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SINGLE SOURCE AWARD **BID # SS-14667-23**

Subject: GOLF TOURISM MARKET DEVELOPMENT

Department: TOURIST DEVELOPMENT COUNCIL

Description of Purchase: Recommend approval to retroact the period of service from October 1, 2023 through date of award.

Recommend approval of award to Florida's First Coast of Golf, Inc., for the provision of marketing services for regional golf to promote Northeast Florida as a golf destination for tourists. Period of service is from date of award through September 30, 2024 with two (2) one (1) year renewal options. Total award not-to-exceed expenditure is $172,800.00.

Funding Source: 10301.231002.549006.000000.00000949.00000.0000000 - To be executed by contract through the Office of General Counsel

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

Price Justification: N/A

Total Award: $172,800.00 **Requisition #:** CCTD-500085-23

Attachments: Agency Memo, Scope of Work, Meetings notes, Vendor Letter/Quote

Certification as to Single Source: Carol Brock, Executive Director, Tourism Development Council

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

Analyst: Olive Wallace-Cohen

Dustin Freeman, 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: Dustin Freeman, Chief of Procurement, Procurement Department

FROM: Carol Brock,
TDC Executive Director *Carol Brock*

DATE: September 14, 2023

SUBJECT: Florida's First Coast of Golf Single Source Award Request for FY 23-24

The Duval County Tourist Development Council (TDC) respectfully requests permission to use of the single source provider for golf tourism market development effective October 1, 2023 with the option to renew for two additional years. The requested provider is **Florida's First Coast of Golf.** As approved by the TDC the budgeted amount is **$172,800 for FY23-24.**

Florida's First Coast of Golf, Inc.
Supplier #21742
Contract #TBD
Account 10301-231002-549006-000000-00000949-00000-0000000

Attachments:
- ✓ TDC Meeting Minutes Noting Authorization
- ✓ FFCG Scope of Work Approved by TDC
- ✓ FFCG Budget for Services

JUSTIFICATION FOR SINGLE SOURCE (JSS)	
Pursuant to the City of Jacksonville Procurement Code§ 126.206 & § 126.312, when requesting a purchase from a vendor subject to the referenced sections, please complete this form to justify your request and submit to Procurement with applicable attachments.	
1. Requesting Agency:	Office of the City Council
2. Nature and/or description of the requirement being requested. ***Identify each item, component or service being procured. (Attach quote/proposal):*** ***Why does the City need these particular goods or services?***	Florida's First Coast of Golf regional marketing partner for the TDC. FFCG will provide all items detailed in the attached Scope of Work and Budget. The proposed services would not duplicate existing services.
3. Provide a detailed justification as to why the requested goods/services can only be efficiently and effectively procured through the recommended Single Source vendor:	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.
4. Date of Request	9/14/2023

5. Summary of Market Research

[Provide a description of the market research performed, how it was performed, by whom, and market research results. Please spell out acronyms.]

[Florida's First Coast of Golf is the only regional company that provides direct marketing and industry development for golf-related activities in Northeast FL. The organization's expertise and experiences is more than 25 years.]

6. ***Other Documentation (Check and attach all that apply)***

√ Supplier Quote

√ Single Source Memo signed by Director

√ Other [TDC Minutes approving budget for FY23-24 to include FFCG; Scope of Work; Budget]

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, April 27, 2023, 10:00 a.m.
City Hall - Lynwood Roberts Room

TDC Members: City Council President Terrance Freeman (Chair), City Council Vice President Ron Salem (Vice Chair), City Council Member Aaron Bowman, Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson, Joe Hindsley, and Mark VanLoh

TDC Staff: Carol Brock (Executive Director), Brett Nolan (Administrator), Phillip Peterson (Auditor), and Reece Wilson (Office of General Counsel)

I. Welcome and Call to Order — Vice Chair Salem

The meeting was called to order by Vice Chairman Salem at 10:01 a.m. and the attendees introduced themselves for the record. The Vice Chair announced that Chairman Freeman, Mr. VanLoh, Ms. Phillips, and Mr. Kuverji are unable to join us due to a work conflict, however, Ms. Phillips will join by phone although she will not be able to vote.

II. Public Comments Including Action Items — Vice Chair Salem

Public Comments: None

III. Approval of Minutes — Vice Chair Salem

The minutes of the March 16, 2023 TDC Special Meeting and the March 16, 2023 TDC Strategic Plan Subcommittee Meeting were **approved unanimously as distributed.**

IV. TDC Grant Requests — Carol Brock

A. 2023 Florida Fin Fest — Niko Costas

Ms. Brock introduced Niko Costas, owner of Real Time Entertainment & Management LLC. Ms. Brock gave a summary of the event, detailing that Real Time Entertainment & Management was requesting a marketing grant for $10,000 and a special event grant for $50,000, totaling $60,000 to support the 2023 Florida Fin Fest at the SeaWalk Pavilion during September 15 – 16, 2023. The grant application scored a 46 out of 60 for both the marketing and special event.

Mr. Costas gave an overview of the event. The 2023 Florida Fin Fest is a free outdoor conservation, education, and music festival. It is a two day festival that features educational panel discussions from conservation and science experts, interactive hands-on experiential activities for all ages, as well as performances by musical artists. The festival facilitates recycling throughout the event and concludes with a beach clean-up. The event was held in 2021 and 2022, with 17,499 visitors last year, of which 5057 were tourists.

Motion (Bowman /2nd Chan): Approve Real Time Entertainment & Management to receive a marketing grant for $10,000 and a special event grant for $50,000 from the Tourist Development Council FY 22-23 Event Grants account for the 2023 Florida Fin Fest.

Mr. Bowman asked Ms. Brock about the economic impact of this event, more specifically how the TDC audits the past performances of yearly events, such as Florida Fin Fest, that ask the TDC for funding support. Ms. Brock explained the reimbursement process of TDC grants, detailing that in order to get reimbursement, the applicant must prove they satisfied the conditions of their contract. One component to be eligible for reimbursement is reaching the number of tourists from outside the 150-mile radius of Duval County that was specified in the applicant's grant agreement. The applicant must meet or exceed the guarantee in order to be reimbursed.

The motion was approved unanimously.

B. Jacksonville Offshore Diving and Fishing Reefs — Joe Kistel

Ms. Brock introduced Mr. Kistel, Media Producer with Kistel Media LLC, to discuss an upcoming grant request regarding Jacksonville offshore diving and fishing reefs. She reminded the board that Mr. Kistel came before the TDC in 2021 and was awarded a marketing grant of $35,000 to promote fishing and scuba diving

recreational opportunities off the coast of Jacksonville. When Mr. Kistel presented it to the board in 2021, the plan was to come back to the TDC to request additional dollars. Ms. Brock informed the board that this request is different from most grant requests because tracking hotel room nights and tourists can be a challenge.

Mr. Kistel gave a review of the results from the 2021 outreach campaign that was funded by TDC. The project received a lot of attention and set the foundation for the Coastal Jax Destination Outreach Platform. This platform would be to design and publish an interactive website which would feature coastal Jacksonville fishing and diving destinations. Mr. Kistel would like to be considered for a multi-year grant request, totaling $460,000 over the course of three years. Mr. Kistel's goal is to ask the TDC for this funding in the coming months.

Mr. Hindsley recalled supporting this grant request in 2021 with the understanding that it would be seed money to help expand this industry. However, Mr. Hindsley explained that the revenue of the TDC is collected through the bed tax, which then gets distributed through grants with the idea that these grant-supported events produce additional hotel room nights. He asked Mr. Kistel if the TDC is the only funding source for this project, citing the way the Florida First Coast of Golf receives funding through not just the TDC but surrounding counties, other private investments, and partnerships. Mr. Kistel detailed that he approached different organizations for funding support, but it has been a struggle to find meaningful impact to support this endeavor. The TDC would be the main funding support to get this three year project established.

Mr. Hindsley asked how hotels would benefit from this investment and what the return on investment would be. Mr. Kistel said it is a difficult question to answer and doesn't have the resources to answer. Mr. Kistel did cite that the saltwater fishing is a near ten million dollar industry annually according to the Fish and Wildlife Conservation Commission (FWC). Mr. Kistel continued by saying many counties in Florida, like Okaloosa County, have invested millions of dollars in offshore reef development. Duval County alone has 9 offshore reefs. While Mr. Kistel doesn't know to provide hard numbers in terms of hotel stays, he mentioned that other counties in Florida see a value in this industry through their investments.

Council Vice President Salem suggested Mr. Kistel examine how the other counties in Florida that support offshore reef development came up with criteria and numbers that support these projects.

Mr. Thompson would like to see something to back up the economic impact of this investment. He stated that it is difficult to support a request with no data presented to them and would like more information before he approves this funding request.

Mr. Kistel shared that there have been studies done on this in other counties. Mr. Kistel said he was unaware of any studies done in Northeast Florida but referenced ones done in Broward, Martin, Miami-Dade, Monroe, and Palm Beach counties, all which detail a strong economic impact in regard to offshore reef development.

Mr. Bowman asked if any charter fishing companies in the Jacksonville area go out to these reefs and if they could share any data to support this investment. Mr. Kistel answered by saying that more charters go out there but does not have any hard data. Mr. Bowman recommended to reach out to companies like these to help gather data.

V. TDC FY 23-24 Budget — Carol Brock

Ms. Brock gave an overview of the Tourist Development Council Fiscal Year 2023 – 2024 Budget. She explained that the Mayor's office asked for departments to maintain level funding given the upcoming mayor administration change in July. The TDC revenue was kept the same as last year's at $9,600,000. Ms. Brock went line by line of the expenses, highlighting each of the categories: TDC Administration ($301,250), Destination Experience ($1,194,764), Marketing Services ($4,212,800), Convention and Group Sales ($1,610,000), Convention Grants, Sponsorships, Promotions ($262,800), Planning and Research ($150,000), Event Grants ($1,441,250), Equestrian Center Grants ($1), Development ($250,000), Contingency ($250,000), and Unallocated/Remaining to Spend ($318,267).

She noted that there were salary increases in the TDC Administration category for the Executive Director and Administrator; increases in Destination Experience category due to the addition of the CoStar service; additional funding in the Planning and Research as request by the Strategic Plan Subcommittee; and that the Equestrian Center Grants has money that rolled over from last year and, at the request of its Executive Director, they did not need additional funding for the upcoming fiscal year - the $1 is simply a place holder as to not lose that line item.

Mr. Bowman questioned Ms. Brock whether the Mayor's administration asking for a flat-line budget had an impact on the TDC's budget making process. Ms. Brock confirmed that overall, it did not. Mr. Bowman continued by asking Mr. Peterson about the $9.6 million in revenue, which Mr. Bowman was surprised to see remain the same given the rise in hotel room nights and travel. Mr. Peterson explained this revenue number was provided by the Budget Office, however the TDC is on track to surpass ten million dollars by year end. While the Council Auditor's Office would likely recommend an increase in this revenue, the Budget Office must balance the TDC revenue with the other 4 cents to the city budget for paying off debt related to the TIAA Bank Stadium and other capital maintenance that occurs in the sports complex. Their analysis is done late in the budget process to be able to work with the most current data, which Mr. Peterson said happens around late May to early June. He suspects by the time the city budget is presented, that $9.6 million amount would be higher, which only helps the Mayor's administration as it expands their budget capacity for paying off the stadium debt and maintenance of the sports complex accounts.

Ms. Brock added to the discussion that the Visit Jacksonville budget will be presented in detail at the June 2023 board meeting based on the amount of money that is approved by the TDC at this meeting. The Visit Jacksonville portion of the TDC budget is broken out in the four planning components of their plan, and while the bottom line won't change, they may need to vary the amounts between these components.

Council Vice President Salem asked Mr. Peterson about the total revenue from the Tourist Development Tax, more specifically, what happens if more revenue comes in than budgeted. Mr. Peterson explained how the funds get collected and allocated in their respective accounts.

Mr. Bowman followed up on this discussion clarifying that the TDC budget has nothing to do with the debt services on the stadium or the capitol maintenance at the sports complex. The TDC, the stadium, and the sports complex each get a third of the 6 cent Tourist Development Tax. Mr. Peterson added that all 6 cents come from the same revenue stream. The city is using the 9.6 million as the same revenue for the stadium and sports complex accounts, and to keep things consistent, that is why the budget office asked the TDC to flat-line its budget at 9.6 million.

Michael Corrigan with Visit Jacksonville explained that the Visit Jacksonville budget is also flat and once the TDC passes their budget, then Visit Jacksonville will provide a more detailed budget. Mr. Corrigan shares the notion that there will be an increase in TDC revenue and feels that leaving the numbers flat puts Visit Jacksonville at a disadvantage going into the next fiscal year.

Motion (Hindsley /2nd Bowman): approve the TDC Fiscal Year 2023-2024 Budget as presented. - **approved unanimously. (Budget attached to bottom of minutes.)**

VI. Strategic Plan Subcommittee Report

Angela Phillips
Dennis Thompson

Vice Chairman Salem gave an overview of the charge of the subcommittee and introduced Angela Phillips via telephone. Mrs. Phillips, who chairs the Strategic Plan Subcommittee, provided the board with two points before introducing Mr. Thompson, who sits on the subcommittee. She wanted the TDC to understand that the subcommittee did not want to rush the process in getting a Request for Proposal (RFP) out for a TDC strategic plan. She also shared that the subcommittee recognized there were several parts of the 2022 TDC Strategic Plan RFP that aligned with things that Visit Jacksonville was already considering with a visitors survey.

Council Vice President Salem recognized Mr. Thompson, who highlighted that the RFP process was cumbersome, and it was not getting the responses the subcommittee had hoped for. With that, the subcommittee felt the most effective way to go about the formation of this strategic plan initiative would be to have Visit Jacksonville manage a Jacksonville Strategic Market Analysis and Visitor Profile not to exceed $150,000 in TDC FY 22-23 funding, paid to Visit Jacksonville on a reimbursement basis. With Visit Jacksonville being the subject matter expert, they would be responsible for contracting out to an organization to conduct a strategic market analysis and visitor profile for the TDC. Mr. Thompson continued to explain that the subcommittee also requested $150,000 be budgeted for next fiscal year for Phase 2 of the strategic plan which will focus on understanding what level investment is required to meaningfully advance tourism so that TDC can appropriately fund initiatives and save for future larger-scale opportunities.

Motion (Thompson / 2nd Chan): Approve the Strategic Plan Subcommittee's recommendation to the TDC to reallocate the funding that is currently in this fiscal year for conducting a strategic plan to be given to Visit Jacksonville to conduct a visitor survey not to exceed $150,000 and payable on a reimbursement basis. **- approved unanimously.**

VII. Financial Report — Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending March 2023 were $10,624,622.67, a 15.13% increase over the 12 months ending March 2022. Revenue for March 2023 was $4,949,738.82, up 12.08% from the same month in 2022. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by $426,218.82.

Mr. Peterson reviewed the budgetary balances as of December remaining in the TDC's contractual and operating accounts, they are: Destination Services - $4; Marketing - $0; Convention/Group Sales - $0; Convention Grants, Sponsorships, and Promotions - $357,571.85; Planning and Research - $0; Event Grants - $303,000; Development Account - $1,871,075.63; Contingency Account - $1,006,060; Equestrian Center Promotion - $23,691.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - $2,253,376; TDC Administration - $147,506.29; and the Special Revenue Fund - $131,267.50.

Mr. Bowman asked for clarification on the growth the county has experienced with hotel rooms and if that growth is sustainable or out of the ordinary. Mr. Corrigan shared that he believes that legacy tourists and select service hotel properties have played a role in that these are tourists who would not have regularly visited Jacksonville, but after they do, they continue to keep coming back to visit. Mr. Hindsley added the city took advantage of the influx of people visiting Florida post pandemic and was able to capture a lot of tourists into Duval County because of the affordability and things to do that are not comparable to other counties in Florida. Mr. Hindsley recommended to continue to look at data, such as car rentals to track leisure travel into the Duval. Additionally, he shared that convention and group travel is still not back to levels pre COVID-19, which poses a challenge for the industry, but remains optimistic overall for the industry's health in the city.

Ms. Brock reminded the board that the grant obligation for the multi-year UNF NCAA Track & Field East Preliminary special event grant for 2023 was budgeted for $175,000. Furthermore, the agreement stated should the LED video display board be installed prior to the event, then the grant obligation would be reduced by $25,000. Ms. Brock provided an update that the video board is planned for completion prior to this event in late May, which will result in the reduction should it be complete.

VIII. Visit Jacksonville Update — Michael Corrigan

Council Vice President Salem introduced Michael Corrigan with Visit Jacksonville to give the required quarterly report. Mr. Corrigan shared the significant quarterly two accomplishments. This includes the new "Flip Side of Florida" campaign for marketing Jacksonville that was approved by the TDC in March. Mr. Corrigan announced the campaign was performing very well and looks forward to its success. Additionally, Mr. Corrigan briefed the board on industry related legislation within the Florida Legislature, which he spoke against. He detailed that this legislation would defund Visit Florida, which would hinder Visit Jacksonville's ability to perform as the city's destination marketing organization.

He continued the update by inviting TDC members to celebrate National Travel and Tourism Week, May 7-13, 2023 by participating in various events going on throughout the week.

IX. Equestrian Center Update — Tim Jones

Vice Chair Salem introduced the Executive Director of the Jacksonville Equestrian Center, Tim Jones. Mr. Jones shared with the board that currently the equestrian center has four qualifying horse shows (three are returning shows and one is a new show) planned for Fiscal Year 22-23, which totals in $12,755 in TDC grant funding. Mr. Jones explained that these four shows represent a combined total of $183,000 in direct revenue for the equestrian center and approximately $1.3 million in economic impact. Their program is performing well even though some of the bigger horse shows were lost due to the World Equestrian Center opening in Ocala. Mr. Jones also told the

board that their Horse Therapy Program is doing well, they anticipate opening a summer camp this year, and the equestrian center had upgrades to allow them to provide food services. The equestrian center is working with the city to upgrade the lights at the center to LED and the center is updating their stalls too.

Mr. Bowman asked what synergies would be created with the fairgrounds moving adjacent to the equestrian center. Mr. Jones answered that they have been in many discussions with the Greater Jacksonville Agricultural Fair board and the Jacksonville Equestrian Center board is looking forward to the fairgrounds moving location next door.

X. Florida Restaurant and Lodging Association Legislative Update — Nicole Chapman

Council Vice President Salem introduced Nicole Chapman, Northeast Florida Regional Director of the Florida Restaurant and Lodging Association, to provide a legislative update of the Florida Legislative Session that is closing soon. Ms. Chapman shared an overview of the top issues that are impacting local restaurants, lodging, and other tourist related industries in the region.

XI. Closing Comments and Adjournment — Vice Chairman Salem

Council Vice President Salem asked the board if there is any new business to which Mr. Hindsley announced his resignation from the Tourist Development Council and his retirement from the Hyatt company after 40 years of service. Mr. Hindsley thanked the TDC for his experiences he had while on the board since 2021.

In closing, Vice Chair Salem reminded the members that the next regular meeting will be on June 8, 2023.

The meeting was adjourned at 11:24 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator.

These minutes were approved at the TDC Regular Board meeting on June 8, 2023.

CATEGORY	FY 23-24 BUDGET VISIT JAX REVISIONS
REVENUE	
TDT Revenue as Projected by Budget Office	$10,940,075
Transfer from Fund Balance	$0
Interest	$148,458
TOTAL REVENUE	**$11,088,533**
EXPENSES	
Administration	**$301,250**
Salaries	$165,171
Pension Costs	$19,013
Employer Provided Benefits	$26,823
Internal Services Charges	$52,152
Insurance Costs & Premiums	$748
Professional and Contractual Services	$501
Other Operating Services	$17,180
Professional Development/Training/Travel	$1,750
Indirect Costs	$17,912
Destination Experience	**$1,249,694**
Visit Jax Contract	$1,222,130
STR Report + CoStar Subscriptions	$27,564
Marketing Services	**$4,543,525**
Visit Jax Contract	$4,370,725
FL First Coast of Golf Contract	$172,800
Convention & Group Sales	**$1,664,747**
Visit Jax Contract	$1,304,747
Gator Bowl Sports - TaxSlayer Gator Bowl	$360,000
Convention Grants, Sponsorships, Promotions - Visit Jax Contract	**$290,000**
Planning & Research	**$150,000**
Event Grants	**$1,441,250**
Marketing + Special Event Grants Funding	$850,000
ASA - Super Girl Surf Pro	$175,000
ASA - Super Girl Surf Pro	$56,250
PGA Tour - The Players	$300,000
UNF - FHSAA T & F Championships	$50,000
Green Mustard - WasabiCon	$10,000
Equestrian Center Grants - NE FL Equestrian Society/HORSE Therapies, Inc.	**$1**
Development	**$250,000**
Contingency	**$250,000**
Unallocated (Remaining to Spend)	**$948,066**
TOTAL EXPENSES	**$11,088,533**

Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

SCOPE OF WORK

FY 24 GOLF TOURISM MARKETING SERVICES

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

Date: March 27, 2023

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 $172,800

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 includes: 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 involves 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 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 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 24.

Five of the digital marketing categories are scheduled to be year-long efforts across FY 24:

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

FY24 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 a 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 the most recent data points available
- Collaboratively advertise in our top Tier 2 non-stop fly markets to leverage new markets

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The foundation is built on robust cooperative advertising programs across marketing line items optimistically planned with the ability to adjust the 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: ATL, ORL, Tampa, NY/NJ, Miami, PHI, CHI, DC/BWI, Charlotte, DET. FFCG will weigh consumer confidence when considering geo-markets outside a 700-mile radius.

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

Non-stop air markets within and outside (new) top 20 markets will take priority

Florida's First Coast of Golf

EXPOSURE MEDIUM	BUDGET
Advertising Collateral Production | Printing | Distribution	$7,200
Digital Marketing	$155,800
Print Media	$9,800
Total FY 2024 FFCG Grant	**$172,800**