

VISIT TALLAHASSEE SPORTS DEPARTMENT

SALES PLAN FY17

Prepared by:

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GOAL: Generate 35,000 room nights from sports events and team trainings, a 25% increase from previous fiscal year.

STRATEGIES:

Actively promote the destination's tournament and meetings facilities and capabilities at six selected tradeshow through interaction with new prospects and face-to-face meetings with existing clients.

Play a leading role with Leon County Parks in securing and promoting races and events at Apalachee Regional Park Cross Country Course that benefit industry partners and enhance internal resources such as Trailahassee.com.

Play a leading role in the Apalachee Regional Park Master Planning process.

Identify and target sports tourism business during non-peak months.

Play a leading role in the continued development/ enchantment of Trailahassee.com.

Develop new business leads with 12 event owners that can host events at our current sports venues.

Maximize participation in Special Events Grant program among local organizations that currently host or can potentially host additional events in Tallahassee.

Assist local partners whose organizations/facilities have the capability of hosting larger regional or national events and assist in submitting request for proposals (RFP's) for new events.

Utilize relationships with local universities/college in helping identify new opportunities/markets, for hosting a variety of events including post season tournaments, campus recreation, clubs and events.

Support partners and further develop relationships among community stakeholders by participation in four local events.

Identify venues and local groups for hosting training opportunities in emerging and established sports.

Host decision makers from five governing bodies or event rights holders for site visits to tour local venues, accommodations and support facilities suitable for hosting their events.

Work with staff in developing sports content for the website that features relevant information for new and emerging market segments and communicates how Tallahassee/Leon County fulfills specific needs for hosting sporting events.

Identify editorial and advertising opportunities in sports related journals and publications that provide more exposure for Tallahassee/Leon County as a premiere location for hosting tournaments and events.

Report data from post event reports that includes total visitors, room nights generated, direct spending and economic impact from sports events to the Leon County Tourist Development Council.

Provide superior customer service and respond to phone calls and emails within 24 hours.

Maintain active memberships with Florida Sports Foundation, National Association of Sports Commissions, USA Track & Field, Amateur Athletic Union and Amateur Softball Association and seek other membership with governing bodies and event rights holders that would prove beneficial in expanding sports-related business to the community.

GOAL: Provide five leads for sports related meetings to the meetings and conventions department.

STRATEGIES:

Communicate the opportunity to host small to mid-size meetings with sport associations and provide these leads to the meetings and convention sales director for appropriate follow-up.

Assist in planning and hosting Florida Sports Foundation Sport Commission legislative days.

Pursue meetings and conferences from national governing bodies, independent event owners, amateur sports leagues and college sports associations..

While conducting site visits for sports events, identify venues for meetings to generate future RFP's for the meetings markets.

GOAL: Strengthen the image of Visit Tallahassee and the Tallahassee Sports Council locally to support our external marketing efforts.

STRATEGIES:

Assist sports groups in maximizing media exposure through utilization of the marketing departments' resources including press releases, social media and utilizing other resources like #IHeartTally and #Trailahassee.

Coordinate six Sports Council meetings to support the Special Events Grant Program and bidded events, communicate the department and partners' activities and identify new business opportunities.

Conduct one workshop that educates groups and individuals about the grant program. Discuss and identify emerging trends and future opportunities in the sports market.

Increase use of the Visit Tallahassee web site for supporting and servicing local partners, tournament and events.

Achieve positive public relations for the destination through the use of social media in addition to developing spectator/ visitor databases.

Continue expanding the portfolio of restaurants and attractions participating in the cooperative promotional offers providing better customer service for the event organizers and additional business for local partners.

Continue developing volunteer programs needed for larger events.

Communicate the economic benefits realized (total visitors, room nights, direct spending and economic impact) from sporting events to industry members and local residents through emails and media coverage.

Provide superior customer service by responding to phone calls and emails within 24 hours.

FY2017 Budget Summary**Sports***(Program Area)*

FY 2015-2016		FY 2016-2017	
Other Contractual Services	\$	Other Contractual Services	\$
Travel & Per Diem	24,800	Travel & Per Diem	23,200
Postage		Postage	
Rental & Leases		Rental & Leases	
Printing & Binding		Printing & Binding	
Promotional Activities		Promotional Activities	
TDC Merchandise		TDC Merchandise	
TDC Direct Sales & Promotions	18,300	TDC Direct Sales & Promotions	15,500
TDC Community Relations	1,200	TDC Community Relations	1,200
Other Current Charges (bid-pool)	180,000	Other Current Charges (bid-pool)	248,000
		FL Sports Foundation Grant/Bid Pool Reimbursement	35,500
Uniforms		Uniforms	
Publications, Memberships	2,350	Publications, Memberships	2,425
Training	2,000	Training	2,000
Sponsorships & Contributions	10,500	Sponsorships & Contributions	10,500
Sub-total Operating Industry Participation	239,150	Sub-total Operating Industry Participation	\$338,325
Total Budget	\$239,150	Total Budget	\$338,325

Notes/Comments:

