



LEON COUNTY DIVISION OF TOURISM DEVELOPMENT
SPORTS SALES DEPARTMENT

2017-2018 SALES PLAN

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The Sports Sales Department enhances the local economy by securing, hosting and assisting sports competitions that produce significant visitor spending.

GOAL:

Generate 36,000 room nights from sports events and team trainings (3% increase from previous fiscal year) and targeting 16 state, regional or national championships.

Strategy:

Build upon the current foundation of sports tourism business to enhance and grow current events. When securing new business from an organization, provide the assistance necessary to assure success and convert to repeat or recurring events.

Tactics:

- *Actively cultivate existing relationships with local and out-of-town event rights holders to strengthen our foundation of repeat sports tourism business.*
- *Create and implement the Tallahassee Sports Tourism Summit bringing together event rights holders with members of the local hospitality industry with the intent of building stronger, personal relationships and producing better visitor experiences.*
- Actively promote the destination, its sports facilities and capabilities at six selected tradeshows where staff will interact with new prospects and benefit from face-to-face meetings with existing clients.
- Play a leading role in the Apalachee Regional Park Master Planning process to further enhance our competitiveness in attracting and securing national and

regional cross country championships by making additional strategic investments.

- Play a leading role in the continued development and marketing of Trailhassee.com.
- Identify and target sports tourism business during non-peak months.
- Maximize participation in Sports Event Grant program among local organizations that currently host or can potentially host additional events here.
- Conduct multiple workshops that educates groups and individuals about the grant programs. Discuss and identify emerging trends and future opportunities with the sports travel market.
- Assist local partners whose organizations/facilities have the capability of hosting larger regional or national events and assist in submitting request for proposals (RFP's) for new events.
- Utilize relationships with local universities/college in helping identify new opportunities/markets for hosting a variety of events including post season tournaments, campus recreation and clubs events.
- Identify venues and local groups for hosting team training opportunities in emerging and established sports.
- Host site visits for five decision makers from governing bodies or event rights holders to tour local venues, accommodations and support facilities suitable for hosting their events.
- Work with staff in developing sports content for the website that features relevant information for new and emerging market segments and communicates how Tallahassee/Leon County fulfills specific needs for hosting sporting events.
- Identify editorial and advertising opportunities in sports related journals and publications that provide more exposure for Tallahassee/Leon County as a premiere location for hosting tournaments and events.
- Report data from post event reports that includes total visitors, room nights generated and direct visitor spending impact from sports events to the Leon

County Tourist Development Council and enhance reporting to the Florida Sports Foundation.

- Provide superior customer service and respond to phone calls and emails within 24 hours.
- Maintain active memberships with Florida Sports Foundation, National Association of Sports Commissions, USA Track & Field, Amateur Athletic Union and Amateur Softball Association and seek other memberships in governing bodies that would prove beneficial in expanding sports-related business to the community.
- Coordinate six Sports Council meetings to support the Sports Event Grant Program and bidded events, communicate the department and partners' activities and identify new business opportunities.
- Continue expanding the portfolio of restaurants and attractions participating in the cooperative promotional offers providing better customer service for the event organizers and additional business for local partners.
- Continue developing volunteer programs needed for larger events.
- *Identify opportunities for hosting small to mid-size meetings with sport associations and provide these leads to the meetings and convention sales director for appropriate follow-up.*
- *Explore the options of hosting a NFL pre-season football game.*
- *Coordinate group requests or prospects for hosting leisure sport activities and provide these leads to the Leisure Director for appropriate follow-up.*

GOAL:

Build a higher profile for sports tourism in Leon County.

Strategy:

Increase the reach and frequency of media exposure and use social media for sharing the positive impacts of Sports Tourism in Leon County.

Tactics:

- *Use our strong platform across the country in the running industry to help visitors identify Tallahassee as travel destination.*

- Coordinate positive sports related exposure opportunities with the marketing department.
- Assist sports groups in maximizing media exposure through utilization of the marketing department's resources including media access, distribution of press releases, social media and utilizing other resources like #IHeartTally and #Trailhassee.
- Increase use of the VisitTallahassee.com for supporting and servicing local partners, tournament and events.
- Use digital assets -- social media and VisitTallahassee.com -- for developing spectator/ visitor databases.
- Communicate the economic benefits realized (total visitors, room nights, direct spending and economic impact) from sporting events to industry members and local residents through emails and media coverage.