

FY 2021-2022 Sales Plan

Room Night Goal: Generate 40,705 room nights, a 3% increase from FY 2020-2021 and a 6% increase from FY 2019-2020

Strategy: Continue to increase exposure of the Tallahassee / Leon County sports tourism's visibility in national and regional markets.

Tactics:

- Re-connect and evaluate all past events from 2018-2021 in order to strengthen our annual event base and assist them with new process post pandemic. Involve the Tallahassee Sports Council in evaluating past granted events.
- Continue to explore hosting high profile cross-country events that will enhance the positioning of Apalachee Regional park as the premier cross-country facility in the country.
- With the completion of the permanent event infrastructure at Apalachee Regional park, we will explore the possibility of attracting new and unique events that fit the facility. Due to the physical space available and the new infrastructure, there are many non-traditional outdoor sporting events to pursue. Some examples are mountain bike races, Professional Disc Golf Events, RC Airplane Racing events, and many others.
- Pursue biking events that raise the profile of our biking community in order to capitalize on the increased interest of outdoor travel and tourism.
- Work with our collegiate partners to gain added access to campus facilities in order to attract unique or niche events.
- Collaborate with Meetings and Convention department to identify and solicit national and regional sports meetings.

Strategy: Collaborate with the marketing department to assess and implement programming that elevates our community within the sports tourism industry post pandemic.

Tactics:

- Create marketing strategies that capitalize on the upcoming high-profile cross-country season, with events such as the NCAA Pre-Nationals, NCAA National Championships, FHSAA State Championship's, as well as the USATF Club Cross Country National Championships.
- Identify sponsorship opportunities that include editorial and advertising elements that provide exposure for Tallahassee/Leon County as a premiere location for hosting sports tournaments and events.
- Continue to expand content for Tallahassee and the new mountain bike specific branding.
- Collaborate with the Marketing team to establish an annual content creation schedule in order to capitalize on in market sporting events and the content possibilities they create.
- Take a leading role in the production of the new strategic plan in order to establish a road map that promotes and highlights Tallahassee's Sports Tourism community.

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

Tactics

- Seek additional board or committee involvement with governing bodies that would increase our hands-on industry knowledge and the opportunities to network at the highest industry levels.
- Work with community sports facility owners to understand their post pandemic framework and rules to be able to match appropriate events with their facilities.
- Engage with granted sporting events to assist with stabilizing their participation base and enhance event processes and procedures that will advance them past the pandemic.
- Participate in national trade shows and symposiums and pursue unique in event marketing opportunities that promote the destination directly to event rights holders.

Team Goal: Continue collaboration with the Sales and Marketing departments to expand upon community event awareness programs.

Strategy: This program allows for better communication to educate industry and community partners on events and group happenings within our community. We will amplify and refine the program over the coming year.

Tactics

- Identify local businesses with marquee and message boards that could be utilized to welcome groups.
- Continue to work with the highly engaged Tallahassee Foodies through their various social media platforms in order to promote local restaurants to incoming sporting event participants.
- Utilize social media, the industry eblast and industry insider to communicate to area businesses 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	Oct 10-13, 2022	Oklahoma City, OK	Multiple Governing Bodies	\$ 2,500	\$1,600	\$ 4,100
**Sports ETA	April	Kansas City, MO	Multiple Governing Bodies	\$ 2,790	\$ 2,250	\$ 5,040
**Sports ETA	April	TBA	Multiple Governing Bodies	\$ 1,500	\$ 1,500	\$ 3,000
**Florida Sports Foundation Summit	May	TBA	Multiple Governing Bodies	\$ 0	\$1500	\$ 1,500
**Denotes both sports sales members traveling			Totals	\$ 6,790	\$ 6,850	\$ 13,640
Memberships				Membership Cost		
Florida Sports Foundation Membership			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		