SINGLE SOURCE AWARD **BID # SS-0231-19**

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, 2018 to September 30, 2019. 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, 2018. 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: Annette R. Hasting, 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

OFFICE OF THE CITY COUNCIL

Annette R. Hastings
TDC EXECUTIVE DIRECTOR
OFFICE (904) 630-7625
FAX (904) 630-2906

E-MAIL: ANNETTEH@coj.net

117 WEST DUVAL STREET, SUITE 425
4TH FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202

MEMORANDUM

TO: Gregory Pease, Chief of Procurement
Procurement Division

FROM: Annette R. Hastings, Executive Director
Duval Tourist Development Council

SUBJECT: Requesting Permission to use the Single Source Provider for Duval County Tourist Development Plan for Marketing:

- Florida's First Coast of Golf Destination Marketing Services
- FY 2018-2019

DATE: September 10, 2018

The Duval County Tourist Development Council (TDC) respectfully requests permission to use the Single Source Provider for Marketing Services for Regional Golf Marketing to promote Northeast Florida region as golf destination especially with the counties of Duval, Nassau, Clay, St. Johns and Flagler.

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.

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 objective of the services is stated in Florida's First Coast of Golf Scope of Work approved marketing plan for golf tourism marketing for FY2018-2019. The intent of the TDC is to contract an agreement of marketing services for:

- Regional Golf Marketing of Northeast Florida to include Duval County for one (1) year with no options to renew for October 1, 2018-September 30, 2019.

iii. The proposed cost of the services from TDC Budget for FY 2018-2019 :

- Regional Golf Marketing-Maximum budget of $152,378.00

Contract	Amount	Maximum Indebtedness	Index Code	Sub Object
Marketing-Plan	$152,378.00	$152,378.00	CCTD132MA	4904

iv. The proposed services <u>would not duplicate</u> 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.

v. Currently, the TDC obtains these marketing services through a marketing grant with the Florida's First Coast of Golf since 1992. The current contract will continue up to and including September 30, 2018.

Attachments:
Single Source Request Form
TDC Minutes- August 9, 2018
FFCG Marketing Quote-FY 2018-2019
FFCG Scope of Services-FY 2018-2019
FFCG Budget FY 2018-2019
FFCG Working Marketing Plan FY 19

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 County Tourist Development Division (TDC)

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

BRIEF DESCRIPTION OF GOODS/SERVICES:

Regional Golf Marketing to promote the Northeast Florida region as golf destination specially within the counties of Duval, Nassau, Clay, St. Johns and Flagler.

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):

Marketing Plan: Advertising through television , print, and digital

Trade , consumer shows, and promotional opportunities

Graphic design, digital agency and public relations,our operators

Research Marketing Trends

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 First Coast of Golf (FFCG) is a not-for-profit corporation designed to promote Northeast Florida region as a golf destination .

Florida First Coast of Golf 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:

Florida First Coast of Golf has built this regional partnership with Duval County Tourist Development Council, Flagler, Nassau, St. Johns, and Clay 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: Annette R. Hastings — Executive Director, Duval County Tourist Development Council

(Name) **(Title)**

Date: September 6, 2018

Requesting Agency's Director's Signature

Florida's First Coast of Golf
A GOLF DESTINATION MARKETING COMPANY

TO: Lawsikia Hodges
Deputy General Counsel, Government Operations Department

FR: David W. Reese
Florida's First Coast of Golf, Inc.

RE: FY 19 Single Source Provider - Duval County

DATE: August 14, 2018

It is understood that the agreed upon services below are allowable services for the $152,378 reimbursement under the Single Source Contract for FY 19 in conjunction with the FY 19 Florida's First Coast of Golf approved marketing plan.

1. **BROCHURE PRODUCTION** **$9,000.00**

2. **DIGITAL MARKETING** **$123,378.00**

   - Digital Agency
   - Chute/Chute Management
   - Display/Mobile/Retargeting
   - Email
   - Video Pre-roll
   - Nxtbook/landing pages
   - SEO/Social

3. **PRINT MEDIA** **$20,000.00**

   - Golf Georgia
   - Golf Magazine
   - Golf Styles Magazine
   - Met Golfer
   - VA Golfer
   - VF Golf Guide
   - Others

TOTAL **$152,378.00**

Florida's First Coast of Golf will submit invoices, up to two a month if needed, along with cancelled check and backup documentation. Florida's First Coast of Golf may submit paid invoices with backup documentation for full reimbursement of the $152,378 services contract at any point within FY19 until the contract amount is met.

Florida's First Coast of Golf understands that the dollar amounts attached to each category are flexible should market conditions and opportunity arise or change within the scope of work.

Florida's First Coast of Golf appreciates the Duval County Tourist Development Council for their partnership in the First Coast's regional efforts in promoting ourselves as a golf vacation destination for the past 25 years. Florida's First Coast of Golf would not be present today without Duval TDC leading the creation of this effort in 1992. Please feel free to contact me directly at 904.607.3204

Florida's First Coast of Golf
BUDGET

	Budget less Projected	FY 18 Budget	FY 18 Projected	FY 19 Proposed	Proposed less Projected
Income					
Advertising Income	2,000.00	3,000.00	1,000.00	3,000.00	2,000.00
Interest Income					
Wachovia MM	0.98	6.00	5.02	6.00	0.98
Total Interest Income	0.98	6.00	5.02	6.00	0.98
Partnerships					
Cooperatives	139,431.00	291,359.00	151,928.00	244,568.50	92,640.50
Golf	1,225.00	45,000.00	43,775.00	54,281.00	10,506.00
Hotel / Resort	4,404.00	47,404.00	43,000.00	54,000.00	11,000.00
JAA	0.00	10,000.00	10,000.00	10,000.00	0.00
Total Partnerships	145,060.00	393,763.00	248,703.00	362,849.50	114,146.50
Public Sector					
Clay TDC	0.00	25,500.00	25,500.00	25,500.00	0.00
Duval TDC	0.00	148,838.00	148,838.00	152,378.00	3,540.00
Flagler TDC	0.00	35,000.00	35,000.00	35,000.00	0.00
Nassau TDC	0.00	60,000.00	60,000.00	60,000.00	0.00
St. John's TDC	0.00	188,578.00	188,578.00	188,578.00	0.00
Total Public Sector	0.00	457,916.00	457,916.00	461,456.00	3,540.00
Earned Media	1,005,515.00	2,505,515.00	1,500,000.00	2,505,515.00	1,005,515.00
Total Income	1,152,575.98	3,360,200.00	2,207,624.02	3,332,826.50	1,125,202.48
Marketing					
Agency	-542.00	5,000.00	5,542.00	2,500.00	-3,042.00
Brochure Production	-1,404.80	5,000.00	6,404.80	11,315.00	4,910.20
Dues/Local Mtgs	1,827.00	4,050.00	2,223.00	3,000.00	777.00
Digital Marketing					
Chute Management	-500.00	0.00	500.00	0.00	-500.00
Digital Agency	-5,000.00	54,000.00	59,000.00	54,000.00	-5,000.00
Digital/Mobile/Retargeting	80,805.00	107,000.00	26,195.00	99,824.75	73,629.75
EMail	44,770.00	78,302.00	33,532.00	39,602.00	6,070.00
Nxtbook/landing pages	5,000.00	5,750.00	750.00	750.00	0.00
SEO/Social	-24,200.00	35,000.00	59,200.00	48,238.00	-10,962.00
Total Digital Marketing	100,875.00	280,052.00	179,177.00	242,414.75	63,237.75
Golf Shows					
PLAYFLA & VF Golf	7,800.00	18,400.00	10,600.00	23,000.00	12,400.00
Travel	-761.80	1,000.00	1,761.80	1,000.00	-761.80
Total Golf Shows	7,038.20	19,400.00	12,361.80	24,000.00	11,638.20
Postage & Delivery	581.00	2,988.00	2,407.00	2,527.00	120.00
Print Media					

Florida's First Coast of Golf
BUDGET

	Budget less Projected	FY 18 Budget	FY 18 Projected	FY 19 Proposed	Proposed less Projected
Air Canada	22,000.00	22,000.00	0.00	0.00	0.00
Golf Georgia	8,771.00	17,292.00	8,521.00	10,753.50	2,232.50
Golf Magazine	9,448.00	9,448.00	0.00	21,246.00	21,246.00
Golfstyles Magazine	11,812.75	15,064.00	3,251.25	5,418.75	2,167.50
Links Magazine	5,000.00	5,000.00	0.00	0.00	0.00
Met Golfer	2,486.00	9,875.00	7,389.00	9,330.00	1,941.00
VA Golfer	7,257.00	17,278.00	10,021.00	11,448.50	1,427.50
Total Print Media	66,774.75	95,957.00	29,182.25	58,196.75	29,014.50
Promotions	76.00	10,000.00	9,924.00	12,500.00	2,576.00
Public Relations					
Communications Intern	0.00	1,000.00	1,000.00	1,000.00	0.00
Strategic Planning	703.00	8,719.00	8,016.00	8,719.00	703.00
Press Trips/FAMS	-23,498.00	10,000.00	33,498.00	10,000.00	-23,498.00
Total Public Relations	-22,795.00	19,719.00	42,514.00	19,719.00	-22,795.00
Research	-2,229.00	11,050.00	13,279.00	11,050.00	-2,229.00
Telephone/Internet	3,242.05	11,000.00	7,757.95	8,144.00	386.05
Television/content development	-1,071.00	8,000.00	9,071.00	47,250.00	38,179.00
Trade Shows					
IGTM/NAC	-9,349.00	16,500.00	25,849.00	16,500.00	-9,349.00
PGA Show	-35.33	1,500.00	1,535.33	1,500.00	-35.33
Tour Operator Partnership	-4,345.00	7,000.00	11,345.00	5,845.00	-5,500.00
WTM	0.00	0.00	0.00	3,800.00	3,800.00
Visit Florida/FADMO	-537.36	2,780.00	3,317.36	3,482.00	164.64
Total Trade Shows	-14,266.69	27,780.00	42,046.69	31,127.00	-10,919.69
Total Earned Media	1,005,515.00	2,505,515.00	1,500,000.00	2,505,515.00	1,005,515.00
Travel & Entertainment					
Local	376.00	2,491.00	2,115.00	2,491.00	376.00
Mileage	-216.00	800.00	1,016.00	800.00	-216.00
Total Travel & Entertainment	160.00	3,291.00	3,131.00	3,291.00	160.00
Total Marketing	1,143,780.51	3,008,802.00	1,865,021.49	2,982,549.50	1,117,528.01

Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

SCOPE OF WORK

APPROVED GRANT FOR GOLF TOURISM MARKETING

From: David Reese, President of Florida's First Coast of Golf
To: Duval County Tourist Development Council
Date: August 14, 2018

Overview

This scope of work provides details on how the $152,376 in grant funding approved by the Duval County TDC on August 9, 2018 for regional golf marketing. Per the TDC's request, it will specifically cover implementation of the marketing plan documented in Tab 5 of the grant application dated July 25, 2018 ("FY 19 Working Marketing Plan").

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 grant funding will be a crucial contribution to a regional marketing effort aimed at attracting golfers to the region and increasing occupancy in its hotel rooms. 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 marketing plan created by FFCG and 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 plan effectively (e.g. brochure print/production/distribution, digital agency and public relations).

This scope of work will discuss 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 market conditions and co-op investment.

Spending Categories

AGENCY: An outside agency will be retained to perform graphic design work for the entirety of FY 19.

BROCHURE PRINT/PRODUCTION/DISTRIBUTION: The vacation guide listed in the marketing plan is scheduled to be converted into a fold-out map which lists of 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 Jacksonville hotels.

CONSUMER SHOWS: FFCG is planning to have a presence at a series of consumer shows taking place between January and March of 2019. These shows will take place in our target markets.

DIGITAL MARKETING: A total of 18 different programs are included in the digital marketing aspect of the plan, encompassing 51% of the overall budget. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment.

Five of the digital marketing purchases are scheduled to be year-long efforts across FY 19:

- Video Preroll
- Digital Edge, a marketing agency
- Golf Advisor, a site that reviews and rates golf courses
- Chute/Chute Management
- NxtBook Media, a digital publisher

The remaining purchases include advertising on popular social media platforms (Twitter and three separate Facebook options) and several specialist golf sites, along with video production activity to enable the highest possible level of production values.

PRINT MEDIA: Advertising in print media will consist of buys in five different outlets, representing 12% of total expenditures. All Five of the publications are golf-specific. Print advertising will be placed between the beginning of the fiscal year in October and the end of April. 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 and other Visit Florida promotional opportunities. The promotions are anticipated to occur over three periods in FY 19: October to December, April to mid-May, and mid-August to September.

PUBLIC RELATIONS: Our PR spending will include retaining a communications intern throughout FY19, half-a-dozen meetings to educate partner organizations, and hosting two sets of press trips: one in late January and one in early March.

RESEARCH: We will retain the services of the University of North Florida, Travelsmart, and the National Golf Foundation or other appropriate research company to conduct research during FY 19. 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. This category accounts for 4% of the budget.

Targeted Markets
Geo-target Markets

Baseline target states FL, GA, NC, SC

Top Ten Visa Spend Markets: ATL, NY/NJ, DC/BALT, ORL, BOS, CHI, Tampa, PHI, DET/MI, MIA

Seasonal target DMA's will focus on CIN, CLE, DEN, HOU, IND, MEM, MIN, NOLA, NSH, PITT, RVA and Toronto

Florida's First Coast of Golf

FY 19 WORKING MARKETING PLAN

	October					November				December					January				February				March			
Medium	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25
Graphic Design	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
BROCHURE PRINT | PROD DIST																										
Vacation Guide	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
CONSUMER SHOWS																										
FL Golf Guide Show -11 shows																			1	2	2	2	1	1	1	1
Travel																x			x				x			
DIGITAL MARKETING																										
Chute/Chute Management	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Digital Edge Agency	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Email Marketing Campaign																										
Facebook Advertising	x		x			x		x			x		x			x		x		x		x		x		x
Facebook Look-A-Like		x		x		x		x		x		x			x		x		x		x		x		x	
Facebook Spons. Posts		x		x			x		x	x		x			x		x		x		x		x		x	
FFCG Dedicated eBlast	x					x					x					x				x				x		
Geofencing Mobile	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x								
Golf Advisor	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Golf Display/Retarget	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
GSGA	x					x					x				x					x			x			
golf.com	x									x									x							
GolfStyles Email			x																				x			
MailChimp	x		x			x		x			x		x			x		x		x		x		x		x
Met Golfer Email						x	x				x	x				x			x	x	x					
Nxt Book/LP production	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
VA Golfer Email															x									x		
Video Preroll																										
EARNED MEDIA																										
VF|Press|Value add	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
[illegible]																										
Golf Georgia	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Golf Magazine	x	x	x	x	x					x	x	x	x	x					x	x	x	x				
Golf Styles	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Met Golfer	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
VA Golfer	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
PROMOTIONS																										
Jaguar/PLAYERS/VF opportunities	x	x	x	x	x	x	x	x	x	x	x	x	x													
PUBLIC REL																										
Communications Intern	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Strategic Planning																	x								x	
Press Trips																		xx								
NGF/Travelsmart/UNF	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
TRADE SHOWS																										
IGTM/NAC			x																							
PGA Show																	x									
VISIT FLORIDA											x							x						x		
WTM						x																				
[illegible]																										
Drone Video	x	x					x	x			x	x			x	x			x	x				x	x	
Endless Golf	x	x	x	x	x										x	x	x	x								
Travelling Golfer															x	x	x	x					x	x	x	x
Video Spotlight						x							x													
Various operators	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Communications	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Industry Dues/Meetings	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Postage/Shipping	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Regional T/E	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Advertsing Budget Expense																										
Plus Earned Media																										
Marketing Grand Total																										

	April					May				June				July					August				September					Total	Percentage
Medium	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	Net Cost	
Graphic Design	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$2,500.00	
BROCHURE PRINT | PROD DIST																												$11,315.00	2%
Vacation Guide	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$11,315.00	
CONSUMER SHOWS																												$24,000.00	5%
FL Golf Guide Show -11 shows																												$23,000.00	
Travel																												$1,000.00	
DIGITAL MARKETING																												$242,414.75	51%
Chute/Chute Management	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$12,000.00	
Digital Edge Agency	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$54,000.00	
Email Marketing Campaign																												$6,000.00	
Facebook Advertising	x		x		x	x	x																x		x		x	$19,992.00	
Facebook Look-A-Like		x		x		x		x											x		x			x		x		$10,000.00	
Facebook Spons. Posts		x			x	x	x																	x		x		$4,992.00	
FFCG Dedicated eBlast		x				x				x				x					x				x					$9,600.00	
Geofencing Mobile																												$10,000.00	
Golf Advisor	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$40,000.00	
Golf Display/Retarget	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$6,000.00	
GSGA		x				x				x														x	x	x		$10,753.50	
golf.com																												$21,246.00	
GolfStyles Email																							x					$5,418.75	
MailChimp	x		x			x		x		x		x			x			x		x		x		x		x		$1,800.00	
Met Golfer Email		x																	x									$9,330.00	
Nxt Book/LP production	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$750.00	
VA Golfer Email						x																						$11,448.50	
Video Preroll																												$9,084.00	
EARNED MEDIA																												$2,505,515.00	N/A
VF|Press|Value add	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$2,505,515.00	
[illegible]																													
Golf Georgia	x	x	x	x	x	x	x	x	x	x	x	x	x										x	x	x	x	x	$10,753.50	
Golf Magazine																												$21,246.00	
Golf Styles	x	x	x	x	x	x	x	x	x														x	x	x	x	x	$5,418.75	
Met Golfer	x	x	x	x	x	x	x	x	x										x	x	x	x	x	x	x	x	x	$9,330.00	
VA Golfer	x	x	x	x	x	x	x	x	x	x	x	x	x										x	x	x	x	x	$11,448.50	
PROMOTIONS																												$12,500.00	3%
Jaguar/PLAYERS/VF opportunities	x	x	x		x	x			x	x										x	x	x	x	x	x	x	x	$12,500.00	
PUBLIC REL																												$19,719.00	4%
Communications Intern	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$1,000.00	
Strategic Planning								x									x									x		$8,719.00	
Press Trips							xx																					$10,000.00	
NGF/Travelsmart/UNF	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$11,050.00	
TRADE SHOWS																												$25,282.00	5%
IGTM/NAC																												$16,500.00	
PGA Show																												$1,500.00	
VISIT FLORIDA								x																	x			$3,482.00	
WTM																												$3,800.00	
[illegible]																												$47,250.00	10%
Drone Video	x	x				x	x			x	x			x	x				x	x			x	x				$5,750.00	
Endless Golf																												$30,000.00	
Travelling Golfer																								x	x	x	x	$8,000.00	
Video Spotlight																							x	x	x	x	x	$3,500.00	
Various operators	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$5,845.00	
Communications	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$8,144.00	
Industry Dues/Meetings	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$3,000.00	
Postage/Shipping	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$2,527.00	
Regional T/E	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	$3,291.00	
Advertsing Budget Expense																												$477,034.50	
Plus Earned Media																												$2,505,515.00	
Marketing Grand Total																												$2,982,549.50	

Geo-target Markets
Baseline target states FL, GA, NC, SC
Top Ten Visa Spend Markets: ATL, NY/NJ, DC/BALT, ORL, BOS, CHI, TPA, PHI, DET, MIA
Seasonal target DMA's will focus on CIN, CLE, DEN, DET, HOU, IND, MEM, MIN, NOLA, NSH, PITT, RVA and Toronto

SINGLE SOURCE AWARD **BID # SS-0267-18**

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, 2017 to September 30, 2018. Total not to exceed expenditure amount is $148,838.00.

Funding Source: CCTD132OP

This award is subject to appropriation by the City in the fiscal year beginning October 1, 2017. 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: $148,838.00 **Requisition #:** N/A

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

Certification as to Single Source: Annette R. Hasting, 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. Eichner
CHAIRMAN

DATE 9/25/17

ACTION OF AWARDING AUTHORITY DATE: 9/27/17

APPROVED ✓ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION Anna L Brock

FORM GB-113, Revised 12/2007

Jacksonville
DUVAL COUNTY
Tourist Development Council

OFFICE OF THE CITY COUNCIL

Annette R. Hastings
TDC EXECUTIVE DIRECTOR
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117 WEST DUVAL STREET, SUITE 425
4TH FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202

TOURIST DEVELOPMENT COUNCIL MEETING MINUTES
Thursday, August 9, 2018
1:30 P.M.
Lynwood Roberts Room
1st floor, City Hall

ATTENDANCE

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

Annette Hastings, TDC Executive Director
Jeff Clements, Chief of Research
Colleen Hampsey, Council Research
Kim Taylor, Assistant Council Auditor
Phillip Peterson, Council Auditor's Office
Lawsikia Hodges, Deputy General Counsel

Meeting Convened 1:34 p.m. **Meeting Adjourned: 5:25 p.m.**

Introduction- Council President Aaron Bowman, TDC Chairman

Chairman Bowman asked the attendees to try and be as brief as possible in their presentations given the length of the agenda and the Jacksonville Jaguars pre-season game in town this evening.

Approval of Minutes

The minutes of the TDC Special Meeting of June 25, 2018 were **approved unanimously** as distributed.

Tourist Development and Convention Development Taxes Audit

Council Auditor Kyle Billy presented the results of recent Audit #813 – Tourist Development and Convention Development Taxes. Mr. Billy reported that the audit found that the Ordinance Code does not give the Council Auditor's Office audit rights on collection of these funds; that audit authority lies with the Finance and Administration Department (a finding confirmed via conversation with the General Counsel). The audit therefore confined itself to reviewing the City's internal procedures for collecting the bed tax. The audit identified excessive computer access rights among employees and a software calculation error in cases where a payment was submitted to the Tax Collector both late and in an incorrect amount. The audit recommended that the Finance Department initiate audits of TDC tax collections (which they currently do not do) and that the Council Auditor's Office be given audit rights via amendment of the Ordinance Code. The audit also noted that the City is not collecting bed taxes from "peer-to-peer" rentals (i.e. AirBnB). Thirty-nine Florida counties have agreements with AirBnB to have those taxes remitted, but Jacksonville is not one of them. The policy of whether to collect taxes on peer-to-peer rentals is a policy decision that has both financial and Zoning Code implications.

Motion (Boyer): the TDC supports City Council amending the Ordinance Code to grant the Council Auditor's Office audit rights to examine the books of businesses subject to payment of the bed tax -

Commissioners Patidar and Truhlar said that their hotels are audited every three years by a division of the State of Florida for collection and payment of sales taxes which mirrors the payment of bed taxes with a few exceptions. Mr. Truhlar suggested that the City look at a new law passed in the state of Pennsylvania that attempts to deal with regulation of AirBnB and other peer-to-peer rentals. In response to a question, Mr. Billy said that he has sufficient staff to take on that additional audit function. Commissioner Goodman felt that giving both the Auditor's Office and Finance and Administration Department the right to perform audits in this area increased the likelihood that none would be done since it would not be anyone's sole responsibility.

Public comment: None

The Boyer motion was **approved unanimously**.

Chairman Bowman said that he will be appointing a special committee to look into several issues relating to collection of bed taxes from residential units – collecting taxes from AirBnB and other peer-to-peer rentals, sub-leasing of apartments on a daily basis, and zoning implications.

TDC Financial Report

Assistant Council Auditor Kim Taylor gave the TDC financial report for FY17-18 to date. Bed tax collections are up 8.7% year over year, the last 9 months is up 10.54%, and June 2018 vs. June 2017 is up 8.57%. She reviewed the remaining balances in each of the 7 accounts in the current budget. The balances on the contractual services side range from $0 in the Tourist Bureau budget to $130,500 in the Marketing budget, with a remaining balance to be allocated in accordance with the Tourist Development Plan of $497,420. The Development Account balance is $3,807,937 and the Contingency Account budget balance is $1,463,000. Ms. Taylor reviewed the Mayor's proposed TDC budget for FY18-19 compared to the TDC's proposed budget. The Mayor's budget showed a projected $9 million in bed tax revenue, while the TDC conservatively recommended budgeting $8.5 million representing no growth over the previous year.

Council Member Boyer recommended creating a reserve account (by some name) that will accrue excess revenue over the TDC's recommended $8.5 million revenue budget to be allocated later in the year.

Motion (Boyer): create a $500,000 TDC contingency account out of the $708,245 remaining to be spent in accordance with the adopted tourism plan on Plan Components 1-5, expendable without further City Council approval, but not allocable by the TDC until it can be determined that actual bed tax revenues will be adequate to cover the allocation –

Public comment – none

The Boyer motion was **approved unanimously.**

Motion (Boyer) – allocate $20,000 from the $708,245 remaining to be spent in accordance with the adopted tourist development plan for the proposed new Equestrian Center grants -

Public comment – none

The Boyer motion was **approved unanimously.**

Ms. Boyer discussed TDC staffing and suggested a change from the plan discussed at the last meeting. She will be introducing legislation at the next Council meeting to provide for two staff to be hired by and working directly for the TDC, not the City Council Secretary. She has worked with Employee Services to develop job descriptions and classifications for professional positions that will have the capability to review and manage contracts, process invoices, perform tourism research, make recommendations to the board, etc. Chairman Bowman said that the TDC is collecting much more revenue and managing vastly different contracts with its service providers than was done just a few years ago. Ms. Boyer answered questions about how the positions would be supervised. Kim Taylor said that the two positions would cost an additional $112,000 in the salaries and benefits lines of the proposed budget if those positions were filled at the top of the salary range.

Motion (Boyer): recommend support of the creation of 2 TDC-specific positions (Executive Director and Administrator) and allocate the additional $112,000 for salaries and benefits from the $708,245 remaining to be spent in accordance with the adopted tourist development plan -

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): recommended authorizing 1,600 part-time hours (no additional dollars) in the FY18-19 budget to hire an interim part-time administrator or executive director to support the TDC's work after the retirement of the current executive director until an Executive Director is hired –

Public comment – none

The Boyer motion was **approved unanimously**.

TDC Budget FY2018-19
Motion (Boyer): approve the TDC budget for FY18-19 as amended -

Public comment – none

The Boyer motion was **approved unanimously**

Visit Jacksonville Convention Grant Requests

Presenter: Michael Corrigan, President/CEO, Visit Jacksonville

Total Encumbrances Requested CVB Grant Fund FY 2017-2018 $34,150

Total Room Nights: 6,830

1. Name of Group: International Association of Chiefs of Police Technology Conference
Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront
Date: May 16-23, 2019
Room nights: 1,360 (at $5 per room)
Estimated Attendance: 550
Funds Use: Group Transportation, AV, Room Rental
Funds to be encumbered: $6,800
Summary: The International Association of Chiefs of Police (IACP) is a professional association for law enforcement worldwide, representing more than 30,000 members in more than 150 countries. The IACP provides members with the opportunities to connect, participate, learn, advocate, and succeed.

2. Name of Group: Signature EquipoVision, LLC
Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront
Date: June 27-July 1, 2019
Room nights: 1,270 (at $5 per room)
Estimated Attendance: 2,500
Funds Use: Venue/ Room Rental
Funds to be encumbered: $6,350
Summary: Signature EquipoVision, LLC is Amway's largest Hispanic Independent Business Group. They have reached more than 50,000 Independent Business Owners in more than 32 U.S. states.

3. Name of Group: Corning Optical
Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront
Date: January 18-24, 2020
Room nights: 4,200 (at $5 per room)
Estimated Attendance: 680
Funds Use: AV, Group Transportation, Reception (Food & Beverage)
Funds to be encumbered: $21,000
Summary: Corning is one of the world's leading innovators in materials science, with a 167-year track record of life-changing inventions. In 2020, they are bringing their Annual Global Kickoff Conference to Jacksonville.

Motion (Boyer): approve the 3 grants as requested -

Public Comments - none

The Boyer motion was **approved unanimously**.

Florida's First Coast of Golf Quarterly Report

David Reese, President of Florida's First Coast of Golf, distributed the organization's quarterly report and briefly reviewed the report that had previously been distributed electronically to all TDC members. He described the familiarization trip for Chinese golf writers during the Players Championship and the several marketing efforts that are currently underway. He reported that the Holes to Hops campaign was the most successful of the four campaigns rolled out in the last year.

New Marketing Services Contract Request

Florida's First Coast of Golf Regional Golf Tourism Marketing Cooperative FY2018-19

Contractor: Florida's First Coast of Golf
Presenter: David W. Reese, President, Florida's First Coast of Golf
Date: October 1, 2018 - September 30, 2019
Contract Amount: $152,378
Funds Use/Services: Advertising/Marketing Programs for Leisure Golf Tourism

Motion (Boyer): approve the $152,378 request for golf marketing subject to the reporting requirement contained in the FY17-18 budget and City Council approval of the TDC budget; includes a requirement for the contract to be processed as a single-source procurement through the City Procurement Division with the same scope of services as last year's contract -

Public comment – none

The Boyer motion was **approved unanimously.**

Special Events Grant Presentations

1. **Lynyrd Skynyrd - Last of the Street Survivors Tour 2018**

Applicant: SMG

Presenter: Bill McConnell, SMG General Manager
Date: September 2, 2018
Location: TIAA Bank Field
Grant Amount: $100,000 special event grant, $50,000 marketing grant
Tourist Attendance: 13,000+ (Total Attendance 35,000)
Funds Use: Offset Event Venue Expense/ Regional Marketing

Bill McConnell described the concert, which will be only the 10th stadium concert in the 23-year history of TIAA Bank field, and will feature Lynyrd Skynyrd, Jason Aldean, Kid Rock, the Charlie Daniels Band, Marshall Tucker Band and Blackberry Smoke. A large economic impact is expected from out-of-town visitors as well as being an amenity for local residents who have a great deal invested in the stadium. The last big stadium concert in 2014 had a definitely quantifiable economic impact. This event will be a collaborative effort of SMG, the Jacksonville Jaguars and the City. The total marketing budget is $300,000 and the organizers are requesting from the TDC $50,000 for marketing and $100,000 to help offset expenses. The show is being produced by SMG on behalf of the City and the Jaguars have agreed to underwrite any financial losses. Mr. McConnell said that the $100,000 TDC funding for operations would be applied to items like field repair after the event, security, production expenses, etc. Evidence of out-of-region (more than 150 miles) ticket sales will be used to demonstrate a minimum of 5,000 tourists attended the event. Ticket sales are good thus far, including many out-of-town sales, but future sales and actual turnout on event day will determine whether the event breaks even or not. In response to a question from Council Member Boyer, Deputy General Counsel Lawsikia Hodges indicated that the event grant requests before the TDC were consistent with the currently adopted Tourist Development Plan, and the TDC recommended grant guidelines pending before City Council. Ms. Boyer said that the TDC would be expecting to see documentation of marketing efforts/ad placement outside of the 150 mile radius from Jacksonville. Ms. Hodges said that because the City Council has not yet adopted the TDC's recommended new marketing policies, SMG will have to run the $50,000 marketing contract through the City's Procurement Division process. In response to a question from Commissioner Patidar, Mr. McConnell said that any profit from the concert would flow back to the City through SMG's operating contract, reducing the City's subsidy for stadium operations. Commissioner Grossman felt that the late application for the funding is problematic and puts the TDC in a bind.

Motion (Boyer): approve a $100,000 special events grant with the use of funds and proof of tourism impact as just discussed by the committee –

Public comment – none

The Boyer motion was **approved unanimously**

Motion (Boyer): approve a $50,000 marketing grant as requested for expenditure on advertising and marketing placed or conducted outside of a 150 mile radius, with TDC staff authorized to process the request through the Procurement Division as a single-source contract –

Public comment – none

The Boyer motion was **approved unanimously**

2. Beaches Oktoberfest 2018

Applicant: Beaches Oktoberfest, Inc.
Presenter: Charles Wagner, Managing Partner
Date: October 17-18, 2018
Location: Jacksonville Seawalk Pavilion
Grant Amount: $25,000
Tourist Attendance: TBD
Room Nights: 2,500
Funds Use: Regional digital/e-mail database advertising

Mr. Wagner returned to the TDC to answer questions posed about the application at the last meeting with regard to the budget and the documentation of out-of-town visitors and hotel room nights booked. The verification of out-of-town visitors and room nights will be done by means of surveys of 500 attendees at the festival regarding their hometown, number of people in the group, and number of hotel rooms booked.

No motion was offered on the request.

Visit Jacksonville Reports - Michael Corrigan, CEO/President

Mr. Corrigan said that the following reports had been distributed electronically to all TDC members earlier, and he also distributed a hard copy:

Tourist Bureau Services Quarterly Report
Convention Sales and Services Quarterly Report
Marketing Services Quarterly Report
Dalton Agency Leisure Dashboard Quarterly Report
Dalton Agency Meetings Dashboard Quarterly Report

Visit Jacksonville Annual Plan Presentations

Tourist Bureau Services Annual Plan FY2018-19: Mr. Corrigan reported that the Beaches Visitor Center opened much later than anticipated and therefore will not reach its expected attendance figure this year. Ms. Boyer said that she and several staff members have been reviewing all of the TDC's contracts to develop lists of expected deliverables and benchmarks, which has identified several issues. With regard to performance measures, many of the metrics are included as contract terms so Visit Jacksonville's proposed changes to those metrics in a revised annual plan would also require contract amendments. She discussed the timing of adoption of the annual plan and budget and the presentation of performance metrics, and said that the contract provisions are not quite as clear as had been hoped. She noted that the TDC intended for the performance evaluation to be done early in a calendar year (February) for the previous calendar year. Visit Jax prefers that the evaluation be done on a fiscal year or contract year basis rather than a calendar year. Various options for timing of data review and performance evaluation were discussed. An August-to-July year with evaluation of performance by the TDC at its August meeting was originally suggested, then the contracts were drafted to provide for an evaluation period of a calendar year (January-December) with TDC's review coming in the first quarter of the next calendar year to inform development of the next year's annual plans and budgets. The contracts are not as clear as might have been hoped and the TDC can opt to use this opportunity to

revise the contracts to reflect a different measurement period and evaluation date. Ms. Boyer said that Visit Jacksonville prefers that the evaluation be done on a fiscal year or contract year basis.

Motion (Boyer): amend the Tourist Bureau Services annual plan to provide that any year 1 deliverables that were not delivered to the TDC prior to the end of year 1 shall be delivered prior to November 30, 2018 using encumbered funds from the year 1 budget as available before utilizing any year 2 funds –

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): require development by Visit Jax of at least 8 new tour itineraries (4 geographic based, 4 subject matter-based) during year 2, to be provided to marketing for publication in various forms. Following the example of the research on historic downtown buildings which drew from a variety of publicly available resources, the research and assembly function should be gathering content to provide to our creative team for development of such tours -

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): require development by Visit Jax of 3 hiking/biking routes in the city -

Public comment – none

The Boyer motion was **approved unanimously**

Motion (Boyer): regarding 360°degree videos, require production of a minimum of 4 additional videos, broadening the content in year 2 to include at least 1 such video focusing on the arts, 1 on sporting events (including golf) and 1 on family attractions (including the Jacksonville Zoo and Gardens) -

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): regarding the mobile visitor center, make implementation of the mobile visitor center in year 2 contingent upon presentation of an operating budget for staffing, fuel, vehicle maintenance, etc. for the current and future years, as well as the anticipated implementation date. If that information is not presented to the TDC at or prior to the November 2018 TDC meeting then Visit Jacksonville shall propose an alternative service level enhancement at the January TDC meeting -

Commissioner Patidar urged that Visit Jax move forward as quickly as possible on implementing the mobile visitor center.

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): amend the performance measurement in the contract regarding the Beaches Visitor Center to reduce the annual attendance from 15,000 to 10,000 for Year 2 but maintain the collective 5% annual increase; in the subsequent year the Beaches Visitor Center goal will be a 5% increase over the baseline 10,000 -

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): amend the performance measurement period in the contract to cover October 1 – September 30 each year -

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): authorize the Office of General Counsel to draft a contract amendment to incorporate the changes in metrics, changes in reporting time period, and change in contract indebtedness for discussion and approval at the September meeting -

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): approve Tourist Information Bureau Plan for year 2 as amended -

Public comment – none

The Boyer motion was **approved unanimously**.

Tourist Bureau Budget FY2018-19
Mr. Corrigan briefly reviewed some minor changes from the current year to next year regarding overhead allocation.

Motion (Boyer): approve Tourist Bureau budget at $400,000 for year 2 as presented (Visit Jacksonville contract amount of $400,000 with an airport revenue offset of $46,422) –

Kim Taylor said that she would communicate with the Accounting Division to ensure that FY17-18 funds remain encumbered into FY18-19 to complete year 1 activities/deliverables with year 1 funds.

Public comment – none

The Boyer motion was **approved unanimously**.

Convention Sales & Services Annual Plan FY2018-19
Mr. Corrigan noted a change in the proposed timing of event planner familiarization trips in the spring of 2019 to account for the change in the date of the Player's Championship. He also noted that Visit Jax and SMG have begun regular meetings which will far exceed the one annual meeting required in the

contract. Carly Bauer of the Dalton Agency said that print spending is being reduced by 14% overall, but is being increased by 26% in digital advertising which has produced good traffic.

Motion (Boyer): amend the Convention Sales and Services annual plan to provide that any year 1 deliverables that were not delivered prior to the end of year 1 shall be delivered prior to November 30, 2018 using encumbered funds from the year 1 budget as available before utilizing any year 2 funds –

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): amend the Convention Sales and Services Year 2 annual plan to reaffirm and incorporate the 5 specific provisions regarding metrics for increases in room night production and future commitments, group segment REVPAR, measuring greater awareness, and new vs. repeat business that were adopted at the June 2017 meeting –

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): amend the Convention Sales and Services annual plan to make the review period from October 1 through September 30 –

Commissioner Truhlar suggested that the REVPAR growth factor should be subject to a caveat about changes due to increased hotel capacity in the city, which would tend to depress REVPAR and is beyond Visit Jax's control. Ms. Hodges said that the TDC had the ability to weight the 5 factors differently each year depending on particular circumstances at the time.

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): authorize the Office of General Counsel to draft a contract amendment for consideration at the September meeting to incorporate changes in metrics and timeframes and an increase in the maximum indebtedness in the budget -

Public comment – none

The Boyer motion was approved unanimously.

Motion (Boyer): approve the Convention Sales and Service Plan for year 2 as amended -

Public comment – none

The Boyer motion was **approved unanimously**.

Convention Sales & Services Budget FY2018-19

Mr. Corrigan reviewed several changes from the current year to next year's budget including the change of overhead allocation discussed earlier in the meeting. There is an increase in sponsorships and promotions expenditures to accommodate Jacksonville hosting a meeting in 2019 of the Florida Account Executives (meeting planners) which has the potential to produce substantial future business for the city. The budget overall is down by $25,200 and but grants are up by $45,000.

Motion (Boyer): approve the Convention Sales and Service budget for year 2 as amended -

Public comment – none

The Boyer motion was **approved unanimously**.

Marketing Services Annual Plan FY 2018-19
Mr. Corrigan discussed the growing importance of "influencers" who visit a city and then blog about their experience which in turn draws visitors who are influenced by their opinion. One such influencer (David's Been Here) has 1 million followers and produced 5 blogs about his recent visit to Jacksonville. Carly Bauer of the Dalton Agency said that the three marketing target areas will continue to be active outdoors, history, culture and arts, and sports, and 64% of the budget will be spent in digital media. Atlanta and Charlotte are targeted for local market campaigns. Council Member Boyer asked for more information on the Out-of-Market Outreach/Promotional Events strategy on page 9. Katie Mitura of Visit Jacksonville and Michael Munz of the Dalton Agency explained that it will be supplemental funding to enhance out-of-town activities that leverage non-paid publicity. Mr. Munz said that the Dalton Agency could come back to the September meeting with a recommendation for development of a Jacksonville-specific tourism app. Ms. Boyer said she understood that such an app was a deliverable in year 1 of the contract and expects that it will be delivered as committed. Commissioner Smith said that the marketing services budget didn't contain enough funding to fully develop such an app. Mr. Munz said that Visit Jax did produce a mobile-friendly version of the Visit Jax web site which he believes satisfied the contract intent, but creating a full-fledged app is a different matter. Mr. Corrigan agreed to come back to the September meeting with more information about a Jacksonville-specific tourism app.

Motion (Boyer): amend the Marketing Services annual plan to provide that any year 1 deliverables that were not delivered prior to the end of year 1 shall be delivered prior to November 30, 2018 using encumbered funds from the year 1 budget as available before utilizing any year 2 funds, excluding the development of a mobile app which will not be delivered by that deadline –

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): request Visit Jacksonville to present information at the October meeting regarding the merits of having a new marketing campaign for next year versus continuing the existing campaign for a second year –

Brian Kincaid of the Dalton Agency said that the It's Easier In Jax campaign has been performing well and standard industry practice is to continue running a campaign until it begins to lose steam and another campaign is justified. Mr. Corrigan said his recommendation is that the campaign should continue to run through the end of the year and he expects that its effectiveness will taper off next year and will then be

replaced. Commissioner Patidar recommended that Visit Jax distribute the It's Easier in Jax window stickers to hotels throughout the City for easy pickup by tourists.

Motion (Grossman): amend the Boyer motion to have Visit Jacksonville describe the current campaign's performance at the October meeting and make a recommendation to the TDC about how much longer it should run – **approved**

Public comment – none

The Boyer motion as amended by the Grossman motion was **approved unanimously**.

Motion (Boyer): in both the "Increasing Awareness" and "Visitor Experience" categories, eliminate "culinary" as the third primary focus area and include "sports" in its place as a primary focus; align the deliverables with plan focus areas -

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): under Public Relations, with respect to development of story ideas and media pitches include additional content on sports and the arts –

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): with respect to Local News Bureau targeting of 4 new relationships, acknowledge the relationships already existing with WJXT Channel 4 and the *Florida Times-Union* -

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): with respect to the 24 new blogs and videos, amend the plan to remove the specific subject matters of various items but leave the numbers of items in the plan, noting that the subject matter will be consistent with the plan focus areas of outdoors and water; history, arts and culture; and sports, and that each focus area will be addressed -

Public comment – none

The Boyer motion was **approved unanimously**.

Motion (Boyer): development of the Visit Jax app contemplated in year 1 is now due in year 2 by June 30, 2019 -

Public comment – none

The Boyer motion was **approved unanimously**.

Ms. Boyer noted that in previous meetings the Dalton Agency had told the TDC that the primary measurement of brand awareness is increasing web site traffic through paid media, which was adopted as the metric to measure performance in that area. That is becoming increasingly difficult because of Google's dominance in the area of attracting web traffic to itself and away from other sites. Ken Bowen of the Dalton Agency said that 70% of traffic to the Visit Jax web site is organic, of which 95% is driven through Google and is declining substantially, which is a common trend across the country. Google's power in the digital world is overwhelming and swamps what individual sites can do on their own. Dalton recommends changing the performance metric to be 5% growth on paid media driven traffic which is under Visit Jax's control.

Motion (Boyer): Modify the contract to change the web site traffic metric from a 10% increase annually to _% growth in paid media traffic, the exact amount to be determined at the September meeting -

Public comment – none

The Boyer motion was **approved 8-1 (Patidar opposed)**

Motion (Boyer): amend the Marketing Services annual plan to make the review period for metrics from October 1 through September 30 –

Public comment – none

The Boyer motion was **approved unanimously**

Motion (Boyer): the evaluation timeframe for campaign effectiveness on individual campaigns will be the duration of the campaign -

Public comment – none

The Boyer motion was **approved unanimously**

Motion (Boyer) – authorize the Office of General Counsel to draft a contract amendment as discussed today to be reviewed and approved by the TDC at its September meeting –

Public comment – none

The Boyer motion was **approved unanimously**

Motion (Boyer): approve the Marketing Services Annual Plan as amended regarding metrics, timing and maximum indebtedness under the contract -

Public comment – none

The Boyer motion was **approved unanimously**

Marketing Services Budget FY 2018-19

Motion (Boyer): increase the marketing budget by $46,960 in a new line item for mobile app development, to a total of $2,847,622 -

Public comment – none

The Boyer motion was **approved unanimously**

Motion (Boyer): approve budget as amended

Public comment – none

The Boyer motion was **approved unanimously**

Visit Jacksonville Tourist Bureau Capital Expense Items

Kiosks - Mr. Corrigan reported that Visit Jax had previously planned to enter into a zero-cost relationship with IntoGo for kiosks; they are now looking for other alternatives to satisfy the contract terms.

Laptops – Mr. Corrigan requested $1,000 for 2 laptops for use at Beaches Visitor Center. Kim Taylor said that capital assets are items that cost $1,000 or more, so two $500 laptops do not qualify as capital items.

Motion (Boyer): approve $1,000 for purchase of 2 laptops out of the Capital and Equipment line item of the budget (which will require an amendment of that category by the City Council to add "equipment" as a valid use) -

Motion (Boyer): amend the previous motion to make the funding source the current year "unallocated remaining to be spent in accordance with the adopted plan" amount in FY17-18 -

Public comment – none

The Boyer motion was **approved unanimously**

Painting – Mr. Corrigan explained that the Visit Jax offices have been cleaned out and a mold issue has been discovered, so he requests funding to repaint the offices. The discussion was deferred to a future meeting.

Proposed Research Projects for Development and Planning Plan Component

UNF Arts and Culture Tourism Survey
Council Member Boyer said that visitor research has found the Jacksonville's museum visitor satisfaction level among meeting planners and tourists is disappointingly low so she suggests doing research to find out what's wrong with the museum experience (do they not know about Jacksonville's museums? Are our museums actually disappointing to visitors when they come?)

Motion (Boyer): appropriate $30,000 from planning funds for a survey study of tourists at hotels and leaving various cultural attractions (museums, Zoo, Adventure Landing, etc.) to gauge the visitor

experience, and authorize the Office of General Counsel to draft a contract amendment and the TDC staff to process a single-source procurement through the City Procurement Division –

Commissioner Smith felt that this is not a subject worthy of a $30,000 study; he believes the failings of the city's museums relate to their collections and programming, which are fairly mediocre. Commissioner Patidar noted that the world class traveling exhibits that draw huge crowds, including tourists, are extremely expensive and may be beyond the ability of our museums. Commissioner Goodman said that Jacksonville's museums do attract very good shows, but perhaps the word is not getting out.

Action on the motion was deferred to the September meeting.

AirBnB/AirDNA Solutions
AirDNA is a company that produces a report on peer-to-peer rentals (i.e. AirBnB) similar to what STR reports on hotels and motels (occupancy, revenue per available room night).

Motion (Boyer): approve an annual subscription with AirDNA for no more than 1 year at $39.50 per month, with TDC staff authorized to process the procurement through the Procurement Division as a single-source contract –

Public comment – none

The Boyer motion was **approved unanimously**

Proposed TDC Meeting Schedule September 2018 - June 2019

Ms. Boyer explained her proposal to have the TDC meet more often (monthly except for July and December), with certain meetings devoted to particular topics so that discussion can be more in-depth than is possible at the current quarterly schedule. Legislation currently pending in City Council would require the TDC to meet at least 8 times per year. Members were asked to send their meeting day and time preferences to TDC staff.

Visit Jacksonville Tourist Bureau Capital Expense Items
Lawsikia Hodges said that she and Kim Taylor had formed another idea for how to deal with the purchase of the laptop computers. She recommended that the FY17-18 Visit Jax budget for capital improvements, which has available funds, be amended to authorize purchase of equipment as well.

Motion (Patidar): rescind the previous approved motion regarding the purchase of laptop computers -

Public comment – none

The Patidar motion was **approved unanimously**.

Motion (Patidar): amend the Visit Jax FY17-18 budget line item entitled Capital Improvements to be Capital Improvements and Equipment and authorize the purchase of the 2 laptops from that line item -

Public comment – none

The Patidar motion was **approved unanimously**.

Legislation

Council Member Boyer explained that, at the request of Visit Jacksonville, she has introduced legislation to authorize advancement of funds to Visit Jax rather than require all amounts to be reimbursable. The bill would permit the advancement of up to 10% of each contract amount. The members indicated their agreement to let the legislation proceed.

Closing Comments

Commissioner Grossman reported that Frontier Airlines has announced that it will be converting its seasonal service from Jacksonville to and from Trenton, Austin and Chicago to year-round service. He noted the importance of brand identity to cities getting better air service, particularly international service. British Airways is beginning to consider non-stop service to smaller U.S. cities, and is looking for cities that have a readily identifiable brand to attract more travelers from their home country to these new destinations (i.e. Nashville as Music City USA).

Commissioner Patidar said that all pending business items should be sent to the TDC members at least 7 days in advance and anything submitted to staff for the agenda after that time should not be permitted on the agenda.

Public Comments

None

Next meeting

The September meeting was scheduled for September 13th at 1:30 p.m.

Adjourn

The meeting was adjourned at 5:25 p.m.

Jeff Clements, Council Research Division

Posted 8.17.18 5:00 p.m.