

Visitor Services

FY 2020-2021 Visitor Services Work Plan

Goal: Manage Tourism Grants Program

Manage the administrative process of awarding \$449,895 of grant funds to Legacy, Signature, Emerging Signature, Special, and Sports Event grantees.

Strategy

Ensure timely and accurate information is provided to potential grantees before, during and after funding is awarded.

Tactics:

- Implement new online grant management system to streamline the application tracking process and increase overall efficiency and accuracy of grant funding.
- Conduct group workshops and one-on-one meetings to facilitate grant applications and increase understanding of the grant process, requirements, and available resources.
- Work with grantees to explain and expedite the accurate completion of grant funding agreements and post event reports in accordance with approved policies.
- Track performance of grant recipients for evaluation by grant review committees.
- Facilitate consistent communication with all parties involved in the grants process.
- Monitor contract deliverables, payment requests and timely payments for completed post event reports.

Goal: Visitor Guide/Print Material Distribution

Manage, track and coordinate the distribution of 110,000 Visit Tallahassee visitor guides through local and regional distribution vendors, as well as direct distribution to partners and groups.

Strategy

Disseminate destination information to visitors and local/state/regional and regional partners in a timely manner and for optimum visibility to visitors and travelers.

Tactics

- Distribution of Visitor Guides through semi-annual distributions to local industry partners at the beginning and middle of the calendar year. Monitor storage of remaining visitor guides and coordinate regular deliveries both in and out of market.
- Annual Regional distribution of Visitor Guides and Visit Tallahassee rack cards to Florida AAA Offices, chambers of commerce, attractions and lodging establishments along I-75, I-10 and I-4.
- Supply visitor guides, tear off map pads and rack cards to VISIT FLORIDA® Welcome Centers, destination marketing organizations and military bases upon request.

- Regional distribution of Visit Tallahassee Rack Cards to seven service plazas along the Florida Turnpike.
- Distribution of Visitor Guides locally at Tallahassee/Leon County Visitor Information Center, Special and Sporting Events, and through requests from various groups for welcome packets.

Goal: Visitor Information Center and Gift Shop

Positively affect the perception of the Tallahassee/Leon County area in a friendly, welcoming environment. Provide outstanding visitor services to increase visitor impact through extended or repeat visits. Generate \$5,000 in direct annual sales of Gift Shop merchandise.

Strategy

Increase visitor itinerary considerations with easy access to information regarding local events and attractions, expanding visitors' view of destination assets and encouraging them to extend their stay.

Tactics

- Ensure adequate staffing of the Visitor Information Center during operational hours by scheduling and supervising part time employees and keeping them informed about upcoming events, new restaurants/attractions, marketing campaigns and promotions.
- Develop and implement a plan for moving to new satellite Visitor Information Center at the North American Properties site at Cascades Park in late 2020. This plan will include logistics for the physical move as well as staffing and hours of operation. Also develop a plan for the new primary Visitor Information Center located at the renovated Amtrak Station site on Railroad Avenue in 2021.
- Support division staff by supplying targeted promotional items and branded merchandise for sales initiatives and group services.
- Provide customized visitor information packets with visitor guides, marketing materials, and promotional items for visiting groups, journalists, VIPs and promotional contest winners.
- Coordinate production and delivery of requested branded materials for staff use at trade shows and conferences and ship/deliver for sales staff.
- Integrate Gift Shop merchandise into the VisitTallahassee.com website for online sales.
- Decorate the Visitor Information Center and Gift Shop seasonally in a manner that provides a positive first impression and stimulates merchandise sales.
- Provide unique products from local vendors that appeal to visitors and the local community. Effectively showcase a variety of offerings from the area.

Partnership Opportunities

- Provide opportunity for Industry Partners to display and share current collateral materials at Visitor Information Center.

TRAVEL BUDGET

FY 2020/21 Sales Plan Detail				
Date	Show/Event	Location	Show Cost	Travel Cost
August 2021	FRPA Annual Conference	Orlando	\$ 300.00	\$ 1,100.00