

EXECUTIVE SUMMARY

Visitor Information Center Specialist

OBJECTIVE: Review Job Description and Compensation for proposed Visitor Information Center Coordinator Position

CONSIDERATIONS: The TDC Sub Committee recommendations included a suggestion to create a position to assist our area Visitor Information Centers in distributing more complete information on the many activities and accommodation options available in Collier County. The Greater Naples Chamber of Commerce has agreed to administer this new position with a financial contribution from tourism funds. County staff has researched comparable positions under the County salary structure. Here is the proposal:

JOB DESCRIPTION:

Overall Responsibilities: Coordinate visitor information supply and distribution among all Visitor Information Centers in Collier County.

Goals:

- Improve the visitor experience so they return again
- Increase the number of visitors who decide to stay in Collier County overnight vs. just driving through or staying for the day
- Increase the length of stay of visitors
- Gather statistics/surveys from visitors through information center to help guide advertising campaigns

Visitor Center locations:

- Everglades Chamber of Commerce
- Immokalee Chamber of Commerce
- Marco Island Chamber of Commerce
- Greater Naples Chamber of Commerce (home base)
- Downtown Naples Visitor Center
- Naples Depot
- Third Street South Concierge
- Naples Airport
- Ft. Myers Airport
- Big Cypress and Oasis Welcome Centers

Job Responsibilities:

The following duties would be the responsibility of the Visitor Information Center Specialist:

Confirm each Visitor Center location has promotional materials from all parts of the County including Naples, Marco Island, Everglades City, Immokalee, Golden Gate, and Ave Maria:

- CVB Visitor Guide
- Chamber Visitor Information publications
- Arts & Culture Guide
- Golf Guide
- Meeting Planner Guide
- Tri-fold destination brochures in different languages
- VIP Cards
- Visitor Map
- Area attractions that are important to the community
- Daily discounted hotel rates from the local hotels

Coordinate monthly meetings with Chamber Executives on a rotating location basis

- Discuss important tourism issues affecting membership and various ways we can promote each other and ensure tourists are enjoying their stay and staying longer

Coordinate annual official map publication

- evaluate the functionality of the map
- review content of publications for accuracy

Coordinate volunteer FAM trips

- Educate volunteers on local lodging, attractions, dining, shopping, beaches, etc.

Coordinate volunteer recruiting & training

- Recruit new volunteers to support visitor information centers
- Train volunteers on the materials accommodations and attractions available throughout the county

Maintain Calendar of Events encompassing all of Collier County

- Distribute events calendar to Concierges, Activity Directors, local & state media

Compile Information Center Statistics

- Monthly report number of visitors to each visitor information center
- Provide the number of hotel referrals given to visitors
- Assist in design of questionnaire and monthly tabulation

VIP Promotion Assistance

- Oversee the gathering of offers to be included in the VIP cards
- Pro-actively seek key attractions to be included to ensure the card includes high quality offers
- Ensure card is distributed at various information centers

Assist CVB Sales team with hotels follow up on RFP's and other local promotions

FISCAL IMPACT: Funds are available in Tourist Tax Fund 184 for the following estimated costs related to this position:

Base Pay: 40 hours per week @ \$18 per hour = \$720 per week or \$37,440 per year

Taxes & Benefits: \$7,500 (paid by Naples Chamber)

Program Oversight & Admin \$11,000 (less \$10,000 donation from Chamber)

Office Overhead (space at Chamber, telephone, supplies) \$8,400

Travel Reimbursement: \$10,400 (Auto mileage, meals)

TOTAL NET COST: \$64,740

RECOMMENDATION: Staff requests the TDC review the above proposal for the Greater Naples Chamber to hire a full-time Visitor Information Center Specialist at an annual cost of up to \$65,000 to be funded by tourist development tax for the balance of 2010.

SUBMITTED BY: Jack Wert, Tourism Director