



February 24th, 2021

Meeting Materials

TOURIST DEVELOPMENT COUNCIL MEETING AGENDA

Council President Samuel Newby, TDC Chairman
Thursday, February 24th, 2022 - 10:00 A.M.
Lynwood Roberts Room, City Hall

TDC Members In Attendance: Sam Newby (Chair), Terrance Freeman (Vice Chair), Aaron Bowman (Past-Chair & City Council Member), Jeff Truhlar, Angela Phillips, Dennis Chan, Steve Grossman, Dennis Thompson, Joe Hindsley

Absent: ____

TDC Staff: Lillian Graning (Executive Director), Phillip Peterson (Auditing), Reece Wilson (OGC), Jeff Clements (Research)

WELCOME

- Call to Order
- Public Comments *(Including action items)*

OPERATIONS

- 1) Approval of Minutes
 - ✓ December 2021 – Regular TDC Meeting
 - ✓ January 5th, 2021 – Special Meeting
 - ✓ February 10th, 2021 – Transition Committee Meeting
 - ✓ February 10th, 2021 – RFP Committee Meeting
 - ✓ February 14th, 2021 – Transition Committee Meeting

- 2) Financial Report.....Phillip Peterson

- 3) Market Report.....Lillian Graning

ACTION ITEMS

- 4) RFP Committee Recommendation.....Councilmember Bowman

- 5) Downtown Visitor Center Display Adjustment Request.....Michael Corrigan

- 6) TDC Grant Requests - WasabiCon.....Tom Croom

DISCUSSION ITEMS

- 7) VJ Update.....Michael Corrigan
 - ✓ Datafy?

- 8) Transition Committee Update.....Councilmember Bowman

INFORMATION MATERIALS (NO DISCUSSION REQUIRED)

- ✓ CVB Grant Commitments
- ✓ Equestrian Center Grant Commitments

CLOSING CONSIDERATION

Next meeting: Thursday, April 21st, 2021 at 10am, Lynwood Roberts Room of Jacksonville City Hall

Agenda Item: #3
Reference: Market Report
TDC Meeting Date: 2/24/2022

REQUESTED ACTION: None

DETAILS:

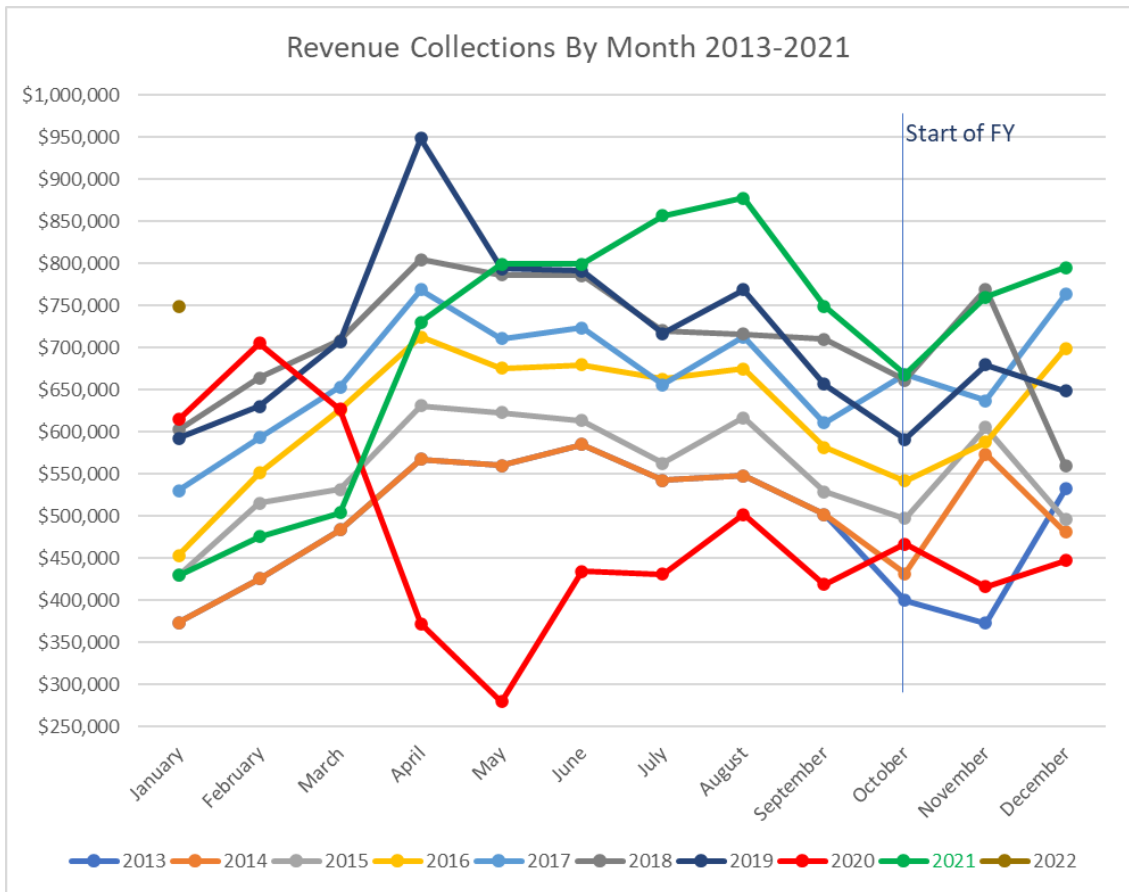
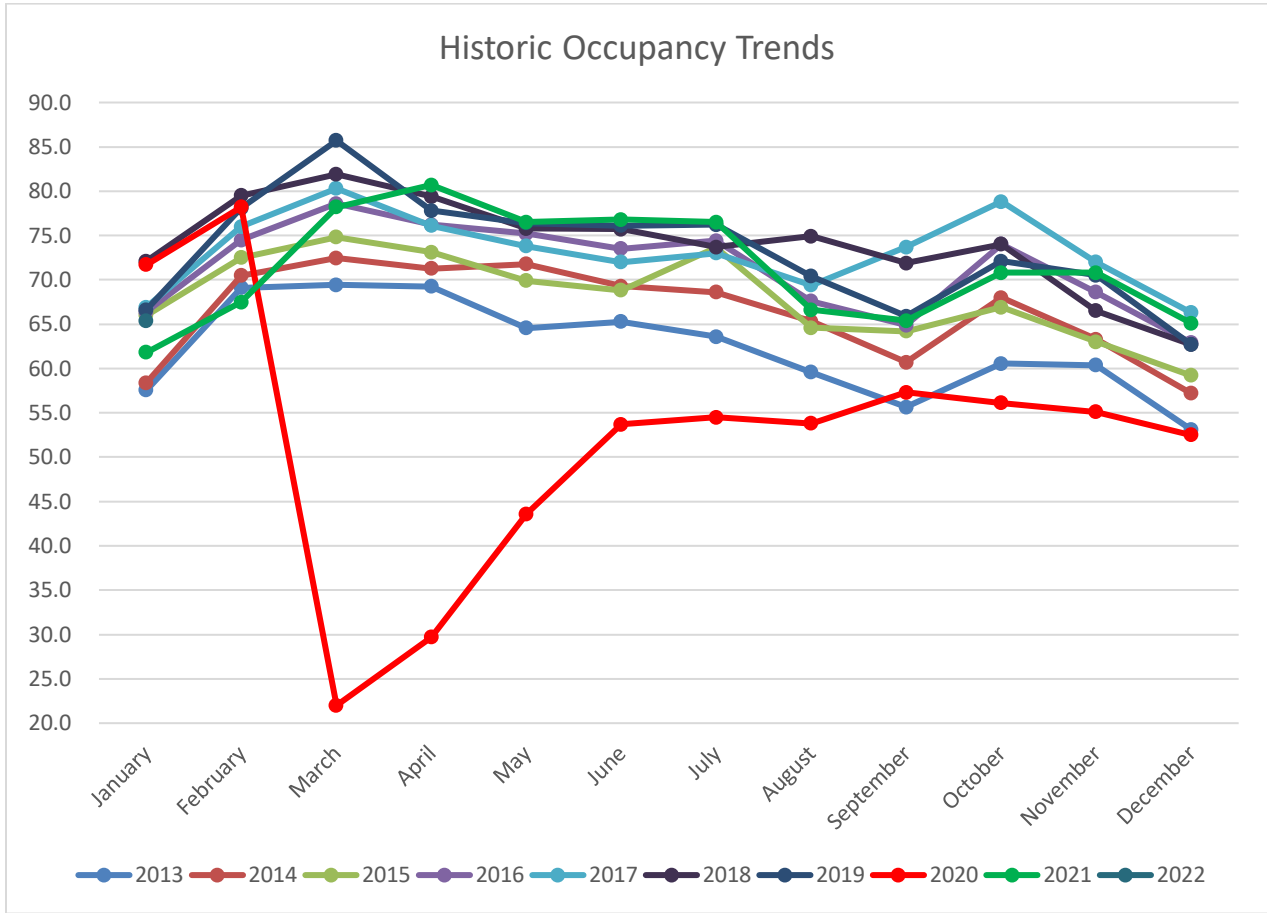
While broad consumer and traveler sentiment has leveled off around the best post-lockdown levels, activity in Duval is booming. December and January saw record breaking revenue and multiple high-profile achievement metrics around visitor engagement.

All market indicators point to a very good financial year during an already busy recovery period. This is both good for tourist development tax and challenging for those hospitality driven businesses still struggling with decreased capacity from limited workforce engagement.

FISCAL IMPACT:

The TDC adopted a fiscally responsible FY 21-22 budget by projecting revenue figures just 15% under pre-covid levels to \$7.2 million. The revenue trends through January far exceed projections and will likely serve as an opportunity for larger investments in grants and infrastructure toward the middle of the FY. Currently, it appears as though FY 21-22 will outperform estimates and position the TDC well for investment positions for future years.

MARKET REVENUE AND OCCUPANCY TRENDS



Agenda Item: #4
Reference: RFP Committee Recommendation
TDC Meeting Date: 2/24/2022

REQUESTED ACTIONS: Approve or adjust the RFP committee's recommendation.

DETAILS:

Full details of committee activity in meeting minutes.

Agenda Item: #5
Reference: Downtown Visitor Center Display Adjustment Request
TDC Meeting Date: 2/24/2022

REQUESTED ACTION: Approve increased budget and associated contract amendment for installation of window display unit for the Downtown Visitor Center.

DETAILS:

Per the approval of TDC at the last meeting, Visit Jacksonville sought to work with the vendor approved to have the window display unit installed at the Downtown Visitor Center. The final estimate was \$172,019.32, (\$32,019.32 over the approved \$140,000.) As a result, Visit Jacksonville is seeking approval of the additional amount to be reimbursed through the Marketing contract. Further details of the project scope are included.

FISCAL IMPACT:

The initially approved investment of \$140,000 will be drawn from contingency, as planned. The additional \$32,019.32 will use the existing Tourist Bureau/Destination Experience budget line item for capital upgrades.



INTERACTIVE WINDOW DISPLAY AT DOWNTOWN VISITOR'S CENTER

Submitted By:

Joash Brunet

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CASTAÑO GROUP



WINDOWS

VISUAL CONTENT

The Vendor's visual content will leverage the high realism of Visit Jacksonville's existing media assets, the high formality of the Visit Jacksonville space, and a high level of digital engagement and user-focused design to create a perceived reality that connects visitors to our region and generates a sense of excitement.

Visual design will be based on kinetic motion, a dynamic palette of colors, and an incorporation of cultural and heritage assets specific to Jacksonville and the Northeast Florida region. These assets, along with custom animations and motion graphics, will be incorporated to create a unique point of engagement for viewers and serve as a wayfinding and placemaking marker for the City of Jacksonville. All content will be designed to be visible from a minimum of one block away from the Downtown Visitor's Center.

<p>THE INTERACTIVE WINDOW DISPLAY SHALL COVER THE DOWNTOWN VISITOR CENTER'S</p>	<p>Windows facing Laura St.</p>	<p>116" wide x 127.5" high</p>
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INTERACTIVE WINDOW DISPLAY

Functionality

For the purposes of this RFP response, all hardware, software, and project installation costs and functionality have been scoped and priced for the purpose of allowing the Interactive Window Display to be running and visible 24 hours a day. The Vendor will create and program content that includes a QR code that allows for viewers/users to download at least one mobile application, as designated by Visit Jacksonville. The Vendor will also explore the incorporation of an interactive component that will allow viewers/users who have Bluetooth-capable devices to hear synchronized audio that corresponds with the visuals of the Interactive Window Display. In addition, the Vendor shall create a content management system (CMS) that will allow the introduction and editing of existing and new content as requested by Visit Jacksonville. The Vendor shall provide instruction on how to use the CMS to designated Visit Jacksonville personnel.

Responsibilities

The Vendor is wholly responsible for, and shall provide, the display hardware (including but not limited to LED panels, central processing unit, wiring, and installation) as well as the adaptable software to run and design the Interactive Window Display.

The Vendor hereby agrees to fully coordinate and execute all permitting, technological requirements, site surveys, project installation, and other planning and installation responsibilities associated with this project. Visit Jacksonville shall assist the Vendor in these duties to the degree to which Visit Jacksonville is the sole agent capable of fulfilling project permitting, permissions, etc.

The costs provided in this bid are inclusive of all components of the project including installation and warranty. The Vendor shall ensure that all window hardware and display equipment is warrantied against malfunctions and failures for a period of no less than three years. The Vendor shall provide routine maintenance for an ongoing basis in order to ensure that the Interactive Window Display is running and performing without issue. This routine maintenance is estimated to be a maximum of two hours per month but the Vendor reserves the right to forego on-site and remote maintenance during periods when the Interactive Window Display is performing normally and without issue.



INTERACTIVE WINDOW DISPLAY

Project Calendar

The Vendor and its subcontractor shall complete and install the Interactive Window Display 120 days of contract execution. Within that time period, the Vendor and Visit Jacksonville may set project milestones and “check-in” periods for the purposes of testing, review, and other oversight and collaborative efforts. Absent a project milestone checklist and calendar in this RFP response, this document shall serve as a tacit agreement between Vendor and Visit Jacksonville to adhere to any future project milestones.

Project Cost*

LABOR	QTY	ESTIMATE
MEDIA SERVER AND CONTENT MANAGENT SYSTEM DEVELOPMENT	1	\$28,600.00
VISUAL CONTENT - REAL-TIME GENERATED ANIMATIONS OVER JACKSONVILLE LANDMARKS	1	\$15,400.00
VISUAL CONTENT - 3 SETS OF GENERATIVE ANIMATIONS	3	\$12,540.00
TRAINING	3	\$396.00
	SUBTOTAL	\$56,936.00
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EQUIPMENT AND SOFTWARE	QTY	ESTIMATE
ADJ VS2 VIDEO PANEL 2.97 MM PIXEL PITCH	36	\$54,925.20
ADJ RIGGING SYSTEM	1	\$7,645.00
ADJ NOVAPRO UHD JR ALL IN ONE CONTROLLER	1	\$9,460.00
ADJ VX6010 VIDEO CONTROLLER	1	\$2,310.00
INSTALL 2 VIDEO WALL SYSTEMS 5 PANELS WIDE AND 6 PANELS HIGH. INSTALL AND SET UP CONTROLLERS AND TRAIN ON OPERATIONS.	1	\$18,700.00
MEDIA SERVER FOR REAL TIME PLAYBACK AND GENERATIVE CONTENT	1	\$9,350.00
TOUCHDESIGNER PRO PLAYER LICENSE	1	\$880.00
NOTCH PLAYBACK LICENSE	1	\$1,493.80
WINDOWS LTSC	1	\$325.60
	SUBTOTAL	\$105,089.60
	SALES TAX (7.5%)	\$7,881.72
	TOTAL	\$112,971.32
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MAINTENENCE	QTY	ESTIMATE
ONE YEAR OF MONTHLY MAINTENENCE	24	\$2,112.00
INCLUDED - REMOTE TROUBLESHOOTING	1	\$0
INCLUDED - BUILT-IN NOTIFICATIONS ON PLAYBACK ISSUES	1	\$0
	SUBTOTAL	\$2,112.00
PROJECT TOTAL		\$172,019.32

* The Vendor and its subcontractors guarantee and warranty the cost of all project equipment and software for a period of no less, and no more, than 90 days, from the signature date of the project contract.

Agenda Item: #6
Reference: TDC Grant Request
TDC Meeting Date: 2/24/2022

REQUESTED ACTION: Determine award level for grant applicant.

DETAILS:

The TDC implemented grant consideration periods (to become twice a year) in 2021. As a result of this new policy, not all applicants were prepared to have their opportunities considered on that timeline. There was an applicant who had been working with Visit Jacksonville for months before the new grant guidelines were approved that would require funding before the June consideration period in order to adequately implement the proposed marketing plan. The details of that request are summarized on the following sheet.

The production entity, Green Mustard, is represented by Tom Croom, for questions.

FISCAL IMPACT:

While all the budgeted funds for FY 21-22 have been awarded, there are more than sufficient funds in contingency to cover this request. Additionally, Furyk & Friends may not be eligible for the special event grant they were awarded, in which case, those funds would be unencumbered and available for this purpose.

PROGRAMMATIC IMPACT:

This grant request is minimal on the scale of supporting activity and holds a large potential to differentiate the Duval market with a demographic that TDC hasn't invested heavily in until now. The Executive Director recommends awarding this request in full as the ROI more than meets the standards TDC has practiced in the past and is bolstered by Visit Jacksonville's marketing team's support.



Representative: Tom Croom, Mustard Entertainment

Name of Event: WasabiCon 2022

Date of event: October 15-16, 2022

Date of application: January 24th, 2022

Type of grant requested: Marketing

Funding to support: Marketing activities

Event overview: WasabiCon® (wasabicon.com/jax) is an all-ages annual event celebrating cosplay, anime, gaming and pop culture in Jacksonville, Florida. In 2021, the event attracted more than 8,700 attendees making it not only the largest anime convention in North Florida, but also the largest pop culture event in Northeast Florida and the longest running in Jacksonville, Florida. The next WasabiCon is scheduled to take place the weekend of October 15-16, 2022 at the Prime F. Osborn III Convention Center.

Past TDC Support: None

ROI Summary: Using a conservative tourist estimate, each tourist would cost \$2.40 in grant funds, well under many other investments leveraged for attraction.

Application Score: 51 out of 60

Recommendation: Recommend awarding full \$12,000 requested marketing grant from FY 21-22 contingency, if F&F special event grant is reimbursed in full.

Agenda Item: #7
Reference: Visit Jacksonville Update
TDC Meeting Date: 2/24/2022

REQUESTED ACTION: N/A

DETAILS:

Visit Jacksonville will provide programmatic updates as well as review a demonstration of the Datafy product that is beginning to yield insights into visitor behavior patterns in the Duval market.

Datafy Event Reports for Visit Jacksonville

Surf Girl and Skate League Series
November 13-14th, 2021



Visitor Volume Estimates

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

Seawalk Pavilion



The Lawn polygon



Event Analysis

Nov 13 and 14

Surf Girl

Total Local



+

Total Visitors



=

9,438

Total Unique Visitors
from **50+ miles**



1,855

Total Unique Visitors
from **150+ miles**



1,282

SLS

Total Local



+

Total Visitors



=

6,410

Total Unique Visitors
from **50+ miles**



1,526

Total Unique Visitors
from **150+ miles**



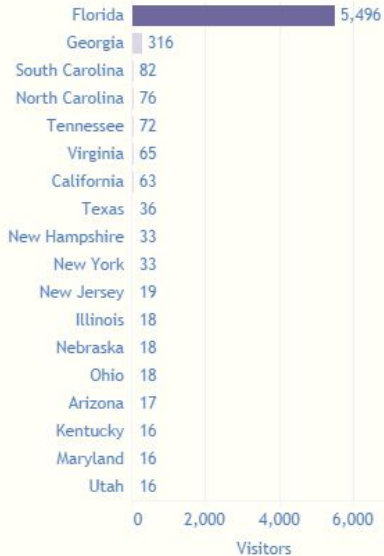
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Event Analysis

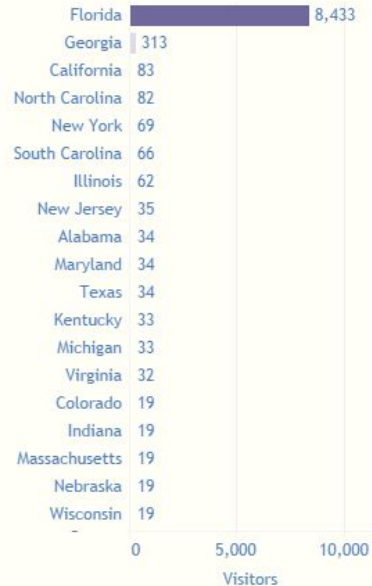
Nov 13 and 14

All Locals and Visitors

SLS



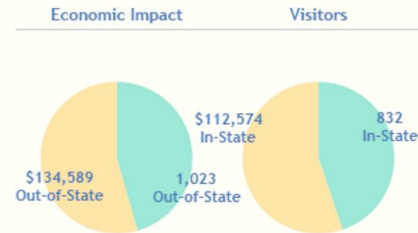
Surf Girl



Visitor Breakdown (those who live 50+ miles from destination)

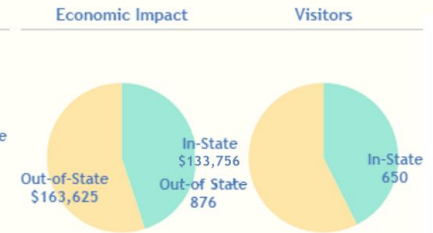
Surf Girl

11/13/2021 - 11/14/2021
Seawalk Pavilion



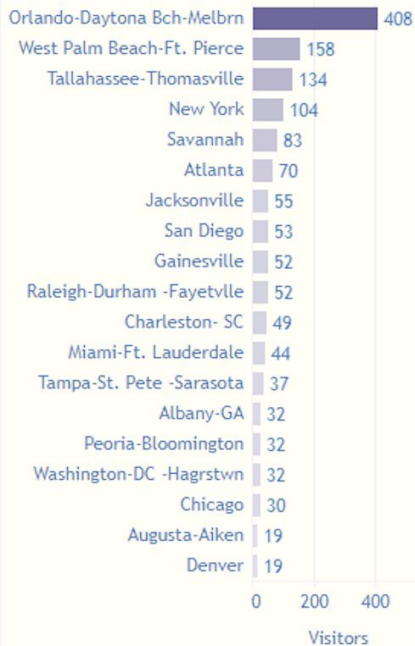
SLS

11/13/2021 - 11/14/2021
The Lawn

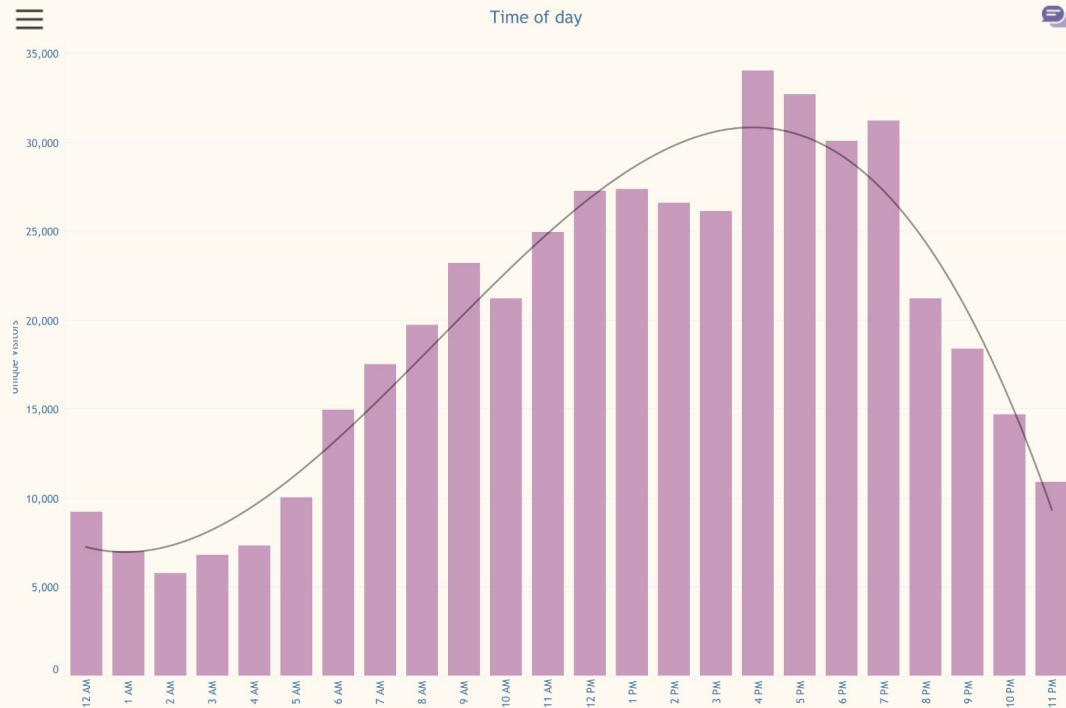


Surf Girl

Top DMAs



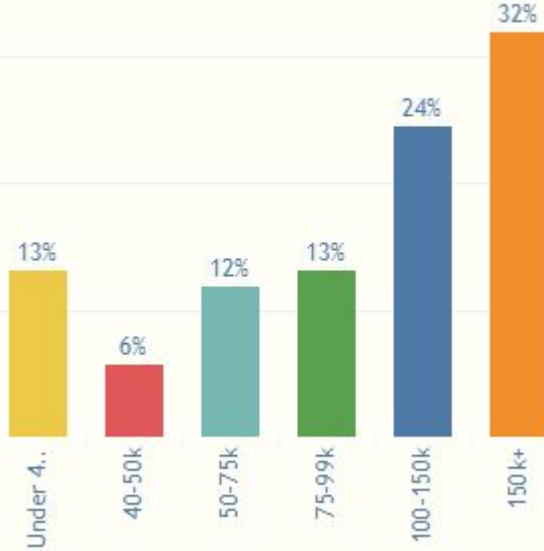
Hourly Foot Traffic



Surf Girl

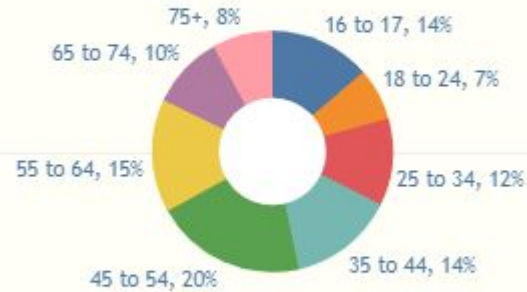
Demographics - Income

Income



Demographics - Age

Age



Surf Girl-Hotel Impact

58% of visitors (those residing 50+miles from Jacksonville)
observed at *Seawalk Pavilion* were also
observed in hotels.

Estimated **3,132**
people observed at
Seawalk Pavilion were
observed in hotels on
November 13-14.

Estimated **1,075** people
who live **50+ miles from
Jacksonville** were
observed in hotels and
also at the *Surf Girl Event*
on **November 13-14.**

Hotels that saw the greatest number of visitor device correlation:

(from people who reside 50+ miles)

Four Points by Sheraton Jacksonville
Beach (**390**)

Best Western Oceanfront (**205**)

Element by Westin Jacksonville
Beach (**149**)

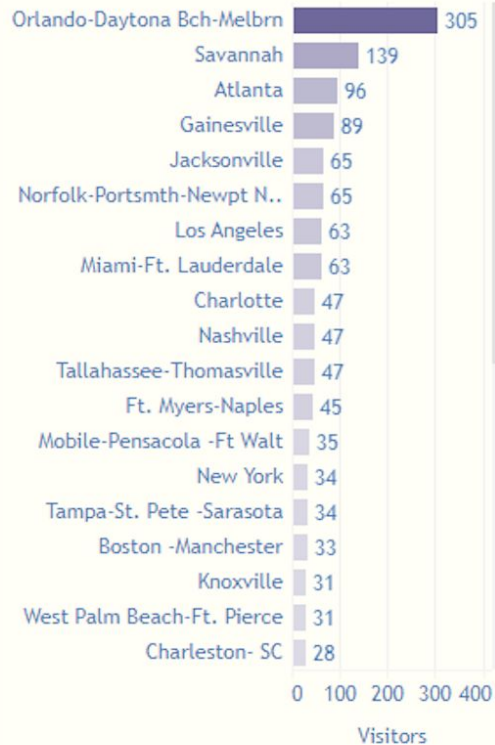
Margaritaville Beach Hotel (**166**)

Embassy Suites (**75**)

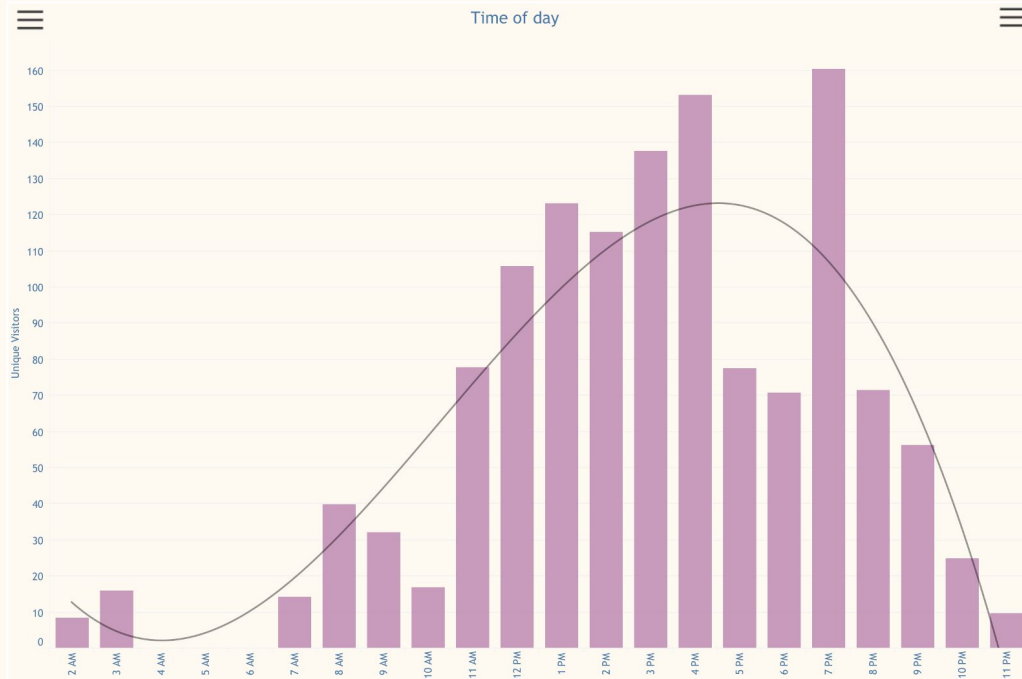
Hampton Inn Jacksonville (**93**)

SLS

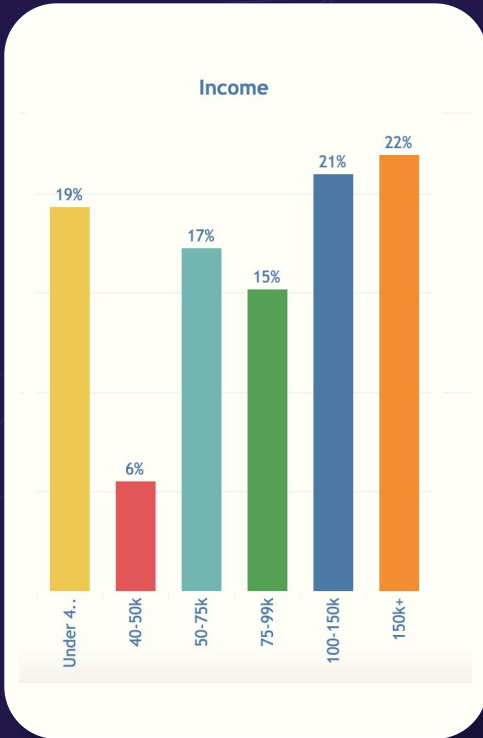
Top DMAs



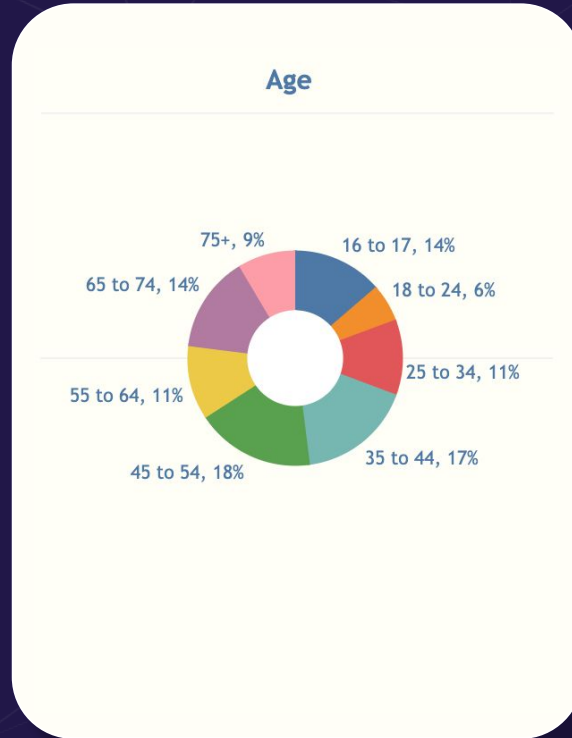
Hourly Foot Traffic



Demographics - Income



Demographics - Age



SLS - Hotel Impact

62% of visitors (those residing 50+ miles from Jacksonville) observed at *The Lawn* were also observed in hotels.

Estimated **1,725** people observed at *The Lawn* were observed in hotels on **November 13-14**.

Estimated **946** people who live **50+ miles from Jacksonville** were observed in hotels on **November 13-14**.

Hotels that saw the greatest number of device correlation:
(from people who reside 50+ miles)

Jacksonville River City Hotel (**458**)

Hyatt Regency Jacksonville Waterfront (**183**)

Doubletree by Hilton Jacksonville Waterfront (**106**)

Homewood Suites by Hilton (**76**)

Hyatt Place Jacksonville Airport (**61**)

Agenda Item: #8
Reference: Transition Committee Update
TDC Meeting Date: 2/24/2022

REQUESTED ACTION: N/A

Update provided by Transition Committee Chair, Councilmember Aaron Bowman and accompanying minutes from committee meetings.