SINGLE SOURCE AWARD **BID # SS-9159-21**

Subject: Regional Golf Tourism Marketing for Northeast Florida

Department: Tourist Development Council

Description of Purchase: Recommend approval to utilize the first of two (2) renewal options with Florida's First Coast of Golf, Inc. to provide golf tourism marketing services for Northeast Florida. Period of service is from October 1, 2021 through September 30, 2022 with a one (1) year renewal option remaining. Total revised estimated annual expenditure amount is $129,521.00, for a total expenditure amount not to exceed $220,947.80.

Funding Source: 10301.231002.549006.000000.00000949.00000.0000000

Single Source Award To: Florida's First Coast of Golf, Inc.

Price Justification: See Attached

Total Award: $220,947.80 **Requisition #:** N/A

Attachments: Recommendation Memo, Vendor Letter and Previous Award

Certification as to Single Source: Lillian Graning, Executive Director, Duval County Tourist Development Council

THE ABOVE PURCHASE IS RECOMMENDED FOR AWARD IN ACCORDANCE WITH CHAPTER 126.206.

Analyst: Annette Burney

Gregory Pease, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE

"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

CHAIRMAN ***DATE***

ACTION OF AWARDING AUTHORITY DATE: _____

APPROVED_____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Jacksonville
DUVAL COUNTY
Tourist Development Council

117 WEST DUVAL STREET, SUITE 260
2nd FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202
OFFICE 904-255-5505

MEMORANDUM

TO: Annette Burney
Finance and Administration Department

FROM: Lillian Graning
TDC Executive Director

DATE: September 28th, 2021

SUBJECT: Florida's First Coast of Golf Single Source Award Request for FY 21-22

The Duval County Tourist Development Council (TDC) respectfully requests permission to use the Single Source Provider for golf tourism market development.

1. Justification
These professional services require competence in program implementation and the capacity to deliver the services. As such, in order to make the best decision for the City of Jacksonville, the TDC requests permission to use the Single Source Provider in accordance with the Tourist Development Plan. Florida's First Coast of Golf (FFCG) is the only regionally and strategically positioned company that provides direct marketing and industry development for golf related activities in North East Florida. FFCG delivers agency level collateral, representation, and partnership in a way that allows Duval TDC to leverage their market position in the most effective and efficient way, gaining a competitive edge on state and national competitors.

2. Certification
As required in Section 126.204 (a) (1), Ordinance Code, the TDC certifies the following:

i. The general purpose of the services and specific information is stated in Chapter 70 of the Ordinance Code for the Duval County Tourist Development Plan.

ii. The intent of the TDC is to utilize the first of (2) contract renewal terms for agreement with Florida's First Coast of Golf services with (1) additional one year option to renew.

iii. The proposed cost of the services provided by Florida's First Coast of Golf is $$129,521 in the 2021-2022 fiscal year.

iv. Funding Source TDC Budget FY 2020-2021: Index Code CCTD132MA, Fund 10301, Center 231002, Account 549006, Activity 00000949

v. The proposed services would not duplicate existing services. This sole source provider request is designed to give the TDC the authority to seek the best Contractor(s) to continue providing these services.

vi. The current Single Source Award Bid #SS-~~0231-19,~~ 9159-21 FFCG contract ~~10378-01,~~ 70589-21 golf tourism marketing service period is from the date of the award through September 30, ~~2021.~~ 2022

Attached:

- ✓ Procurement Single Source Provider Form
- ✓ TDC June 2021 Meeting Minutes (authorization)
- ✓ Scope of work

Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

SCOPE OF WORK

FY 22 GOLF TOURISM MARKETING SERVICES

From: David Reese, President of Florida's First Coast of Golf
To: Lillian Graning – Executive Director
Duval County Tourist Development Council

Date: July 19, 2021

Overview

Florida's First Coast of Golf is a regional golf tourism marketing company responsible for advertising a 5-county region as a golf destination. This scope of work provides details on how the proposed golf tourism marketing services contract amount of $129,521.

Single Source Justification

FFCG is a not for profit corporation organization designed to promote the Northeast Florida region as a golf destination, and it was formed by the region's lodging properties, tourist boards, and golf courses. Specifically within the counties of Duval, Nassau, Clay, St. Johns and Flagler. This makes it the only organization that can provide a regional partnership to market golf tourism.

Deliverables

The funding will be a crucial contribution to a regional marketing effort aimed at attracting golfers to the region. The effort spans a wide variety of platforms and will be conducted under the unified brand of Florida's First Coast of Golf (FFCG), which Duval County was instrumental in creating in 1992. The advertising and creative treatments will reflect a blend of the 5 counties, tested for effectiveness and approved by FFCG board of directors.

Quarterly reporting will stand by the official Duval County Reporting requirements template which include: Top 10 Golf Visitor Markets, Top 5 Demand Markets, Digital Traffic, Estimated Golf Tourist Room Nights, Average Precipitation and Temperature, and Earned Media Impression and Value Totals.

The marketing plan created by FFCG staff and approved by its Board of Directors involve spending in several categories, including advertising (print, and digital), presence at two types of events (trade shows and consumer shows), and performing several in-house services which are necessary to execute the working plan effectively (e.g. Collateral print/production/distribution, digital agency, public relations). All dollars are spent collectively under the regional brand, Florida's First Coast of Golf.

This scope of work will demonstrate each of the categories. Please note that earned media, which is estimated to be worth over $1.5 million based on historical levels, dependent on VISIT FLORIDA promotions department opportunities, is a separate category from those listed below, and the precise spending amounts and schedules may vary based on budget approval, market conditions and co-op investment.

Spending Categories

COLLATERAL PRINT/PRODUCTION/DISTRIBUTION: The collateral listed in the marketing plan is scheduled to be a fold-out map listing publicly assessable 18 hole golf courses in the region. The panels would also include the relevant CVB logos and other useful information. Distribution company to deliver to regional hotels.

DIGITAL MARKETING: A variety of digital programs are included in the digital marketing aspect of the working plan. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment. A digital agency will be retained to perform digital and graphic design work for the entirety of FY 22.

Five of the digital marketing categories are scheduled to be year-long efforts across FY 22:

- Content Development and deployment
- Digital Agency services
- Display/Retargeting/SEO
- Email Marketing
- Social Media boosts and advertising

The remaining purchases include advertising on popular social media platforms and several specialist golf sites.

PRINT MEDIA: Advertising in print media will consist of buys in top performing markets. Most of the publications are golf-specific. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment.

Targeted Markets

FY22 Budget and Marketing Plan built to:

- Target primary and secondary audience FL/GA (1), within a 700 mile drive halo(2) and maintenance messaging(earned media) in top traditional markets outside drive markets(3).
- Responsible yet aggressive approach to accomplishing our goal of generating demand across primary and secondary markets with focus on short term recovery while not abandoning traditional market presence.
    - Primary | Golfer travels to play golf | Ages 35-65 | HHI $75K+
    - Secondary: Leisure travel that includes golf| Ages 30-49 | HHI $75K+
- FFCG and agency will constantly monitor trends, consumer confidence and geographic origins of visitors with most recent datapoints available

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Foundation built on robust cooperative advertising programings across marketing line items, optimistically planned with ability to adjust scope. FFCG team will maintain and amplify its aggressive approach for value add in promotions, media vendors and marketing partners.

Geo-target Markets

Baseline target states FL, GA, NC, SC

Top Ten Spend DMA's: NY/NJ, ATL, DC/BWI, BOS, ORL, CHI, Tampa, PHI, DET, CLT. FFCG will weigh consumer confidence and pandemic conditions when considering geo-markets outside 700 mile radius

Seasonal target DMA's will focus on CIN, CLE, DEN, DAL, IND, Norfolk, LAX, MIN, Seattle, NSH, PITT, RVA and Toronto and additional air service markets pending consumer confidence as they develop.

- **Proof of Delivery**:
  - Copies of earned media, and any other promotional, marketing or advertising material utilized by FFCG staff.
  - Monthly of Quarterly organic vs paid website traffic with current and past two-year comparison
  - Digital and Print Ad detail including:
    - Publication
    - Type of placement
    - Circ./Exposure
    - Copy of base/creative
    - Engagement
    - Total cost
    - Value per impression/exposure

- **Quarterly Written Reports**:
  - Public relations efforts, trade show attendance, and other events/activities during the reporting period, as well as any partnership efforts made with Visit Jacksonville
  - Market Indicators:
    - Comparisons across Duval, FFCG service area, Florida, and domestic US are performing regarding:
      - Set rounds played in FFCG service area (source Golfdata Tech) + Estimated Duval room night generation (year over year – begin to establish)
      - Visa View annual report (as applicable to this industry & Duval specifically, as available)
      - Annual report of top performing geographic markets
  - Duval's Market Position:
    - Assessment of Duval's current product regarding courses, retail, accommodations, transportation, and overall travel experience.
      - Examples: new/closed/improved courses, retail, or transportation options.
    - Projections, predictions, and market influences as assessed by FFCG.
      - Example: golfing industry trends (demographic shifts, consumer behavioral changes, observed behaviors by front-line staff, etc.)
    - Duval's month-by-month precipitation/temperature
    - The region's top 5 domestic and international markets

Florida's First Coast of Golf

EXPOSURE MEDIUM	BUDGET
Advertising Collateral Production | Printing | Distribution	$6,700.00
Digital Marketing	$101,093.00
Print Media	$21,728.00
Total FY 2021 FFCG Grant	**$129,521.00**

SINGLE SOURCE AWARD **BID # SS-9159-21**

Subject: Regional Golf Tourism Marketing for Northeast Florida

Department: Tourist Development Council

Description of Purchase: Recommend approval to retroact the period of service from October 1, 2020 to date of executed contract. Recommend approval of single source award to Florida's First Coast of Golf, Inc. to provide golf tourism marketing services for Northeast Florida. Period of service is from date of executed contract to September 30, 2021 with two (2) one (1) year renewal options. Total not to exceed expenditure amount is $91,426.80.

Funding Source: 10301.231002.549006.000000.00000949.00000.0000000

Single Source Award To: Florida's First Coast of Golf, Inc.

Price Justification: See Attached

Total Award: $91,426.80 **Requisition #:** N/A

Attachments: Recommendation Memo, Single Source Form, Vendor Letter and Scope of Work

Certification as to Single Source: Lillian Graning, Executive Director, Duval County Tourist Development Council

THE ABOVE PURCHASE IS RECOMMENDED FOR AWARD IN ACCORDANCE WITH CHAPTER 126.206.

Analyst: Annette Burney

Gregory Pease, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE

"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

CHAIRMAN

DATE 10/29/2020

ACTION OF AWARDING AUTHORITY DATE: 10/29/20

APPROVED ✓ BH DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Brian Hughes
Chief Administrative Officer
For: Mayor Lenny Curry
Under Authority of
Executive Order No. 2019-02

FORM GB-113, Revised 12/2007

SINGLE SOURCE AWARD

BID # SS-0230-20

Subject: Regional Golf Tourism Marketing for Northeast Florida

Department: City Council

Description of Purchase: Recommend approval of single source award to Florida's First Coast of Golf, Inc. to provide golf tourism marketing services for Northeast Florida. Period of service is from October 1, 2019 to September 30, 2020. Total not to exceed expenditure amount is $152,378.00.

Funding Source: CCTD132MA-04904

This award is subject to appropriation by the City in the fiscal year beginning October 1, 2019. No funds have been appropriated to date. The City has no obligation for payment and work hereunder is not authorized unless funds are appropriated for the work herein. A written notification will be provided in the event that funds are appropriated.

Single Source Award To: Florida's First Coast of Golf, Inc.

Price Justification: See Attached

Total Award: $152,378.00

Requisition #: N/A

Attachments: Recommendation Memo, Single Source Form, Vendor Letter and Scope of Work

Certification as to Single Source: Lillian Graning, Executive Director, Duval County Tourist Development Council

THE ABOVE PURCHASE IS RECOMMENDED FOR AWARD IN ACCORDANCE WITH CHAPTER 126.206.

Analyst: Annette Burney

Gregory Pease, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE

"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

Teresa R. Eilman
CHAIRMAN

DATE 8/29/19

Tom R. McCook

ACTION OF AWARDING AUTHORITY

DATE: 9/10/19

APPROVED ✓ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

FORM GB-113, Revised 12/2007