

# SPORTS COUNCIL

## 2010-2011 SALES PLAN

Prepared by:

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**GOAL: Generate 25,500 room nights from sports events and team trainings, a 2% increase from previous fiscal year.**

### **STRATEGIES:**

Market the destination's tournament and meetings opportunities at five selected tradeshows (including three new tradeshows) through interaction with new prospects and face-to-face meetings with existing clients.

Develop new business leads with 12 event owners that can host events at our current sports venues.

Maximize participation in Special Events Grant program among local organizations that are currently hosting or can host additional events in Tallahassee.

Identify local partners whose organizations may host larger regional or national events. Work cooperatively with them to fulfill the requirements of five RFP's and submit in partnership to host new events.

Continue to develop relationships with local universities/college to uncover any new markets and events, including post season tournaments, campus recreation, clubs and events.

Sponsor/participate in eight local events to show support for partners and develop relationships among community stakeholders.

Identify venues and local groups for training opportunities in emerging or established sports.

Identify two governing bodies or event rights holders and invite them to Tallahassee for a site visit to tour venues, accommodations and support facilities for their events.

Work with advertising agency to develop improved sports website content to include new and emerging markets and information that showcases Tallahassee/Leon County as a destination to host sporting events. Increase use of the internet to support service and local partners, tournament and events.

Coordinate venue assessment needs for research of local venues and seek appraisals and ideas from experts in Florida and the nation.

Identify opportunities in sports related journals and publications to advertise/market and provide editorial for the destination as a premiere location to hold tournaments.

Report actual numbers acquired by post event reports including visitors, room nights, direct spending and economic impact to the Leon County Tourist Development Council.

Provide superior customer service where phone calls and emails are responded to within 24 hours.

Maintain memberships with Florida Sports Foundation, National Association of Sports Commissions, Amateur Softball Association and Florida Recreation and Parks Association.

**GOAL: Provide five leads of sports related meetings to the meetings and conventions department.**

**STRATEGIES:**

Communicate with sport contacts and sport associations the opportunity to host small to midsize meetings in Tallahassee such as board meetings. Turn leads over to the meetings and convention sales director to conduct follow-up.

Assist in planning and hosting Florida Sports Foundation Sport Commission legislative days.

Pursue national governing bodies, independent event owners, amateur sports leagues and college sports associations for meetings and conferences.

Utilize sports contacts to promote sports related meeting to the destination.

While conducting site visits for sports events with clients, identify venues for meetings to generate future RFP's for the meetings market.

**GOAL: Strengthen the image of the Visit Tallahassee and the Tallahassee Sports Council locally to support our external marketing efforts.**

**STRATEGIES:**

Coordinate six Sports Council meetings to support the Special Events Grant Program and bidded events, communicate the department and partners' activities and identify new business opportunities.

Conduct two workshops with hotels and grantees to discuss and identify emerging trends and future opportunities in the sports market.

Work with advertising agency to develop improved sports website content to include new and emerging markets and information that showcases Tallahassee/Leon County as a destination to host sporting events. Increase use of the internet to support service and local partners, tournament and events.

As part of Visit Tallahassee communicate via social networking websites providing positive public relations and marketing events, in addition to developing spectator and visitor databases.

Continue to develop volunteer programs as needed for larger events.

Report actual numbers acquired by post event reports including visitors, room nights, direct spending and economic impact to the Leon County Tourist Development.

Provide superior customer service where phone calls and emails are responded to within 24 hours.