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V.I.P. CONNECTION

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

ANNUAL REPORT FY 2009

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 2009 BUDGET



- * 50.4% Direct Promotional
- * 37.1% Personnel Services
- * 12.5% Operational & Other Expenses

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

- Robert Gibbs, Chairman/Arts Community
- Ken Crotwell, Treasurer/Restaurant Association
- Juanita Smith Doty, Secretary/Education Community
- John Hardy/Member-At-Large
- Gaines Sturdivant/Hotel Association
- Jay Schimmel/Restaurant Association
- LeRoy Walker, Jr./Business Community
- Marcia Weaver/Hotel Association
- Beau Whittington/Attractions Community

STAFF

- Wanda Collier-Wilson, President/CEO
- Judy Bardin, Convention Sales Manager
- Kelly Bilbo, Manager of Communications & Public Relations
- Christine Blackmon-McInnis, Services Director
- Jennifer Chance, Vice President of Finance & Administration
- Katie Conway, Visitor Information Specialist
- Mary Current, Group Tour Manager
- Suzanne Davis, Convention Sales Manager
- Amy Dillard, Office Manager
- LaGina Fisher, Special Projects Manager
- Ashley Garner, Marketing Coordinator
- Jake Greer, Sales Coordinator
- Shun Hatten, Vice President-Sales
- Jamye Horton, Services Coordinator
- Linda Mann, Vice President-Marketing
- Sherri Ratliff, Convention Sales Manager
- Rickey Thigpen, Executive Vice President
- Floyd Williams, Jr., Director of Tradeshows & National Accounts



FY 2010 MAJOR FOCUS

During the 2009-2010 Fiscal Year (FY), the Jackson Convention & Visitors Bureau (JCVB) invested much time and effort in marketing the City with Soul as a premier meeting destination.

The heart of the Bureau's marketing plan will continue to focus on the following elements: increase tourism; facilitate improvements in products and services; promote educational and awareness programs, and maximize return on investment.

In FY 2010, the JCVB will continue to place focused advertising in targeted market segments and cultivate relationships with visitor industry partners. The Bureau will foster beneficial partnerships between local nonprofit organizations, business and government entities. The JCVB will also continue working with city administration, the Mississippi State Department of Health, the Mississippi Development Authority, the Mississippi Hotel/Lodging Association and Mississippi Tourism Association to implement a hotel certification program for Jackson.

The development of a housing bureau within the agency is a primary goal for FY 2010. The JCVB is enhancing its partnership with the Jackson Convention Complex to maximize benefits for the community and work closely with industry partners to attract meetings and visitors to the *City with Soul*.

Ongoing development of local facilities will stimulate significant, positive growth in the industry. To best market the destination, JCVB plans FAM tours and special events targeting the lucrative meetings and conventions trade.

SALES

- Capitalize on partnerships with the local industry, state and other CVBs
- Use integrated marketing to effectively reach decision makers in the tourism industry
- Organize efforts of local citizens to secure business for Jackson
- Continue to target qualified travel trade and media for site visits
- Create organized methods to increase minority business involvement in the tourism industry
- Incorporate sales blitzes to personally influence association and group leaders
- Improve services by offering accessible, interactive electronic technology to ensure the success of events, tours and meetings
- Improve monthly General Hotel Manager and Director of Sales meetings for the hotel industry

MARKETING, ADVERTISING & PROMOTIONS

- Launch and market all new website
- Employ aggressive electronic and social media efforts
- Continue restaurant advertising and promotion
- Develop programs between the Bureau and its constituency to enhance the industry's position in the community
- Continue to develop brand messages targeting cultural and heritage-related travel
- Continue TOPS program in co-operation with JPD



Governor's Conference on Tourism 2009. From left to right: Chris Zachow, John Sewell, Robert Gibbs, Ken Crotwell, Dorothy Moore, Wanda Collier-Wilson and Marcia Weaver.



MARKETING DEPARTMENT - FY 2009 REVIEW

ADVERTISING & MARKETING EFFORTS

- Advertised in 15 consumer publications/websites, 9 conventions & meetings publications, and 4 group tour publications/websites
- Continued multi-year restaurant print ad campaign highlighting 52 Jackson restaurants in 4 Jackson weekly publications
- Implemented new JCVB video program, "Up to the Minute in the City with Soul," on the website and in social media outlets
- Participated in numerous PR and marketing conferences
- Continued social media profiles on www.twitter.com and www.facebook.com

ADVERTISING & MARKETING RESULTS

- Received 3,098,724 inquiries and earned more than 750 media stories, including out-of-state outlets such as:

<i>Bridal Guide Magazine</i>	<i>Southern Living</i>
<i>Southwest Airlines Spirit Magazine</i>	<i>Southeast Performer Magazine</i>
<i>Convention South</i>	<i>Corporate Meetings & Incentives</i>
<i>Small Market Meetings</i>	<i>Successful Meetings Magazine</i>
<i>Meeting News</i>	<i>Black Meetings & Tourism</i>
<i>Hot Springs Record</i>	<i>Bus Tours Magazine</i>
<i>Meetings South</i>	<i>VacationAway.Com Network</i>
<i>Group Travel Leader</i>	<i>Group Tour Magazine</i>
<i>Association News</i>	<i>Style Network, Ruby Show</i>
<i>Leisure Group Travel</i>	<i>Courier</i>
<i>AAA Magazine</i>	<i>Atlanta-Journal Constitution</i>
<i>San Francisco Chronicle</i>	<i>Taste of the South Magazine</i>

ACHIEVEMENTS

- Proliferated the brand, *City with Soul*, on all advertising and promotional materials
- Expanded the "Jingle Bell Jackson" holiday campaign
- Launched a new website
- Continued sponsorships totaling over \$121,500 for local events promoting Jackson's tourism and quality of life
- Created a new *Attractions Guide*

SPECIAL PROJECTS

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

- National Tourism Week events
- Hometown Hero/SUMITT Awards Program
- 2 Mississippi Blues Trail marker unveilings



A sunrise view from the rooftop of the former Hotel King Edward, now the Hilton Garden Inn

AWARDS & RECOGNITION

- Mississippi Museum of Natural Science was named Mississippi Tourism Association 2009 "Travel Attraction of the Year"
- 3 Jackson events named to Southeastern Tourism Society's "Top 20 Events"
- Jackson CVB received awards from the Southern Public Relations Federation and the Public Relations Association of Mississippi for the Restaurant Campaign
- Mississippi Blues Marathon named the Mississippi Tourism Association 2009 "Small Festival/Event of the Year"
- Dorothy Moore was named Mississippi Tourism Association "Community Volunteer of the Year"
- Manship House Museum received the Mississippi Humanities Council 2009 "Public Humanities Achievement Awards Special Recognition Award"
- JCVB President & CEO, Wanda Collier-Wilson, was named 2009 "Destination Marketing Association International (DMAI) Champion" and was inducted into the DMAI Hall of Fame. She was also named Mississippi Tourism Association's 2009 "Member of the Year"
- JCVB was awarded "Top 50 Best Places to Work in Mississippi" and Marketing VP Linda Mann was named a "Top 10 Businesswoman" by the *Mississippi Business Journal*

BUSINESS BOOKED

The CVB booked **116 conventions** representing \$40.9 million. The following is a sample of groups coming to Jackson over the next few years:

- | | |
|--|---|
| • Order of the Eastern Star | • Pentecostal Churches of the Apostolic Faith |
| • Mississippi High School Activities Association | • The International League of Muslim Women, Inc. |
| • Evangelist Temple Diocese | • USTA League Southern Sectional |
| • Church of God in Christ | • Southern Christian Leadership Conference |
| • Fine Point Marketing/Siemens | • Alpha Kappa Alpha Sorority Southeastern Regional |
| • Mississippi AAU | • National Alliance of Postal and Federal Employees |
| • Churches of Christ | |
| • Sigma Phi Pi Fraternity | |
| • Alpha Phi Alpha Fraternity | |

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:

- | | |
|-------------------------|---------------------|
| • Tradeshows | • Bid Presentations |
| • Sales Blitzes | • Site Visits |
| • Attendance Promotions | • Leads |



Jackson City Hall Artwork by J. Mark Reed

LOCAL, NATIONAL & REGIONAL TRADE SHOWS

- Mississippi Business & Technology Expo
- United Motor Coach Association
- Connect Marketplace
- Mississippi Society of Association Executives (MSAE)
- Travel South USA
- High Technology Conference
- MSAE Mid-Year Conference
- Rejuvenate Marketplace
- MSAE/LSAE Joint Fall Conference
- Mississippi Business Journal



JCVB staff - Linda Mann, Mary Current, Floyd Williams, Jr., and Shun Hatten celebrate "Christmas in the City with Soul" with Santa

SALES ACTIVITIES FISCAL YEAR 2009

- Booked **116 conventions** with an economic impact of \$40.9 million
- Serviced **221 groups** with an anticipated economic impact of over \$160 million
- Greeted & serviced **10 group tours** in the city
- Booked **19 tours**
- Attended **8 trade shows**
- Attended **2 group tour shows**
- Conducted a "What's Going on in Jackson" FAM Tour. Approximately **227 meeting planners** attended the two-week event
- Conducted **2 local educational and medical blitzes**
- Generated more than **212 leads** for future business