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V.I.P. CONNECTION

THE LATEST, GREATEST JACKSON TOURISM NEWS FOR OUR VISITOR INDUSTRY PARTNERS

ANNUAL REPORT FY 2008

MISSION STATEMENT

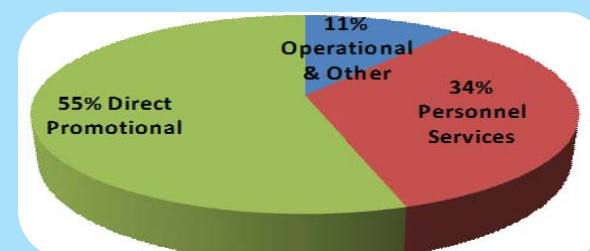
The mission of the Jackson Convention & Visitors Bureau is to attract, promote, and facilitate tourism to and with our market, the city of Jackson.

GOAL

The overall goal of the Jackson Convention & Visitors Bureau is to cause major economic impact for Jackson through programs designed to identify, attract, and service conventions and meetings, tradeshows, group tours, and consumer travelers, while impacting the quality of life of local citizens.

FINANCIAL CHART

FY 2008 BUDGET, version 02.2008



55.43% Direct Promotional (45.9%*)
34.05% Personnel Services (38.4%*)
10.51% Operational & Other Expenses (15.4%*)

*Destination Marketing Association International (DMAI) Industry Average

FY 09 MAJOR FOCUS

During the FY2008-2009 Fiscal Year, the Jackson Convention & Visitors Bureau will continue to lead the visitor industry, strengthening our tourism product and further developing Jackson's long range tourism strategy. Jackson, Mississippi is a destination in transition.

In FY 2009, the JCVB will focus its efforts on repositioning Jackson as a true meeting destination. As a part of that effort, the Bureau will continue to support the convention center commission in the pre-opening and opening phases of the Jackson Convention Complex with aggressive marketing and sales efforts.

The JCVB will also work with MTA to effect hotel facility upgrades and the creation of a hotel standards/rating program for Mississippi. In addition, the Bureau will investigate locating a Jackson Visitor Information Center in downtown Jackson.

The Jackson CVB will continue to be involved in economic development projects and provide destination marketing expertise as a support mechanism for "Destination Jackson, Mississippi", City with Soul.

SALES

- Capitalize on partnerships with industry, state and other CVBs
- Increase business through out-of-state sales efforts, tradeshow participation and other relevant activities
- Conduct e-mail blasts & direct mail campaigns
- Promote Jackson as a larger convention destination to meeting planners
- Improve services by offering accessible interactive electronic technology to ensure success of events, tours & meetings
- Increase leads & bookings by 8 percent
- Continue working with JPD and TOPS to promote safety

MARKETING, ADVERTISING & PROMOTIONS

- Revised website content and navigation
- Redesign advertising for newly-targeted market segments
- Cultivate and promote cultural heritage products unique to Jackson
- Develop annual summer promotional campaign
- Continue production of visitor and meeting publications incorporating brand messages
- Continue TOPS program

This Annual Report is published by The Jackson Convention & Visitors Bureau. Information contained herein is current at the time of printing, and every effort is made to ensure accuracy and inclusiveness.



BOARD OF DIRECTORS

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Dennis T. Owens, Jr., Operations Crew, MS TelCom Center
Sherri Ratliff, Convention Sales Manager
Rickey Thigpen, Executive Vice President
Floyd Williams, Jr., Director of Tradeshows & National Accounts



Jackson's 2008 Super City With Soul Bowl Campaign Launch. From right to left: Jeff Good, Ken Crotwell, JSU Coach Comegy, Wanda Collier-Wilson and Rickey Thigpen

MARKETING DEPARTMENT - FY 2008 REVIEW

ADVERTISING & MARKETING EFFORTS

- Advertised in 30 consumer publications/web sites, 15 conventions & meetings publications, and 7 group tour publications/websites.
- Responded to 173 media inquiries from trade and consumer publications, newspapers, internet and broadcast media, resulting in more than \$2.8 million in publicity
- Hosted 6 travel writers
- Participated in 1 travel writer conference, 1 travel writer tradeshow, 2 public relations conferences, the annual Governor's Conference on Tourism, Southeast Tourism Society Marketing College
- Continued weekly tourism radio show
- Developed social media profiles on www.myspace.com and www.facebook.com

ADVERTISING & MARKETING RESULTS

- Received 3,239,179 inquiries and more than 660 media stories, including out-of-state outlets such as:

<i>Country Roads</i>	<i>Southern Living</i>
<i>Continental Airlines Magazine</i>	<i>AAA Southern Traveler</i>
<i>Convention South</i>	<i>Corporate Meetings & Incentives</i>
<i>Small Market Meetings</i>	<i>Successful Meetings Magazine</i>
<i>Y'all Magazine</i>	<i>Black Meetings & Tourism</i>
<i>Destination Showcase</i>	<i>Bus Tours Magazine</i>
<i>Meetings South</i>	<i>Budget Travel</i>
<i>Independent (London)</i>	<i>Nine Network (Australia)</i>
<i>Frommer's Travel Website</i>	<i>Escapes</i>
<i>Leisure Group Travel</i>	<i>Courier</i>
<i>Backroads Travel</i>	<i>Convention Forum</i>
<i>Destinations</i>	<i>Commercial Appeal</i>

ACHIEVEMENTS

The CVB's Marketing Department initiated several new efforts in FY 2008, including:

- Launched "City With Soul" song and calendar
- Expanded "Jingle Bell Jackson" holiday campaign
- Created new summer discount campaign, "Soulful Family Vacations"
- Launched a new restaurant campaign, the Super City With Soul Bowl
- Celebrated the Jackson CVB's 25th Anniversary during National Tourism Week
- Participated in preparing a proposal submitted to a site selection committee, where, Jackson, Miss. was chosen for the National Civil Rights Museum

SPECIAL PROJECTS

The Jackson CVB conducted several projects and programs to enhance tourism.

- National Tourism Week/See America Week events and city tours
- Hometown Hero/SUMMIT Awards Program
- Chicago Blues Fest promotion with State of Mississippi
- 3 Mississippi Blues Trail Marker unveilings
- Destination Lunch quarterly programs



JCVB staff serves refreshments and more for Industry Appreciation Day during National Tourism Week

AWARDS & RECOGNITION

The Jackson CVB's awards nominating and recognition program resulted in 15 awards, including:

- Mississippi Museum of Art was named 2008 Travel Attraction of the Year by the Mississippi Tourism Association's Governor's Conference on Tourism
- 5 Jackson events named to Southeastern Tourism Society's "Top 20 Events"
- Jackson CVB received 2 awards from the Southern Public Relations Federation's Lantern Awards competition and 2 awards from the Public Relation Association of Mississippi's PRism Awards competition

Some other awards bestowed upon the Jackson CVB and its Visitor Industry Partners include:

- JCVB President & CEO, Wanda Collier-Wilson, was chosen as an APEX award recipient from Black Meetings and Tourism Magazine
- JCVB Vice President of Marketing, Linda Mann, was named one of Mississippi's "50 Leading Business Women"
- JCVB Group Tour Manager, Mary Current, was inducted into the Mississippi Development Authority Tourism Hall of Fame

SALES DEPARTMENT - FY 2008 REVIEW

BUSINESS BOOKED

The CVB booked **72 conventions** representing \$40.6 million. The following is a sample of groups coming to Jackson over the next few years:

- | | |
|---|--|
| • United States Tennis Association | • USSSA Black World Softball Tournament |
| • Mississippi Rural Water Association, Inc. | • National Workshop on Adult & Juvenile Female Offenders |
| • United Methodist Church | • United States Team Roping Championship |
| • National Association of Intercollegiate Athletics | • National Association for the Advancement of Colored People |
| • National Society of Black Engineers | |

SIGNIFICANT BID PRESENTATIONS

- Society of Government Meeting Planners
- Gideon International
- National Blacks in Government
- Southeast Museum Association
- International Women's Council

CONVENTIONS, MEETINGS & GROUP TOURS

The CVB's sales team utilizes several tools to secure conventions, meetings, and group tours for Jackson and to increase attendance at these events. They include:

- | | |
|---------------------------|------------------------|
| • 13 Tradeshows | • 15 Bid Presentations |
| • Sales Blitzes | • 19 Site Visits |
| • 4 Attendance Promotions | • 112 Leads |



The Jackson Convention Complex is slated to open in January 2009.

NATIONAL & REGIONAL TRADESHOWS

- National Coalition of Black Meeting Planners
- American Bus Association
- Bank Travel Marketplace
- Mississippi Business & Technology Expo
- Travel South USA
- RCMA (Religious Conference Management Association)
- MSAE (MS Society of Association Executives)
- ASAE (American Society of Association Executives)
- HSMAI-Affordable Meetings Exposition (Hospitality Sales & Marketing Association International)
- Rejuvenate Marketplace
- United Motor Coach Association

SALES ACTIVITIES FISCAL YEAR 2008

- Booked **72 conventions** with an economic impact of \$40.6 million
- Serviced **356 groups** with an anticipated economic impact of \$1 billion
- Greeted & serviced **10 group tours** in the city
- Booked **30 tours**
- Attended **11 trade shows**
- Attended **2 group tour shows**
- Conducted **4 out-of-state sales blitzes** to Montgomery and Birmingham, Ala., and Shreveport and Baton Rouge, La.
- Generated more than **112 leads** for future business
- Hosted two meeting planner receptions at local hotels and one meeting planner reception in Miami, Fla.