

Sports Development & Golf FY 2010 Marketing Plan

Sports Development

In FY 2010 the Sports Development program area year will continue to build the program that began in FY 2005 to determine the needs of different groups around the state. The Sports Development program area will work with active CVB Sports Program Managers and Park & Recreation Managers to form a plan or process for event solicitation. This will allow Mississippi to present a unified approach with diverse options to attract events depending on their needs. The following objectives, strategies, and action plans will be used as a guideline for the Sports Development program area.

OBJECTIVES

- Increase the number of sports events held in the state – Professional & Amateur with a focus on events drawing national press and media exposure
- Develop a unified sports event solicitation program
- Determine incentives needed to attract different sports events
- Assist with sports development opportunities

STRATEGY I

- Generate new sports event business

ACTION PLAN

- Create and support appropriate opportunities to promote sports involvement
- Join and attend meetings of organizations such as National Association of Sports Commissions, TEAMS and AAU Convention to solicit sports events
- Sponsor an event at TEAMS and NASC to generate name recognition
- Help with research to identify additional types of events to solicit

STRATEGY II

- Develop a program that presents the state as the location for sports events with optional sites catering to different groups.

ACTION PLAN

- Work with already organized Park & Recreation Departments and CVB's to determine needs
- Inventory and promotion of existing products
- Develop website of products catering to different sports
- Provide state leadership and serve as an umbrella organization with local partners to present a unified approach when bidding on events

STRATEGY III

- Develop incentives and packages that fulfill needs for various groups

ACTION PLAN

- Meet with various Park & Recreation Departments and CVB to determine history of events and how to compete with other states
- Attend sports seminars and meetings such as TEAMS and NASC to determine incentives needed to attract different groups
- Use networking contacts to solicit information

STRATEGY IV

- Assist sport developers searching for new attraction sites

ACTION PLAN

- Serve as a liaison for the Division of Tourism to meet with developers

Golf Marketing

Since we began the Golf Marketing program area in FY 2000, the program has continued to build momentum. Golf is a great niche market for Mississippi bringing tourist from around the world and nation to visit our state. We plan to continue to work with CVB's, hotels and golf resorts to build on the progress made over the past eight years. The following objectives, strategies, and action plans will be used as a guideline for the Golf Marketing area:

OBJECTIVES

- Increase consumer, media, and wholesaler awareness of Mississippi as a golf destination
- Strengthen Mississippi golf industry's involvement in golf sales, marketing, and promotion activities
- Provide training, educational services, and opportunities for local tourism entities in golf marketing
- Cross market with other program areas to promote golf
- Foster industry wide tracking participation to establish benchmarks for golf sales, marketing, and promotion activities.
- Work with International Golf Tour Operators and Golf Writers to increase the awareness of Mississippi as a golf destination in the international market.

STRATEGY I

- Develop an effective marketing campaign to increase awareness of Mississippi as a golf destination.

ACTION PLAN

- Update/produce a comprehensive golf guide covering all golf courses and resorts in the state.
- Explore new domestic & Canadian golf guide distribution opportunities
- Work with advertising agency to develop a strategic golf advertising campaign.

- Continue to work with Lakeview Productions to develop a highly effective Canadian marketing campaign
- Update Mississippi's Golf Web Site with latest golf information.
- Coordinate "Golf Mississippi" cooperative advertising opportunities to golf marketing partners.
- Partner with other state agencies in the development and marketing of the Mississippi golf market.
- Develop e-marketing program advertising opportunities for golf marketing partners.
- Conduct Canadian Sales Mission to promote Mississippi golf.
- Provide assistance to European offices for golf marketing
- Attend the International Golf Travel Marketplace sponsored by IAGTO to promote Mississippi golf to tour operators and media around the globe.
- Escort an International Golf Tour Operator/Media familiarization tour of the state to increase their knowledge of Mississippi's golf products.

STRATEGY II

- Support statewide Convention & Visitor's Bureaus, golf courses, and hotels in development of golf

ACTION PLAN

- Meet locally with statewide golf industry to assist in the identification, development and promotion of Mississippi's golf market
- Schedule a Golf Summit Meeting in July/August 2007 with tourism offices, golf courses, and hotels to assist in the identification, development and promotion of the golf market
- Develop a "Tips Guide" for hosting golf media & golf wholesalers.
- Work with Mississippi Golf Industry i.e. golf hotel packagers, hotels, golf courses and CVB's to develop new markets

STRATEGY III

- Establish a high profile image at national and international golf show by coordinating statewide participation.

ACTION PLAN

- Attend and coordinate statewide participation in Eight (8) domestic golf shows and support participation in the following Canadian Golf Shows:
 - Canadian Office**
 - Toronto International Golf Show
 - Hamilton - Golden Horseshoe Golf Show
 - London Ontario Golf Show
 - Toronto Golf & Travel Show
 - Montreal Golf & Travel Show
 - Ottawa Golf Show
- Form a committee of Golf Industry Partners to establish a Mississippi look at golf shows – i.e., Mississippi golf flags at booths, Mississippi golf shirts worn by participants. Purchase bulk space at golf shows with a grand entrance and exit. Create opportunities to attract consumers to the Mississippi area.
- Sponsor events at golf trade shows increasing Mississippi's visibility.
- Create a co-op advertising program for golf marketing partners at golf show venues

STRATEGY IV

- Establish a Mississippi golf image and presence with domestic and international golf media and wholesalers.

ACTION PLAN

- Develop a golf media kit with updated slides, press releases, and current events.
- Contract with Public Relations firm to provide golf media-relations and publicity services
- Coordinate golf media/wholesaler familiarization tours of the state
 - Escort Pre Viking Classic Pro-Am Golf Domestic Media Fam
 - Escort Canadian Golf Media Spring Fam

Escort Domestic Golf Writer Spring Fam
Escort International Golf Wholesaler Fam

- Develop a network of media contacts to promote Mississippi as a golf destination
- Sponsor an event for a new group booked through a Golf Tour Operator....such as a “Welcome to Mississippi” party.

STRATEGY V

- Create golf marketing opportunities with other MDA/Tourism Division Program Areas

ACTION PLAN

- Develop an annual golf event that can be promoted to the Retirement Community
- Attend National Tourism Association Marketplace with MDA/Tourism Division Group Tour Program area
- Promote Golf opportunities through the Convention & Meeting Program area
- Work with International Program Area and Contractors to promote golf in the international market.

STRATEGY VI

- Develop and maintain an industry wide tracking program to establish benchmarks for golf sales and marketing activities.

ACTION PLAN

- Work with designated golf properties to establish a tracking system.
- Support the Research Department’s Inquiry Conversion Study and other statistical research studies.
- Work with the Mississippi Tax Commission to receive Public Golf Course Sales Tax Revenue information.