Visit Jacksonville – Proposal of Scope of Services

Sports Tourism Initiative

Even during the current industry and economic changes, Sports Tourism continues to be one of the fastest growing segments of Destination Marketing. With this growth comes opportunities for our city. The City of Jacksonville has fallen behind on its efforts to effectively recruit sporting events to the City. There are a multitude of reasons for this to include failure to follow a strategic annual plan for implementation of targeted efforts, lack of documentation of available assets and willing participants and lack of all essential players jointly working to obtain the bid. As such, Visit Jacksonville has seen the opportunities available to align these components for the betterment of the City and tourism economic impacts. As a result of Visit Jacksonville's expertise in the area of sales and services for the betterment of the City as a whole, as well as our non-profit model of operation, we are the natural fit for management of this aspect of business for the Tourist Development Council. The cost of providing this service in its entirety by Visit Jacksonville is less to the TDC as a result of our team currently being fully staffed and equipped to handle the multiple components of an endeavor of this nature.

In partnership with all the entities essential to bringing sporting groups to Jacksonville, Visit Jacksonville would take responsibility for managing or facilitation of the following aspects:

- Support identifying individuals for forming Local Organizing Committee and main point of contacts for sporting events.
- Establishment of regular communication with all essential partners.
- Assist the City on the large-scale opportunities that the City will continue to manage and recruit.
- Serve as the expert and liaison between all parties involved for recruiting and booking events.

Groups looking to bring their events to Jacksonville want to see a cohesive City-wide approach to management of the event before, during and after to not only help gauge success but to entice multi-year bookings at our venues. Visit Jacksonville has the ability, connections and reputation to manage these efforts along with increasing awareness of Jacksonville as a destination for sporting events resulting in maximization of economic impact as a result of increased overnight visitor stays with less cost overall to the TDC.

<u>Scope of Services Managed by Visit Jacksonville</u>

1. Advancement of Jacksonville as the premier location to host sports tourism through youth, collegiate and organized sports affiliations.
2. Target marketing efforts to increase the City's results in the Sports Tourism sector.
3. Solicit and facilitate RFP to identify appropriate vendor to manage events, and offer bid fees, rights and sponsorships.
4. Work with vendor selected during RFP to pursue, bid, and offer incentives to bring events to Jacksonville that will increase bookings and surrounding sporting events.
5. Coordinate and manage efforts with the City of Jacksonville and local facilities.

6. Provide exemplary convention services and support to attendees.
7. Utilize Sports Tourism Grants to leverage Jacksonville as a destination.

Indicators of Success

- Recruitment of new sporting events totaling 15,000 room nights.
- Manage contracted room nights attributable to sports groups for attendance promotions and accurate pick up.
- Manage and track efforts in year over year growth for lead generation for future year bookings.
- Utilization of sports tourism grant dollars for contracting of sporting events on a definitive basis resulting in contracted room nights.

Advancement of Jacksonville as premier sports tourism destination.

Strategies to Achieve this Component:

1. Support organization of local organizing committee to review potential opportunities and bids to ensure all areas of bid process are covered by utilizing all City resources and knowledge.
2. Expand and maintain current collateral, and sales presentations.
3. Co-Op with local industry partners for expanded outreach and connections.
4. Manage efforts and support expenses for FAM Tour for qualified top prospects executed by vendor from RFP.

Targeted marketing efforts on Sports Tourism.

Strategies to Achieve this Component:

1. Participate in industry organizations and memberships to grow destination awareness and generate leads while taking advantage of marketing opportunities via memberships.
2. Diversify digital advertising efforts through Sports and Destination industry newsletters and/or eblast campaign, and social media channels.
3. Establish directory of sports venues.
4. Establish website landing page with sports focus and itinerary building tools as appropriate.

Actively pursue, bid and offer incentives to bring events to Jacksonville through RFP for vendor management.

Strategies to Achieve this Component:

1. Manage resources for the LOC/Bid committee to allow Jacksonville to more quickly and effectively respond to RFPs.
2. Co-op tradeshows to approved vendor through memberships targeting key segments.
3. Partner with local businesses and entities to leverage Jacksonville as a sports destination.

4. Support efforts to target multi-year sporting events through incentives.
5. Maintain event RFP database to catalogue all RFPs received:
    - Track reasons for why Jacksonville did not win/bid to help illustrate areas the market can improve and the return on the possible future investment.

Coordinated efforts with the City of Jacksonville and local facilities.

Strategies to Achieve this Component:

1. Expand the relationship in the community between Visit Jacksonville and the City of Jacksonville through collaboration on initiatives.
2. Visit Jacksonville will work in collaboration with the City and other local organizations to assist in service provision of the hosted events to maintain reputation of exemplary service.
3. Collect data from Vendor to track and report trends in Jacksonville as to why bids or groups are won and lost as it relates to possible future investment needs.

Utilize Sports Tourism Grants to leverage Jacksonville as a destination.

Strategies to Achieve this Component in Year 1:

1. Issue grants recommended by vendor utilized to groups and organizations to close bookings to groups considering alternative competitive cities.
2. Offer Grant funding to incentivize multi-year or multi-event contracts.