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"

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

THRU: Scott Wilson, TDC Chairman
City Council President

DATE: August 14th, 2019

SUBJECT: Florida's First Coast of Golf Single Source Award Request

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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 contract renewal agreement for Florida's First Coast of Golf services for one (1) year with options to renew.

iii. The proposed cost of the services provided by Florida's First Coast of Golf is $152,378.00 in the 2019-2020 fiscal year.

iv. Funding Source TDC Budget FY 2019-2020: Index Code CCTD132MA, Subobject 04904

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, FFCG contract 10378-01, golf tourism marketing service period is from the date of the award through September 30, 2019.

Attachments:

- ✓ Procurement Single Source Provider Form
- ✓ TDC May 2019 Meeting Minutes (authorization highlighted)
- ✓ Scope of work
- ✓ Budget
- ✓ Reporting requirements

cc: Lawsikia Hodges, Office of General Council
David Reese, Florida's First Coast of Golf

SINGLE SOURCE REQUEST

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.

REQUESTING AGENCY (DEPT./DIVISION): Duval Tourist Development Council (TDC)

FUNDING SOURCE: Index Code: CCTD132MA Subobject: 04904 (Duval County Tourist Development Plan)

BRIEF DESCRIPTION OF GOODS/SERVICES:

Regional golf marketing to promote Duval County within the Northeast Florida region as golf destination.

AMOUNT OF PROJECT (attach quote): $152,378.00

PROVIDE A SUMMARY OF THE SCOPE OF GOODS/SERVICES TO BE PROVIDED; IDENTIFY EACH ITEM, COMPONENT OR SERVICE BEING PROCURED (ATTACH QUOTE/PROPOSAL):

Agency representation at consumer shows, production, printing, and distribution of collateral, digital marketing, print media exposure industry promotion and public relations, and tour operator engagement.

PROVIDE A DETAILED JUSTIFICATION AS TO WHY THE REQUESTED GOODS/SERVICES CAN ONLY BE EFFICIENTLY AND EFFECTIVELY PROCURED THROUGH THE RECOMMENDED SINGLE SOURCE PROVIDER:

Florida's First Coast of Golf (FFCG) is a not-for-profit corporation designed to promote Northeast Florida as a golf destination. FFCG is the only organization that can provide a regional partnership to market golf tourism.

ASSERT THAT YOU HAVE RESEARCHED THE AVAILABILITY OF THE REQUESTED GOODS/SERVICES FROM OTHER SOURCES IN APPLICABLE MARKETS AND HAVE DISCUSSED AND EVALUATED THE SAME WITH COJ'S PROCUREMENT AND EBO DIVISIONS:

FFCG has developed the regional partnership between Duval, Flagler, Nassau, St. Johns, and Clay Counties since 1992. FFCG is endorsed by VISIT FLORIDA, Visit Jacksonville, World Golf Hall of Fame, North Florida Hotel and Lodging Association, and International Association of Golf Tour Operators.

Submitted by: Lillian Graning — TDC Executive Director

(Name) **(Title)**

Date: August 14th, 2019

Requesting Agency's Director's Signature: Lillian Graning

OFFICE OF THE CITY COUNCIL

Tourist Development Council
OFFICE: (904) 255-5505
FAX: (904) 255-5506
E-MAIL: tdc@coj.net

117 West Duval Street, Suite 260
2nd Floor, City Hall
Jacksonville, FL 32202

AMENDED MEETING MINUTES

TOURIST DEVELOPMENT COUNCIL MEETING
Council President Aaron L. Bowman, TDC Chairman
Thursday, May 9, 2019
1:30 P.M.
117 West Duval Street
City Hall, First Floor
Lynwood Roberts Room

I. Call to Order

- **Roll Call**

City Council President Aaron Bowman, Board Chairperson
City Council Vice President Scott Wilson, Board Vice Chairperson
City Council Member Lori N. Boyer, Board Member
Steven Grossman, Board Member - EXCUSED
Kirit Patidar, Board Member
Craig Smith, Board Member - EXCUSED
Dawn Southworth, Board Member
Jeffrey Truhlar, Board Member - EXCUSED

Lillian Graning, TDC Executive Director
Sarah Maples, TDC Administrator
Kim Taylor, Assistant Council Auditor
John Sawyer, Chief, Government Operations Department, Office of General Counsel

Meeting Convened: 1:34 pm **Meeting Adjourned: 4:36 pm**

II. Introduction – Council President Aaron Bowman, TDC Chairman

CP Bowman led the introductions and then opened the meeting for public comments on any of the scheduled voting items.

III. Public Comments (Voting Items)

Mr. John Nooney addressed two items on the agenda, the establishment of a workgroup for a strategic planning process and the Visit Jacksonville Year 3 plans. For both, Mr. Nooney highlighted that he didn't have details on these two items but hoped they would include consideration of the City's waterways in their plans.

IV. Approval of Minutes

Motion (Boyer, Wilson 2nd): Approve April 11, 2019 TDC Minutes. **Approved 5-0.**

V. TDC Financial Report Kim Taylor, Assistant Council Auditor

Ms. Taylor, Assistant Council Auditor, provided the total revenue collected so far this year: $3,920,919. Collections from the past 12 months, ending March 2019, are 2.63% higher than the 12 months ending March 2018. Overall collections so far for the fiscal year, however, are down 3.06%. There was minimal change in what had been reported so far for March, in comparison to March of last year. However, that number does not yet reflect collection increases that may be attributable to the THE PLAYERS, as those numbers will be reflected in the April revenues. Ms. Taylor noted that, if the trends continued, the revenues would be unlikely to reach the $9 million budgeted. In response to a question from CM Boyer, Ms. Graning, TDC Executive Director, stated the years, as far as event schedules, were comparable, with the exception of THE PLAYERS, which was not yet reflected in these numbers.

Ms. Taylor continued providing the remaining balances for the various TDC accounts: Tourist Bureau - $100,000 (capital); Marketing - $0; Convention Sales - $0 (with a CVB grant balance of $14,969 for this year, and due to the recent legislation which carried over CVB grant funds from previous years, a similar amount from previous years); Development and Planning - $35,000 (reflects $15,000 awarded last meeting to JAXPort for the cruise survey); Special Events - $10,000 (due to Edwards Waters College declining the $10,000 grant originally awarded to them); Equestrian Center Promotion - $20,000; Remaining to be spent in accordance with TDC Plan (unallocated)- $1,245; TDC Budget Reserve - $500,000; Administrative Budget - $227,347; Tourist Development Special Revenue Fund - $33,778; Development Account (requiring further City Council action) - $3,341,075 (which includes approximately $983,000 fiscal year 17/18 remaining funds that were rolled over into that account); (requiring further City Council action) Contingency Account - $2,263,000.

CM Boyer opened a discussion regarding how much of current funds could be pulled from other accounts to supplement the $10,000 available in the Special Events grant balance. CP Bowman furthered the discussion by addressing the amount in and intent of the contingency account. Ms. Taylor clarified that the contingency account was designed for larger scale, unplanned events, and would require City Council action to make available, while the $500,000 reserve was put away in case revenue did not reach the budgeted amount and that reserve could be made available via TDC action. CP Bowman stated that the TDC had gone through available grant funds quickly, on a first-come, first-served basis and that he had directed Ms. Graning to develop a method for avoiding that in the future. CM Boyer clarified that the contingency account is a part of the Tourist Development Plan and not designed to be a backup to

the $500,000 reserve; any changes to it would require a waiver to the Tourist Development Plan, in addition to a budget amendment by City Council. Mr. Patidar expressed that he had concerns about putting so much in the contingency and development accounts, and how it is restricting allocations for smaller events that fill up hotels and that perhaps a certain cap should be set on the amount of funds in those accounts. Ms. Graning cautioned about implementing a simple cap, without evaluating the potential for the strategic development of tourism in a way that hasn't been done in the past. CP Bowman recommend that, although he would not be present for the June meeting, the TDC should include on the agenda a discussion about both the contingency and development accounts, the vision and intent for those accounts, and potential uses for those funds.

VI. Establish Work Group for Strategic Planning Process

Ms. Graning requested permission to develop a work group of industry experts to gather feedback in order to inform a comprehensive strategic plan for presentation to the TDC for approval. She stated that the members of the group, which she recommended be capped at six, would be individuals familiar with strategic development planning and would guide the planning and feedback gathering process, while those who would be approached for feedback would be broader and from a variety of backgrounds.

CP Bowman requested that Ms. Graning provide TDC members with details on composition of the group, intent, required commitment, and other details so TDC could consider it. CM Boyer clarified that the workgroup meetings would be obligated to follow the Sunshine laws and that she thought it would be beneficial for TDC members to hear that feedback directly, as was originally intended by the annual schedule of events as previously agreed upon by the TDC. No formal action was required.

VII. Visit Jacksonville Year 3 Plans

Mr. Michael Corrigan, Visit Jacksonville President and CEO, opened the discussion about the plans, as well as some recent feedback received from the council members on the Marketing and Tourist Bureau plans. In response to a concern from Mr. Corrigan that some of the requirements might require changes to the contract terms, Ms. Graning stated that she believed that the changes would bring the plans further into alignment with the current contract terms. Specific agreed upon changes were:

CSS: no changes to presented plan

Marketing Plan:

Component 1: Agreement that culinary and ale trail would remain secondary focus, as listed
Component 2: Add third strategy which identifies specific deliverables and percentage allocation between target markets; details to be provided at the June meeting
Component 3 & 4: These two components will be combined into a single component to read: "Audience Targeting: Target audiences engaging in waterways, beaches, parks, outdoor adventure, cultural and historical attractions and sporting events/teams at all levels." The three original strategies for the two components will remain as originally presented.

Marketing Deliverables:

Component #3 (1b): "NFL experience" to be replaced with "sports experience"
Component #4: Add deliverable that includes breakout of percentage based on each target, with specific percentage plan to be presented for approval at June meeting

Component 6 (1c): Will replace "TDC" with "TDC Executive Director"
Component ~~11~~10 (2): Modify to include deliverables related to all of the Map requirements as delineated in the contract, including: running, bicycling, scenic walks, public docks, boat ramps, and waterfront facilities

Tourist Bureau:

Component 1 (2h): Will be modified to read: "Partner with event production organizations by providing a strategic physical presence at the following:" (Note: "Partner" refers to function; Visit Jacksonville will not fund these events independently of TDC.) Additionally, a sub-bullet will be added that states "All TDC sponsored marketing, special, and signature grant events" (Conditional upon grantee approval and/or modification of the TDC grant applications to include this as a requirement of accepting the grant)
Component 1 (4b): Will be modified to read: "Host 3 guest speakers in downtown center, representing attractions or products coinciding with major events."

Motion (Boyer, Wilson 2nd): Approve Visit Jacksonville Year 3 plans, subject to the agreed upon changes. **Approved 5-0.**

VIII. FFCG New Contract

Ms. Graning stated that Florida First Coast of Golf has previously been handled as a single-source award and that the TDC staff has been pleased with the performance and contract management and recommended renewing the contract. She explained that the scope of work would change to include an increased focus in the digital marketing component. However, the submitted budget showed an increase to $173,213 from this year's $152,378 and Ms. Graning recommended that, with revenues flat, that the contract amount should also remain flat, with the opportunity to increase the digital marketing component in the next fiscal year, should revenue increase. CM Boyer clarified that past years have included a requirement to use a certain percentage of Jacksonville content as part of the contract. Mr. David Reese, CEO of Florida First Coast of Golf, stated that requirement would remain.

Motion (Boyer, 2nd Wilson): Approve a new contract, conditional upon inclusion of the Jacksonville content requirement from previous contracts being carried forward if it is not already included in the scope and with a contract amount not to exceed $152,378. **Approved 5-0.**

IX. Grant Applications Review

- **UNF Track and Field**

  Type of grant: Special Events ($100,000 max category; 5,000 tourist qualifier)
  Amount: $10,000
  Event: Florida High School Athletic Association (FHSAA) Track & Field Championships
  Event Dates: May 3-4, 2019
  Funds use: Event production expenses

Mr. Nick Morrow, University of North Florida Assistant Athletic Director, and Mr. Urban Lewis presented on behalf of UNF. Mr. Morrow stated that the grant application was originally submitted in February, as the event occurred in May, but was not considered by TDC due to reduced revenue numbers. They lowered the original request amount from $50,000 to the $10,000 available. They had 12,000 individual visitors for the two-day of the event. 8,500 paid tickets and estimated expenses last year were $58,000

and this year's expenses are expected to me the same. There was a weather delay, which likely increased the labor costs.

Ms. Graning referenced the alignment of the plan components and the goal of establishing Jacksonville in a leadership position in certain industries. She stated that UNF's track & field facilities could provide that opportunity. The average score for the UNF grant was 45.5 out of 60.

Mr. Morrow added that they were here to discuss Florida high school sports right now, but moving forward UNF would like to discuss future opportunities to secure support before they have to commit to an event. He mentioned that they have a contractual option to host this event again in 2020 and 2021 and would like to discuss that with the TDC. He also indicated that they were hosting the NCAA's in two weeks and have the option to host that again in 2021 and that these events are gateways for other events, including Junior Olympics, which is interested in being hosts here next year. He believes Jacksonville can be a leader in track and field if they are positioned with the right support. Ms. Graning mentioned that this would be the kind of situation where the contingency funds would be used as a way to invest in this opportunity outside the grant process, if it was a part of a strategic plan.

In response to a question from CM Boyer, Mr. Morrow not all 12,000 visitors were from out of town, but that a large percentage were, as identified by heat sheets and ticket data, and that south Florida had a heavy contingent. Mr. Lewis added that the 12,000 was number of visitors each day and that Jacksonville was appealing to the participants due to its location as a midpoint between Pensacola and Miami, which makes it appealing to Florida schools who have to consider travel distance. He stated that high school basketball was also considering UNF as future event location.

CM Boyer pointed out that grant schedule requires deduction of points for each year that TDC funds an event and that should be the same regardless of who the applicant is and that an alternative funding mechanism might need to be considered if continued funding was requested by UNF. CM Boyer emphasized that these are the kinds of things that the contingency and development accounts were designed for and that if Ms. Graning brings a strategic plan to TDC and it is adopted, that these are the long-term, focused types of investments that should be made to build a market in a specific sector.

- **Airstream – Motocross**
- **Type of grant: Special Events ($100,000 max category; 5,000 tourist qualifier)**
- **Amount: $10,000**
- **Event: Lucas Oil Pro Motocross Championship 2019 Florida National**
- **Event Dates: June 21-23, 2019**
- **Funds use: Event expenses and marketing outside 150-mile radius**

Mr. Alan Verlander, CEO of Airstream Ventures, stated that few people realize that Jacksonville has one of the top ten motocross facilities in the country. Located on the west side of town, the facility has received $10 million in private investment. The recent Spartan Race was held there in February and Lucas Oil is coming in June and they are in talks with additional planners about possible additional future events. Hosting the Motocross event June 21-23, pro-race is on the 22nd and will be televised on NBC Sports, and have so far sold tickets in fourteen different states and nine different countries. There are twelve races in this series and Jacksonville is ahead of all other and this race is the only one south of the Mason-Dixon line. They are working with Visit Jacksonville on an aggressive media plan.

In response to a question from CP Bowman, Mr. Verlander explained that the schedule would include a qualifying event on Friday, the professional race on Saturday, which will be nationally televised, and an amateur race on Sunday, with a wide range of age participants. CP Bowman pointed out that the City would not receive any revenue from parking, concessions, ticket sales, or other direct means. Mr. Verlander explained that the private investment for this event was a big risk for the investor and the funds would be recouped through ticket sales, concessions, sponsorships, grants, and other direct means, but that the city would benefit from the 10-20,000 people who would be coming to watch the race and stay in local hotels and utilize local restaurants. He stated that, if this event went well, there was potential for Jacksonville to get a long-term contract with MX Sports for these events. An additional benefit would be putting Jacksonville on national TV for a sport it was not known for.

Ms. Graning stated that the uniqueness of the event positions Jacksonville for a leadership role in another industry and without the city having to take on an investment, as the private sector has already done that. She also stated that the average score of this event by TDC was 53 out of 60.

Mr. Patidar stated that he had the chance to visit the facility for the Spartan race and it was a large, well-maintained facility and he could see long-term benefit for the City over time with sponsorship. Ms. Southworth added that these dates are often soft overall in occupancy in Duval County. CM Boyer stated these are the kinds of events that would fall under the contingency fund but shouldn't be spent on one-off grants year over year and should instead be focused on building a market.

- **JAXSports – Florida State vs. Boise**
- **Type of grant: Special Events ($250,000 max category; 25,000 tourist qualifier)**
- **Amount: $50,000**
- **Event: Florida State vs. Boise State Game & Pre-Game Concert**
- **Event Dates: August 31, 2019**
- **Funds use: Production and infrastructure expenses for pre-game concert**

Mr. Rick Catlett, President and CEO of JAXSports and Gator Bowl Sports, stated that he had submitted his grant request six or eight months ago and that he was asking for the funds for Labor Day weekend. He said the event would be nationally televised and that they were expecting a big contingent from Boise to come in person for the event, with many of them staying at the beaches. He stated that, in an effort to create more for the visitors to do downtown, he had received a $50,000 grant from the City's Sports and Entertainment Department for the Friday night event and was looking for additional assistance from the TDC for the Friday and Saturday events in the amount of $50,000. In response to a question by CP Bowman, Ms. Graning stated that the earlier they could know if these funds were available, the bigger an impact the investment would have. She also stated that the average score from the TDC for this grant was 50.8.

CM Boyer stated that the purpose of the development account was to create things to do downtown without being dependent on a promoter and would be a good future use of development account funds. She continued that she had committed to assisting Mr. Catlett with his event by encouraging other groups at the Water Activation meeting to collaborate and hold events on the waterfront that weekend to support out-of-town visitors. Ms. Graning stated that these additional activities held two benefits for the City: improve the experience while visitors are already here and encourage them to extend their visit due to the events. Ms. Southworth stated that historically Labor Day weekend has not been strong in terms of occupancy; last year was better because of the Lynyrd Skynyrd Concert, but without something

like the event Mr. Catlett was recommending, she would expect to see another decline. In response to a question from CM Boyer, Mr. Catlett stated that they were still waiting on ESPN to announce game time, but that he expected to have it next week and his initial projection was Saturday night (May 11th).

Ms. Graning recommended that the TDC officially stop accepting grant applications for the remainder of the fiscal year, due to the revenue numbers. CP Bowman recommended a potential change in the scoring process for grants, with the TDC staff doing more scoring. Mr. Patidar expressed that he would prefer to hear from the grant applications, then score, then present the scores at the next meeting. Ms. Southworth said she preferred to do the grading herself, but appreciated getting the Executive Director's input. CM Boyer said she doesn't mind doing the scoring, as long as she gets the materials in advance, but would agree to getting the presentations earlier if possible. Ms. Graning said she could look at adjusting the process.

CM Boyer asked Ms. Taylor about the $33,778 in the special revenue fund and whether there was anything specific those funds were going to be used for. She said their use was broader than component-controlled funds and there had been discussion about using some of them for Visit Jacksonville to purchase historical walking trail markers and she didn't want Visit Jacksonville to say that TDC didn't execute on something previously agreed to. Katie Mitura, Visit Jacksonville Vice President of Marketing and Communications, said the street signage should costs a maximum of $2,500. She also confirmed that Visit Jacksonville had not yet provided TDC with the airport offset funds yet. Mr. Corrigan suggested using $30,000 for grants and leaving the remainder for the markers. CM Boyer stated that she would be more comfortable with $25,000.

Motion (Boyer, Wilson 2nd): Make $25,000 from the special revenue fund available for grants. **Approved 5-0.**

The motion increased the total available for grants $36,245.

Motion (Patidar, Boyer 2nd for discussion): Award $7,500 to UNF, $7,500 to Airstream, and $20,000 to JAXSports.

CM Boyer suggested increasing the amount for Airstream to $8,745, with $20,000 from the Special Revenue Fund for the FL vs. Boise State game, $5,000 for Motocross from the Special Revenue Fund plus additional $3,745 from unallocated or grant balance, and $7,500 from grant balance for UNF.

Ms. Southworth cited a potential conflict of interest and abstained from the vote.

Mr. Patidar amended his motion to accommodate CM Boyer's suggested changes.

Motion, as amended, approved 4-0 with one abstention (Southworth).

X. <u>Mobile Visitors Center</u>

CP Bowman started the discussion on the Mobile Visitors center and then stepped out (3:27-3:30pm).

Mr. Corrigan stated that the bid process had followed City guidelines, as required by contract. Visit Jacksonville bid to 37 different entities, and only received two bids. Mr. Corrigan stated that the bids received were for the same vehicle, with the first bid from Mercedes for $55,458 and the second from

M&R Specialty Trailers and Trucks for $75,321. Mr. Corrigan requested TDC allocate the $100,000 remaining for capital assets with $30,000 for the 360 videos and a not-to-exceed $70,000 for the mobile visitors center. He recommended TDC authorized purchase of the first bid, with the vehicle available by October 1. Ms. Graning clarified that due to the process through which the funds would be made available, the mobile visitors center would not be ready in time for the FSU/Boise game, as Mr. Corrigan had indicated in a previous meeting.

In response to a question from CM Boyer, Mr. Corrigan responded that the bids included the complete scope for what was bid, with the intent that the vehicle be built out further in future years using additional funds. CM Boyer expressed that she believed the visitor center should include more functionality and capability than what was represented and requested more details on the vision. Mr. Corrigan stated that the vehicle could potentially pull a trailer; Ms. Graning clarified that the trailer presented at the last meeting could not be pulled using this vehicle and would be a substantial investment and that she understood TDC to have chosen this version over the trailer version. Mr. Corrigan stated that he thought the key was to invest the money now and grow it into something later and that he recommend TDC authorize purchase of the lowest bidder.

CP Bowman stated that it was decided at the last meeting that moving forward was the priority. CM Boyer asked if they were comfortable spending $100,000 with the presented scope and only that scope. Ms. Graning clarified that it would be $70,000, as the remaining $30,000 would be used for videos.

Motion (Wilson): Moved to authorize the requested amounts, but requested further details on adding TVs and other items at a later date.

Mr. Corrigan stated that he believed they could maximize the use of this vehicle and even move away form brick-and-mortar visitors centers. CP Bowman stated that a non-mechanized trailer did not add additional value and was expensive and a mobile unit, with the potential addition of a trailer we could pull ourselves, was the better option. Ms. Graning clarified this vehicle would not be capable of towing the type of trailer presented at the previous meeting.

Mr. Patidar seconded Mr. Wilson's motion.

CM Boyer requested clarification on what was being approved. Mr. Corrigan stated that the $70,000 would be used to pay for vehicle enhancements, in addition to the cost of the van. CM Boyer stated that what has been presented in this scope does not align with the original images presented, which included items such as TVs and pop-canopies. She wanted something meaningful to replace the visitors center staffing if that was going to be cut. Mr. Corrigan stated that this was not the ideal product, but that the ideal product could cost $90,000 and that this option gave them something to get on the street and could be improved later.

Mr. John Sawyer, Office of General Counsel, stated that the RFP was for $55,000 and requested clarification on what the additional $15,000 would be used for. Mr. Corrigan explained that it would be used for insurance, the purchase of a tent and awnings, and the rest for whatever they can get for the remainder. He requested a not-to-exceed authorization so that the remaining funds could be used to purchase the tent and additional items. CM Boyer requested clarification from OGC on whether capital funds could be used for such purchases. Mr. Sawyer stated that capital assets were generally those with a lifespan over ten years. Ms. Taylor stated that the budget schedule does not breakout capital specifically, and that the board had voted to use those funds for capital purchases. Mr. Sawyer clarified that there is a definition of capital assets in the code, but he was unsure whether the capital assets in

the TDC budget aligned with that definition. Ms. Taylor stated that she believed TDC could take action to increase the maximum indebtedness of the contract from $400,000 to $500,000 and then specify a scope of services to accompany that increase. CM Boyer believed the increase would require a separate motion and that the contract could be increased by only $65,000 to allow the purchase of the van and one video, until the TDC could get clarification on the capital assets question. CM Boyer also expressed that she disagreed with authorizing the capital funds to pay for staff salary, fuel, and similar costs, as those were operating costs and not capital asset costs. In response to a question from CP Bowman, Mr. Sawyer stated that he was unclear on how to articulate what the improvements might be and that tangible personal property to use with the van and affixed to the van, with approval of improvements required from the Executive Director.

Motion was amended to: Appropriate $100,000 from Tourist Bureau budget with $70,000 allocated for the purchase of the van pursuant to the bid by Mercedes of $55,458, with remaining funds approved for additional affixed enhancements, subject to prior approval by the TDC Executive Director, and an additional $30,000 for the purchase of four 360 videos, and allow the Executive Director to pursue a contract amendment with Visit Jacksonville to increase the contract's maximum indebtedness by $100,000.

Motion, as amended, was approved 5-0.

XI. Visit Jacksonville Travel Plan Changes

Ms. Graning stated that the travel changes submitted by Visit Jacksonville were purely administrative, not strategic in nature, and recommended approval.

Motion (Boyer, Wilson 2nd): Approve travel changes. **Approved 5-0.**

XII. CVB Grant Approvals

Organization: SkillsUSA
Event: 2021 Florida State Leadership and Skills Conference
Event Dates: April 11-14, 2021
Total Award: $1,750 total award
Per room night amount: $1
Maximum Number of Room Nights: 1,750

Organization: SkillsUSA
Event: 2022 Florida State Leadership and Skills Conference
Event Dates: April 18-21, 2022
Total Award: $1,750 total award
Per room night amount: $1
Maximum Number of Room Nights: 1,750

Organization: SkillsUSA
Event: 2023 Florida State Leadership and Skills Conference
Event Dates: April 10-13, 2023
Total Award: $1,750 total award
Per room night amount: $1

Maximum Number of Room Nights: 1,750

Organization: Shakespeare Association of America
Event: 2022 Annual Conference
Event Dates: April 4-11, 2022
Total Award: $2,205 total award
Per room night amount: $1
Maximum Number of Room Nights: 2,205

Ms. Graning stated that the $1 per room night amount was a reflection of remaining funds. In response to a question from CM Boyer, Ms. Mitura clarified that these grants were awarded before the recent CVB legislation authorizing rollover of funds was passed.

Motion (Boyer, Wilson 2nd): Approve the CVB grants as submitted. **Approved 5-0**

XIII. Visit Jacksonville Quarterly Updates

Mr. Corrigan provided the Visit Jacksonville quarterly update. He stated that the March 2018 revenue numbers were $805,000 and March 2019 revenue numbers were $949,000; RevPAR growth was $5 per room over the previous year. Mr. Corrigan demonstrated an example of a product they had created in collaboration with SMG, highlighted THE PLAYERS FAM, and did an in-town FAM during the basketball championships. Room night production is trending at 63%, with 80% new business. Visit Jacksonville conducted an Atlanta sales mission in April with four hotels, made 48 client connections and two sales calls. They had two site visits May 9th and 10th. Will host Florida Society of Association Executives in July and Visit Jacksonville will host an opening reception on the first night. They have also created new maps, brochures, and videos for the various neighborhoods. The two kiosks have been installed, one at Beaches Visitors Center and one at Jacksonville Zoo. Jacksonville Symphony used the Downtown Visitors' Center during the last art walk, which increased traffic by 300. Visit Jacksonville agreed to provide details on the information for official contract compliance purposes.

The Visit Jacksonville app has launched on Apple and Android. CM Boyer stated she was excited to hear about the app. Ms. Mitura confirmed that the geofence historic walking tour was incorporated into the app and also that the art murals are incorporated into the app and they were working with the cultural council and Downtown Jax to build the Downtown Art Tour. In response to a question from CP Bowman, Ms. Mitura stated that the events in the app were the same as on the website and that Visit Jacksonville updated those.

XIV. Tuck'N Presentation/Demo

Ms. Stephanie Dale, CEO of Tuck'n, stated that her business was the only one of its kind in State of Florida. They operate in Avondale/Riverside, Springfield, Downtown, San Marco, and the Beaches and have the exclusive rights all the way to Alachua and Leon County. The vehicles are luxury 3-wheel vehicles with commercial batteries and fit six people each. They have heated seats and a fan system for summer. They have been operating downtown for over a month. They are based on tourism format and give historical and brewery tours, are starting foodie tours, and have been given approval to be the Riverside/Avondale official tour. They also provide private customizable events, act as wedding or hotel shuttle providers, are looking at creating an app. In response to a question from CM Boyer, Ms. Dale

said that they currently had four vehicles. Cm Boyer suggested she reach out to Ms. Graning and have her connect her with SMG so she can get details on the Civil Rights and other tours.

XV. Other Business

CP Bowman made a presentation to CM Boyer to recognize and thank her for her dedicated service to the TDC.

CP Bowman also stated that a TDC board seat remains open and that the position to be filled was a broad category and suggested that recommendations for filling the seat would be welcomed.

XVI. Public Comments

One public comment on the AirBnB legislation was turned in, but the individual departed before the final comment period.

XVII. Closing Comments

- Next Meeting – June 13, 2019

XVIII. Adjourn

*****Other Items may be added or deferred at discretion of the Chair. *****

Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

SCOPE OF WORK

FY 20 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: April 24, 2019

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 $173,213.

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.

Monthly reporting will include 6 categories: 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 $2.5 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

AGENCY: An outside agency will be retained to perform digital and graphic design work for the entirety of FY 20.

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.

CONSUMER SHOWS: FFCG is planning to have a presence at a series of consumer shows taking place between January and March of 2020. These shows will take place in our target markets.

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.

Six of the digital marketing categories are scheduled to be year-long efforts across FY 20:

- Video Preroll
- Digital Edge, a digital marketing agency
- Golf Advisor, a site that reviews and rates golf courses
- SEO/Social/Retargeting
- Email Marketing
- Website improvements

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.

PROMOTIONS: Promotional opportunities are available with the Jacksonville Jaguars, PLAYERS Championship and other Visit Florida promotional opportunities. The bulk of promotions are anticipated to occur over three periods in FY 20: October to December, April to mid-May, and mid-August to September.

PUBLIC RELATIONS: Our PR spending will include hosting a set of press trips in addition to year-round opportunities: one in late January and one in early March, half-a-dozen meetings to educate partner organizations, and may include retaining a communications intern throughout FY 20.

RESEARCH: As determined, we will retain the services of the University of North Florida, London Tourism Publications, and the National Golf Foundation or other appropriate research company to conduct research during FY 20. The research will focus on market trends in the golf and tourism industry, and it will enable us to make educated marketing decisions throughout the year.

TRADE SHOWS: A variety of trade shows will be attended as part of the marketing effort. The annual PGA Show, International Golf Travel Market, IAGTO North American Convention and a series of six Visit Florida events. Expenditure types include booth space cost, travel expenses, booth materials, promotional items and staff time to attend and conduct business.

TOUR OP CO-OP: This effort will involve spending to be promoted as a featured destination by various tour operators. The tour operator spend would involve a catalog presence, special e-mails focusing on Northeast Florida destinations, direct mail pieces, and other similar methods.

OTHER: The remaining expenditures will be on miscellaneous expenses such as communications work and industry dues and meetings.

Targeted Markets
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

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 as they develop.

Florida's First Coast of Golf

FY 20 Scope Budget
DUVAL TDC

MEDIUM		Net Cost
BROCHURE PRINT | PROD | DIST		$13,815.00
DIGITAL MARKETING		$123,563.00
PRINT MEDIA		$15,000.00
FY 20 TOTAL Category Reimbursement Amount		$152,378.00

- **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