers.
Recommend enhanced tourist experiences surrounding existing attractions to tourists.	Completed.	Performed daily in our Visitor's Centers.
Assist tourists by packaging tourist attractions and events to increase tourist awareness and enhance the experience of tourists who visit such attractions and events.	Completed.	Performed daily in our Visitor's Centers.
Contractor will use, distribute and display the advertising and marketing materials within the Visitor Kiosks and Visitor Centers that are created, developed and provided by the City's contractor performing the Marketing Services.	Completed.	
Shall also include tour guide or sightseeing services and electronic links to state and national parks within the City.	Completed.	This is completed in comprehensive listings. Website reference: <a href="https://www.visitjacksonville.com/travel-tools/complete-tourism-business-listings/">https://www.visitjacksonville.com/travel-tools/complete-tourism-business-listings/</a>
The listing shall be maintained electronically and sortable by geographic area, subject matter areas of interest and "star" rating as to hotels, restaurants, etc.	Completed.	No Star rating used as these can be based on various factors; however, all other components of the listing completed.
Such listings may not show any preference to, or otherwise emphasize any particular event or service provider and shall be non-commissionable.	Completed.	We do not provide any emphasis to any particular business and do not receive any compensation for listings.
Contractor shall assemble and continuously update and maintain an electronic:		
i. hotel-motel directory including a map with way-finding capability	Completed.	This is located in the "Where to Stay" section of the website and in the annual Visitor's Magazine.
ii. Food service/restaurant directory including a map with way-finding capability	Completed.	This can be found through the "Food and Drink" section of the website and in the Annual Visitor Magazine.
iii. Directory of tour operators and travel agents.	Completed.	Website reference: <a href="https://www.visitjacksonville.com/travel-tools/tours/">https://www.visitjacksonville.com/travel-tools/tours/</a>
Listings shall be housed on the tourism website.	Completed.	Website reference: <a href="https://www.visitjacksonville.com/travel-tools/complete-tourism-business-listings/">https://www.visitjacksonville.com/travel-tools/complete-tourism-business-listings/</a>

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OTHER CONTRACTUAL YEAR 1 DELIVERABLES	FY 2017-18 RESULT	EXPLANATION/ADDITIONAL INFORMATION
Comprehensive listings shall be completed by the Contractor on or before Sept 30, 2018 and continuously maintained and updated during the term.	Completed.	Website reference: <a href="https://www.visitjacksonville.com/travel-tools/complete-tourism-business-listings/">https://www.visitjacksonville.com/travel-tools/complete-tourism-business-listings/</a>
Contractor shall provide additional service in the compilation of listing, assembly of available electronic and print information on existing tourist attractions and engage in such additional pro-active activities to identify existing facilities or points of interest that could be potential attractions.	Completed.	This is an ongoing effort. The initial gathering has occurred and brochures are displayed in the Visitor Centers. This will be continual.
Contractor shall also identify for TDC where new information is needed on running routes/ trails; bicycling tour routes; scenic walks; historic walking tours; tourist attraction and activity locations; public docks, boat ramps, non-motorized launches and waterfront facilities accessible to those on the water such as restaurants with docks, etc.	Completed.	This was included in our annual content calendar for 2018-2019 and will be worked on by the Tourist Bureau and Marketing contracts combining efforts.
Contractor shall research and create enhanced tourist experiences surrounding existing attractions.	Completed.	A plan is in place to continue researching attractions for new enhanced tourist experiences. We currently promote these most often through our social media channels, but will match them with our experience work and be sure they are available through our website.
Contractor shall assist in the assembly and packaging of tourist attractions and events to increase tourist awareness and enhance the experience of tourists who visit such attractions and events.	Completed.	We completed the following compilations of things to do: - New overall destination map - Top Nationals, State and City Parks – including map - Fishing – types and guides - Museums – including map - Top restaurants to dock your boat and eat at – including map
Contractor shall research and assemble suggested day tours by geographic areas of the City and by subject areas of interest (i.e. history, water sports, culture).	Completed.	Some have been completed, but more will be coming Website Reference: <a href="https://www.visitjacksonville.com/blog/your-biking-itinerary-for-jax/">https://www.visitjacksonville.com/blog/your-biking-itinerary-for-jax/</a> <a href="https://www.visitjacksonville.com/blog/your-hiking-day-itinerary-in-jax/">https://www.visitjacksonville.com/blog/your-hiking-day-itinerary-in-jax/</a> <a href="https://www.visitjacksonville.com/blog/your-boating-day-itinerary-for-jax/">https://www.visitjacksonville.com/blog/your-boating-day-itinerary-for-jax/</a>
Contractor shall provide the City Marketing Agency with the information assembled for use on the website.	Completed.	Visit Jacksonville is also the Marketing Agency and we work in coordination on efforts between Marketing and Tourist Bureau.
Contractor shall report quarterly to the TDC and such report shall include all the efforts made by Contractor in the preceding quarter to expand the number and quality of unstaffed kiosks and the results achieved.	In progress.	This is pending TDC determination at October meeting of bid award.
Contractor shall provide regular progress updates at each TDC meeting on the signage installation requirement until such signage is installed.		No signage updates because we have not been able to proceed with this deliverable.

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The Contractor shall provide an annual update to the TDC regarding the full range of services provided at each Visitor Kiosk and Visitor Center, number of Visitors served in what capacity and recommendations for improvement in service.	Completed.	Completed for our Visitor's Centers. Once Kiosks are implemented this will also be reported on for them.
Contractor shall provide demonstrable evidence such as a demonstration of the database functionality and a presentation by Visitor Center staff regarding recommended tours and visitor experiences to the TDC no less often than annually demonstrating the breadth, accuracy and scope of the bureau's database and depth of knowledge possessed by the bureau regarding existing tourist facilities, programs, events and points of interest.	In progress.	We have this completed and will provide as a component of our annual presentation in November.
The TDC shall annually review the level of service provided for the TB and offer suggestions and set goals for improvement.	In progress.	TDC will review Visit Jacksonville at the November 2018 meeting.
Contractor shall provide or cause to be provided support services and follow-up services for the TDC with respect to events, projects or activities approved by the TDC when requested to do so by the TDC which are part of the TB Operation plan provided the request does not exceed the approved budget for such services.	Completed.	If and when requested we comply with any support and follow-up services requested by the TDC.
Contractor shall have a staffed office in Jacksonville or established a staffed office in Jacksonville within 30 days of the effective date out of which office all services shall be performed.	Completed.	Our staffed office is located at 208 N Laura Street.
All capital improvements must be pre-approved by TDC and constructed and purchased in accordance with City standards and other rules and regulations as may be required.	Completed.	All capital is approved by TDC and we have started using City procurement for bids.