

ORIGINAL FLORIDA TOURISM TASK FORCE
SALES & MARKETING PLAN

OCTOBER 1, 2006 – SEPTEMBER 30, 2007

GOALS & OBJECTIVES

INTERNAL OBJECTIVES & ACTIVITIES

GOAL: Create Awareness of the Original Florida as Natural North Florida.

OBJECTIVE : Promote the brand of the Natural North Florida to stakeholders.

1. Create a logo/art/graphic design for Original Florida that will can be used in our marketing efforts.
2. Design and produce letterhead, pocket folder, mailing labels, business cards, etc.
3. Distribute the logo through email to the stakeholders, so they can place the logo on their own marketing materials.
4. Create and distribute powerpoint and CD presentation with the Natural North Florida information each year.

GOAL : Foster good public and community relations with our local communities.

OBJECTIVE: Create and maintain ongoing communication -

1. Design Internal (Members Only) site within the Original Florida website
 - 1.1. OF Stakeholders to share information, research studies, educational materials, newsletters, meeting notices, agendas, minutes of meetings
 - 1.2. Publish and continually update a calendar of the Natural North Florida meeting and events, and post the calendar on the internal website

OBJECTIVE: Create and maintain partnership(s)

1. Continue the Speakers Bureau to attend all 16 counties County Commissions, CVBS, TDCs and Chambers of Commerce to keep them up-to-date with the Original Florida accomplishments and marketing efforts on their behalf.
2. Have 16 county members for the Original Florida Task Force by 2008
3. Collaborate on press release and co-advertising with partners.
4. Exchange website links with partners.
5. Explore funding and fundraising opportunities with partners.
6. Update the Original Florida Resource Inventory of Nature and Heritage venues. Updating information with Visit Florida and other tourism organizations.

GOAL: Cooperation

OBJECTIVE: Provide ongoing administration support for the Natural North Florida

1. Develop and publish mission statement, values, objective and goals of the Natural North Florida by 10/1/06
2. Establish public relations goals and identify priorities by 2006
3. Continue the monthly meeting for the Natural North Florida.
4. Continue applying for grants and finding new (at least one non-Visit Florida grant per year).
5. Conduct research yearly to show positive economic impacts of the Natural North Florida.
6. Hire Interns for the Original Florida Task Force
7. Educate and promote benefits when collaborating among 13 counties (use the website and newsletter)
8. Create one industry-only FAM trip yearly to educate area hospitality providers
9. Train front-line hospitality providers to be better regional ambassadors (utilize CTRD).
10. Identify and select economically challenged areas to create marketing studies to determine appropriate market mix.

OBJECTIVE: Create and maintain partnership(s) with Regional and State Tourism initiatives - Two of the most important activities that the Original Florida Tourism Task Force staff has participated in over the past years are the state of Florida's tourism marketing group, Visit Florida and the newly established cooperative effort with Visit Florida, Enterprise Florida - the Rural Tourism & Economic Development Summit Invaluable contacts have been made that will affect Original Florida activities for years to come. We will continue to actively participate in these committees.

1. Assist with organizing the 2nd Annual Rural Tourism & Economic Development Summit
2. Continue to work with Visit Florida, with special emphasis on New Product Development, to promote the Original Florida as a destination.

OBJECTIVE: Increase the Original Florida Director's (Jayne) product knowledge of the area and invest in training to increase job performance.

1. Attend Southeast Tourism Society Marketing College – July 30 – August 4, 2006
2. Attended related industry meetings, events, seminars and workshops to stay current on trends, resources, and product development.
 - 2.1. Governor's Conference on Tourism – August, 2007
 - 2.2. Small Town & Downtowns Forum – September 2007

GOAL: Awareness of the Natural North Florida

OBJECTIVE: Promote the brand of Natural North Florida to visitors

1. Attend Welcome Center Showcases at I-75, I-10 and Campbellton
2. Redesign the consumer website for visitors, with the new logo and the main theme by 2006
3. Produce a new Original Florida brochure. **(Contingent on Fund Raising \$15,000.00)**
 - 3.1. The brochure will be produced on a gloss stock with a map
 - 3.2. Distribution of the brochures will continue in the visitor center program and expand to other specific interstate businesses, which attract tourists and travelers.
4. Produce a new Original Florida Visitors Guide. **(Contingent on Fund Raising \$63,000.00).**
 - 4.1. Sell Advertising to cover cost of production
 - 4.2. The Visitor Guide will include newly developed itineraries
 - 4.3. Distribution of the guides will continue in the visitor center program, through the Lake City Fulfilment Center and expand to other specific interstate businesses, which attract tourists and travelers.
5. Distribute brochures and maps through the website (printable version and a brochure-mail-request page).
6. Distribute brochures and maps in welcome centers, visitor information centers and local businesses (e.g., AAA, motels/hotels, restaurants, and gas stations).
7. Provide e-newsletter with travel promotion and event information to potential visitors (website visitors).
8. Collect and create high quality of photos/images of the Natural North Florida, and use them for websites, brochures and catalogs.
9. Continue press releases to newspapers (travel/weekend section) and magazines (including an AAA magazine).
10. Attend consumer show promoting outdoor recreation – Atlanta RV Show and Tampa Tribune Shows have proven to be goo consumer shows.
11. Attend Military show promoting nature and heritage – partner with Alachua County CVB
12. Public Relations trips that will be tied around the Atlanta Media Reception. Visit Florida has agreed to help us with contacts for both cities. We will put together a presentation on the best of North Florida that will showcase all of our region.
 - 12.1 Birmingham AI (Southern Living, Coastal Living, Southern Accents, Cooking Light, Progressive Farmer, Cottage Living, Entrée, Southern Living Weddings)
 - 12.2 Atlanta (Atlanta Constitutional, Southern Lifestyles, Trip South, Air Tran Arrivals, Travel Girl, I Do for Alabama Brides)

GOAL: Attract visitors to the Natural North Florida

OBJECTIVE: Continue targeting niche markets

1. Continue the promotion of the Suwannee River Wilderness Trail Initiative (Contingent on Grant Approval)
 - 1.1. Attend at least one Outdoor Consumer Travel show. (Atlanta RV, Tampa Tribune)
 - 1.2. Promote the Suwannee River Wilderness Trail through advertising in theme publications (Undiscovered Florida)
 - 1.3. Organize 3 or more workshops to educate prospective outfitters/providers businesses on the mechanics of doing business with visitors.
 - 1.4. Develop an Suwannee River Wilderness Trail FAM for Fall 2007
2. Continue the promotion of the African American Heritage Initiative
 - 2.1. Attend one African-American Travel show.
 - 2.2. Promote the African-American Trail through advertising in theme publications
 - 2.3. Develop an African-American Trail FAM
3. . Continue efforts to develop Agri-tourism in the Original Florida Region (Contingent on Grant Approval)
 - 3.1. Update the agri-tourism inventory
 - 3.2. Organize 3 or more workshops to educate prospective agritourism businesses on the mechanics of doing business with visitors.
4. Develop a Stain Glass Tour through the Original Florida promoting buildings and businesses within the region with historic stain glass. (Contingent on Grant Approval) (Leon County CVB \$1500 partner, Madison County \$500 partner)
 - 4.1. Produce a brochure to accompany the Stain Glass Tour
 - 4.2. Develop a Stain Glass FAM Tour through the Original Florida region.

OBJECTIVE: Continue to enhance awareness and increase knowledge of the Original Florida Region's tourism product in selected geographic and demographic consumer markets. Increase out-of-state (300 mile radius) consumer visitation to the Original Florida Region.

1. Continue the promotion of the Hidden Treasures of Natural North Florida
 - 1.1. An exhibit will be developed and periodically placed at the Florida Welcome Center to promote the Hidden Treasures of Natural North Florida to out of state visitors.
 - 1.2. Continue to participate in advertising coop programs with Visit Florida highlighting the Hidden Treasures of Natural North Florida.

- 1.3. Produce a Hidden Treasures of Natural North Florida for the Fall of 2006
2. Develop "One Tank Trips" with involvement from all of the Original Florida counties. They will be tasked to produce a "One Tank Trip" that includes at least 2 other counties in close proximity.
 - 2.1 Develop "One Tank Trips" - short trip with a hub for overnight lodging and spokes with day trips.
 - 2.2 Development of printed flyers promoting the "One Tank Trips"
 - 2.3 Development of radio spots about "One Tank Trips" that showcase the Original Florida as a nature and heritage destination –

GOAL: Review and evaluation of the marketing efforts.

OBJECTIVE: Review and evaluation of each component of the marketing plan are essential for determining alternative courses of action in the event a marketing method is not successful. Each step of the plan will be reviewed after it is used or re-implemented to determine its success or failure. Hard data will be collected in order to make these determinations.

1. Utilize a variety of tracking mechanisms to gauge the success of marketing programs, whenever possible. Tracking will be accomplished through one or more of the following methods:
 - 1.1. Raw numbers of inquiries on print or promotional advertising vehicles.
 - 1.2. Tracking of responses through compilation of zip codes on direct responses to the TDC office.
 - 1.3. The assignment of codes for the purpose of tracking the success of various marketing programs.
 - 1.4. Working with Visit Florida to take advantage of tracking mechanisms and programs that would assist Original Florida in being able to gauge response/success of individual marketing initiatives.
 - 1.5. Acquiring and analyzing data that provides information on likely successful tourism venues or programs based on historical experience.
 - 1.6. Performance Measurement: Consumer inquiries, the amount of literature distributed, welcome center registrations and travel conversion statistics.

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