

Sports

FY 2020-2021 Sales Plan

Room Night Goal: Generate 37,250 room nights, a 10% reduction from FY 2019-2020

Strategy: Expand our portfolio of targeted events that increase exposure of Tallahassee / Leon County sports tourism's visibility in international, national and regional markets.

Tactics:

- Solicit at least two new events per quarter and book three new events during Fiscal Year 2021, that align with the department's goals.
- Explore hosting international cross-country events that will enhance the positioning of Apalachee Regional park as the premier cross-country facility in the country.
- Coordinate with community partners to identify and attract biking events that raise the profile of our biking community.
- Work with our collegiate partners to gain added access to campus facilities in order to attract unique or niche events.
- Work directly with our Meetings and Convention Sales Department to identify and solicit national and regional sports meetings.

Strategy: Expand current marketing programs and pursue new avenues to increase national and regional exposure.

Tactics:

- Create marketing strategies that aim to engage the running community in the entire construction process of Apalachee Regional Park Cross Country Course, from groundbreaking to the grand-opening.
- Highlight information about the IMBA designation across all social media platforms or channels in order to capitalize on the excitement of hopefully being awarded the designation by the end of 2020.
- Identify sponsorships opportunities that include editorial and advertising elements that provide exposure for Tallahassee/Leon County as a premiere location for hosting sports tournaments and events.
- Explore sports specific social media content that reaches both visitors and residents.
- Increase staff presence at local sporting events in order to capture real time content for sports specific social media posting.

Strategy: Raise the profile of the sports community through increased involvement with sports organizations nationally and locally.

Tactics

- Seek board or committee involvement with governing bodies that would provide hands-on industry knowledge and the opportunities to network at the highest industry levels.
- Continue working with community sports complex owners and national rights holders to match events with facilities. Assist complex owners in finding creative solutions to overcome facility challenges in order to obtain events.
- Create the framework of a Sports Capital Facility Grant program that will assist with enhancements to local athletic facilities.
- Continue to engage with our largest granted sports events to grow the event scope to the size of signature event status.

Team Goal: In collaboration with the Sales and Marketing departments implement a new community event awareness program.

Strategy: This program will allow us to better communicate and educate industry and community partners on events and groups happening within our community. We will launch, implement and refine the program over the coming year.

Tactics

- Identify local businesses with marquee and message boards that could be utilized to welcome groups.
- Utilize social media, the industry eblast and industry insider to communicate to area businesses when high profile events or peak dates are forthcoming.
- Develop and maintain a database of key contacts to communicate to when high profile events or peak dates are forthcoming.

PARTNER OPPORTUNITIES

- Event volunteerism. We have the opportunity to connect community partners with an established pool of volunteers.
- Direct promotion from partners to event participants through welcome bags or event presence.
- Sponsorship opportunities between community partners and events can be coordinated.
- Develop and promote opportunities for partners to attend shows with staff or send collateral for distribution.

FY 2020/2021 SPORTS TRAVEL AND TRADESHOW SUMMARY

Date	Date	Location	Target	Show Cost	Travel Cost	Net Cost
TEAMS & USOC	TBD	VIRTUAL	Multiple Governing Bodies	\$ 2,500		\$ 2,500
**Sports ETA (formally NASC)	April	Birmingham, AL	Multiple Governing Bodies	\$ 2,790	\$ 2,250	\$ 5,040
**Florida Sports Foundation Summit	May	TBA	Multiple Governing Bodies	\$ -	\$ 1,200	\$ 1,200
**NCAA Cross Country National Championship	Potentially of Spring 2021	Stillwater, OK	Cross Country	\$ -	\$ 2,250	\$ 2,250
**Denotes both sports sales members traveling			Totals	\$ 5,290	\$ 5,700	\$ 10,990
Memberships				Membership Cost		
Florida Sports Foundation Membership				\$ 2,000		
USATF Membership			Membership	\$ 120		
AAU Membership			Membership	\$ 90		
Sunshine Sports Council			Membership	\$ 500		
Sports ETA Membership			Membership	\$ 1,590		
YBOA Membership			Membership	\$ 500		
			Total Memberships	\$ 4,800		