



OFFICE OF THE CITY COUNCIL

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MEMORANDUM

TO: Dr. Cheryl L. Brown, Director/Council Secretary
Jacksonville City Council

FROM: Annette R. Hastings, Executive Director
Duval Tourist Development Council

DATE: June 30, 2017

SUBJECT: 2016-2017 Duval County Tourist Development Council Annual Report

A handwritten signature in blue ink, reading "Annette R. Hastings", is written diagonally across the "FROM:" line.

As required by Ordinance 2016-521-E, below is the summary of the Duval County Tourist Development Council (TDC) activities for the reporting period of July 1, 2016, through June 30, 2017.

The Duval County Tourist Development Council (TDC) is the governing body that oversees the collection and distribution of the local-option tourist development tax authorized to counties by Florida Statutes Chapter 125.104.

The TDC is composed of nine members (9) as authorized in the Florida Statutes Chapter 125.104(e) appointed by the Jacksonville City Council per the Ordinance Code Chapter 666 and Chapter 70.

The Duval County Tourist Development Council Members from July 1, 2016 through June 30, 2017 were:

- Lori N. Boyer, Jacksonville City Council President, Board Chairperson (Elected Official)
- John R. Crescimbeni, Jacksonville City Council Vice President, Board Vice Chairperson (Elected Official)
- Greg Anderson, Council Member, At Large Group 4 (Elected Official)
- Barbara Goodman, TDC Board Member, Tourist Accommodation Representative
- M. G. Orender, TDC Board Member, Tourist Accommodation Representative
- Kirit Patidar, TDC Board Member, Tourist Industry Representative
- Craig Smith, TDC Board Member, Tourist Accommodation Representative
- Jeffrey Truhlar, TDC Board Member, Tourist Industry Representative
- One vacancy - Tourist Industry Representative

The Duval County Tourist Development Council met at least once a quarter per the Florida Statutes 125.0104(4) (e) beginning in July 1, 2016 through June 30, 2017. The TDC “scheduled” quarterly meetings were held on the following dates:

- May 18, 2017
- February 16, 2017
- November 17, 2016
- August 17, 2016

In addition, the TDC Chair, Council President Lori Boyer, called thirteen (13) TDC Special Meetings on the following dates:

- June 28, 2017
- June 16, 2017
- June 14, 2017
- April 5, 2017
- April 3, 2017
- March 23, 2017
- March 2, 2017
- February 23, 2017
- February 10, 2017
- February 3, 2017
- January 27, 2017
- January 19, 2017
- September 23, 2016

The Duval County Tourist Development Council's (TDC) primary responsibility is oversight of Jacksonville and the Beaches Visitors and Convention Bureau, (d/b/a as Visit Jacksonville) present contract for services, and assessment of performance metrics. TDC Special Meetings considered:

- Visit Jacksonville Marketing Plan & Budget for FY 2016-2017.
- Legislation for recommended changes of Chapter 666 of the Ordinance Code for Duval County Tourist Development Plan
- TDC Grant Funds application requests
- Duval County Tourist Development Council Request for Proposal (RFP), awards, timeline, bid content, and procedure as outlined by the City of Jacksonville Procurement Division

The following actions and initiatives were considered for the reporting period July 1, 2016 through June 30, 2017.

- Review and approval of Visit Jacksonville Marketing Plan of Tourist Oriented Facilities & Attractions for FY 2016-2017
- Review and approval of Visit Jacksonville Convention and Special Events Marketing including Convention Sales & Services FY 2016-2017
- Review and approval of Visit Jacksonville Budget FY 2016-2017
- Review and Approval of Amendment #5 to the Visit Jacksonville Contract for FY 2016-2017
- Review and approval of Duval County Tourist Development Council Budget for FY 2016-2017
- Review of Grant Applications and Approval of TDC Grant Funds:
 - Florida First Coast of Golf Marketing Cooperative FY 2016-17
 - THE PLAYERS Championship Regional Tourism Cooperative 2017
 - USATF Region 4 Junior Olympic Track & Field Championship 2017
 - Jacksonville Jazz Festival 2017
 - Jacksonville Gran Prix Power Boat P1 2017
 - Florida-Georgia Football Weekend 2016
 - Beaches Oktoberfest 2016
- Review and approval of twenty eight (28) Convention Visitor Bureau Grants (d/b/a Visit Jacksonville)
- Resolution 2016-01 for recommended proposed changes to the Duval County Tourist Development Plan.
- Amendments to the Ordinance Code Chapter 666-Duval County Tourist Development Plan Ordinance 2016-599-E (**Attachment A**) adopted by Jacksonville City Council

- Visit Jacksonville Audit Report #796
- Florida House of Representatives Speaker Richard Corcoran Public Record Request
- Development of scope and description of services, minimum requirements, evaluation criteria matrix to be included in Duval County Tourist Development Plan Request for Proposal (RFP) Service Contract:
 - Omnibus RFP ESC-136-2017
 - Tourist Bureau Services Component 1
 - Tourist Marketing Services Component 2
 - Conventions Sales and Services Component 3
 - CSPEC Evaluation Scoring
 - CSPEC Interview Process Evaluation Scoring
 - RFP Awards
 - Visit Jacksonville Contract Negotiations
- Administration and oversight of the Tourist Development Plan Section 70.104(f) Ordinance Code

The Duval County Tourist Development Council assessment of effectiveness under the TDC legislative powers and duties, has reviewed the expenditures and revenues of the Tourist Development Fund, amended the Duval County Tourist Development Plan, and identified and recommended methods for new or additional tourist development efforts in the Omnibus Duval County Tourist Development Request for Proposal (RFP) for Duval County Tourist Plan Components for Tourist Bureau Services, Tourist Marketing Services, and Conventions Sales and Services.

Meeting minutes, as well as video and audio are recorded, and posted on the Duval County Tourist Development website. <http://www.coj.net/city-council/tourist-development-council.aspx>

Attachment: Ordinance 2016-599-E

1 Introduced by the Council President at the request of the Duval
2 County Tourist Development Council and twice substituted by the
3 Neighborhoods, Community Investments, and Services Committee and
4 the Finance Committee, and twice amended on the Floor of the
5 Council:

8 **ORDINANCE 2016-599-E**

9 AN ORDINANCE APPROPRIATING \$3,500,000.00 TO
10 THE DUVAL COUNTY TOURIST DEVELOPMENT PLAN (THE
11 "PLAN") COMPONENTS DESCRIBED IN SECTIONS
12 666.108(B) (6) AND 666.108(B) (7), ORDINANCE
13 CODE, AS FOLLOWS: \$1,750,000.00 TO THE
14 DEVELOPMENT ACCOUNT DESCRIBED IN SECTION
15 666.108(B) (6) AND \$1,750,000.00 TO THE
16 CONTINGENCY ACCOUNT DESCRIBED IN SECTION
17 666.108(B) (7); PURPOSE; AMENDING CHAPTER 70
18 (DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL),
19 SECTIONS 70.101 (TOURIST DEVELOPMENT COUNCIL
20 CREATED), 70.102 (MEMBERSHIP; TERMS), 70.103
21 (ORGANIZATION; ADMINISTRATIVE SUPPORT), 70.104
22 (POWERS AND DUTIES), ORDINANCE CODE; CREATING
23 NEW SECTIONS 70.105 (ADMINISTRATION OF TOURIST
24 DEVELOPMENT PLAN), 70.106 (REVIEW OF
25 EXPENDITURES FROM TOURIST DEVELOPMENT TAX
26 SPECIAL REVENUE FUND), AND 70.107
27 (COORDINATION OF TOURIST DEVELOPMENT EFFORTS;
28 ADVISORY COMMITTEES), ORDINANCE CODE; AMENDING
29 CHAPTER 111 (SPECIAL REVENUE AND TRUST
30 ACCOUNTS), PART 6 (ECONOMIC AND COMMUNITY

1 DEVELOPMENT), SECTION 111.600 (TOURIST
2 DEVELOPMENT TRUST FUND), ORDINANCE CODE;
3 AMENDING CHAPTER 666 (DUVAL COUNTY TOURIST
4 DEVELOPMENT PLAN), SECTIONS 666.104
5 (DEFINITIONS), 666.105 (CONSTRUCTION), 666.106
6 (TOURIST DEVELOPMENT TAX), 666.107 (REMITTANCE
7 OF TAX TO CITY), AND SECTION 666.110 (REPEAL
8 OF TAX), ORDINANCE CODE; REPEALING SECTIONS
9 666.108 (TOURIST DEVELOPMENT PLAN) AND 666.109
10 (ADMINISTRATION OF PLAN), ORDINANCE CODE;
11 CREATING A NEW AMENDED SECTION 666.108
12 (TOURIST DEVELOPMENT PLAN), ORDINANCE CODE;
13 PROVIDING FOR TOURIST COUNCIL TO ESTABLISH
14 SPECIAL EVENTS AND CONVENTION GRANT GUIDELINES
15 AND GRANT APPLICATION FEES; PROVIDING FOR THE
16 TERMS OF THE CURRENT TOURIST COUNCIL MEMBERS
17 TO BE UNAFFECTED BY THE CHANGES TO MEMBERSHIP
18 QUALIFICATION; AMENDING THE 2016-2017 TOURIST
19 COUNCIL BUDGET; PROVIDING FOR CODIFICATION
20 INSTRUCTIONS; PROVIDING AN EFFECTIVE DATE.
21

22 **WHEREAS**, tourist development tax (the "Tax") revenues are used
23 to fund the Duval County Tourist Development Plan (the "Tourist
24 Development Plan"), a plan established pursuant to Section
25 125.0104, Florida Statutes, and Chapter 666, Ordinance Code; and

26 **WHEREAS**, the Tourist Development Plan was created to authorize
27 expenditures of Tax revenues for certain activities that promote
28 and enhance tourism in the City; and

29 **WHEREAS**, the Tourist Development Plan and Tax in accordance
30 with Section 125.0104, Florida Statutes, was initially adopted and

approved by the City Council and the people in 1978; and

WHEREAS, the City Council pursuant to Section 125.0104, Florida Statutes, and Chapter 666, *Ordinance Code*, is authorized to amend the Tourist Development Plan after enactment of the ordinance levying the Tax by an affirmative vote of a majority plus one additional member of the City Council; and

WHEREAS, the City Council desires, among other things, to amend the Tourist Development Plan components and funding allocations to better provide for the advancement, generation, growth and promotion of tourism in the City; now therefore

BE IT ORDAINED by the Council of the City of Jacksonville:

Section 1. Appropriation. For the 2016-2017 fiscal year, within the City's budget, there is hereby appropriated the indicated sum from the account listed in subsection (a) to the account listed in subsection (b):

(Attached hereto as **Revised Exhibit 2** and incorporated herein by this reference):

(a) Appropriated from:

See **Revised Exhibit 2** \$3,500,000.00

(b) Appropriated to:

See **Revised Exhibit 2** \$3,500,000.00

(c) **Explanation of Appropriation.** \$500,000 is being transferred from the Tourist Development Council Operations account to both the TDC Development Account and the TDC Contingency Account. \$2,500,000 of Tourist Development Council fund balance is being transferred and split between the TDC Development Account (\$1,250,000) and the TDC Contingency Account (\$1,250,000).

Section 2. Purpose. The purpose of the appropriation in Section 1 above is to appropriate \$3,500,000.00 to the Plan

components described in the new Sections 666.108(b)(6) and 666.108(b)(7), created pursuant to Section 8 of this ordinance, to be expended by the Duval County Tourist Development Council in accordance with the Plan. The funds in Section 1 above shall be appropriated as follows: \$1,750,000.00 to the Development Account described in Section 666.108(b)(6) and \$1,750,000.00 to the Contingency Account described in Section 666.108(b)(7)).

Section 3. Amending Chapter 70 (Duval County Tourist Development Council), Sections 70.101 (Tourist Development Council Created), 70.102 (Membership; Terms), 70.103 (Organization; Administrative Support), and 70.104 (Powers and Duties), Ordinance Code. Chapter 70 (Duval County Tourist Development Council), Sections 70.101 (Tourist Development Council Created), 70.102 (Membership; Terms), 70.103 (Organization; Administrative Support), and 70.104 (Powers and Duties), *Ordinance Code*, are hereby amended to read as follows:

CHAPTER 70 DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

Sec. 70.101. - Tourist Development Council created.

There is hereby created the Duval County Tourist Development Council ~~which may be known as and which is authorized to do business as the Jacksonville, Florida and the Beaches Tourist Development Council~~ (hereinafter known as the Tourist Council). In establishing the Tourist Council, the City is exercising its authority as a county pursuant to F.S. § 125.0104 to levy the tourist development tax therein authorized and elects to create a countywide agency to supervise the administration of the tourist development plan required by F.S. § 125.0104. The Tourist Council shall have authority throughout the General Services District, under and subject to the ~~tourist development plan~~ Tourist Development Plan adopted by the City Council and approved by the

1 people, as such plan may be amended thereafter by ordinance enacted
2 by an affirmative vote of a majority plus one additional member of
3 the City Council.

4 **Sec. 70.102. - Membership; terms.**

5 (a) The Tourist Council shall be composed of nine members appointed
6 by the City Council in accordance with the following requirements:

7 (1) The City Council President shall be a member ex officio.

8 (2) One member shall be the City Council Vice President at the
9 time of the initial appointment. Upon a vacancy of such seat,
10 the City Council Vice President at the time of such vacancy
11 shall be appointed to such seat for the duration of the
12 appointment term ~~Two members shall be elected officials of the~~
13 ~~City or of the Second, Third, Fourth or Fifth Urban Services~~
14 ~~District.~~

15 (3) One member shall be a past City Council President or a
16 City Council member with a demonstrated interest and
17 experience in tourism.

18 ~~(3)~~ (4) Three members shall be owners or operators of motels,
19 hotels, recreational vehicle parks or other tourist
20 accommodations located in the General Services District and
21 subject to the tourist development tax levied by the city.
22 Such members shall be involved in the tourist industry and
23 have demonstrated an interest in tourist development.

24 (5) One member shall have experience and background in the
25 commercial airline industry or the Jacksonville Aviation
26 Authority. Such member shall also be involved in the tourist
27 industry and have demonstrated an interest in tourist
28 development.

29 ~~(4)~~ (6) Three ~~Two~~ members shall be persons who are involved in
30 the tourist industry and who have demonstrated an interest in

1 tourist development, but who are not persons described by
2 subsection (a) ~~(34)~~ of this section.

3 ~~(5)~~ (7) All nine members shall be electors of the General
4 Services District.

5 ~~(6)~~ (8) At least two of the nine members shall be residents of
6 the Second, Third, Fourth or Fifth Urban Services District, or
7 have their principal place of business owners or operators of
8 tourist accommodations or attractions located within the
9 Second, Third, Fourth or Fifth Urban Services District-, or
10 individuals whose involvement in the tourist industry is
11 directly related to activities within the Second, Third,
12 Fourth or Fifth Urban Services District. Such members may be
13 elected municipal officials, if permitted by law.

14 Members shall serve without compensation, pension or
15 retirement benefits; however members may be compensated for travel
16 expenses as provided in Chapter 106, Part 7, Ordinance Code.

17 **Sec. 70.103. - Organization; administrative support.**

18 * * *

19 (c) The Tourist Council shall meet at ~~such times and places as~~
20 ~~shall be fixed by the rules of the Tourist Council~~ least quarterly
21 in accordance with F.S. § 125.0104. All meetings shall be open to
22 the public and subject to Florida's open meetings laws. The
23 Tourist Council shall establish rules of procedure necessary to its
24 governing and the conduct of its affairs, consistent with the
25 applicable provisions of the Ordinance Code.

26 (d) The Tourist Council may recommend to the City Council the
27 employment of an Executive Director and/or an Administrator to
28 assist the Tourist Council in performing its functions and duties
29 pursuant to this chapter, Chapter 666 and F.S. § 125.0104. The
30 Executive Director and the Administrator are hereby classified as

persons employed as set forth in section 17.06(dd) of the City Charter and shall be exempt from the Civil Service System of the city. The Tourist Council shall budget annually and pay for the salary, benefits, office expenses and other administrative costs associated with the operations of the Tourist Development Council from ~~available funds in the aforereferenced Tourist Development Trust Fund~~ a portion of the tourist development tax collected, not to exceed two percent, pursuant to Section 666.106(c), Ordinance Code.

(e) All decisions and recommendations of the Tourist Council shall require a concurring vote of a majority of the members present, but in no event less than four (4) concurring votes. Five (5) members physically present shall constitute a quorum.

(f) The Tourist Council shall be subject to the provisions of F.S. Ch. 286, Ch. 112, Part III, and Chapters 50, 58 and 602, Ordinance Code, except as may be otherwise set forth in this Chapter.

Sec. 70.104. - Powers and duties.

* * *

(g) To review the expenditures of revenues from the Tourist Development ~~Trust~~ Tax Special Revenue Fund and to report unauthorized expenditures to the City Council and the State Department of Revenue as required by F.S. § 125.0104.

* * *

(j) To implement and administer the Tourist Development Plan provided in Section 666.108, Ordinance Code, and in accordance with Section 70.105, Ordinance Code.

(k) Recommend to City Council for approval grant guidelines and procedures for grants awarded pursuant to the Tourist Development Plan provided that such guidelines and procedures shall not conflict with the Tourist Development Plan.

(1) Recommend activities and projects to the City Council to be funded from the Development Account and Contingency Account established pursuant to Sections 111.600 and 666.108, Ordinance Code.

Section 4. Creating new Sections 70.105 (Administration of Tourist Development Plan), 70.106 (Review of Expenditures from Tourist Development Tax Special Revenue Fund), and 70.107 (Coordination of Tourist Development Efforts; Advisory Committees), Ordinance Code. New Sections 70.105 (Administration of Tourist Development Plan), 70.106 (Review of Expenditures from Tourist Development Tax Special Revenue Fund), and 70.107 (Coordination of Tourist Development Efforts; Advisory Committees), *Ordinance Code*, are hereby created to read as follows:

CHAPTER 70 DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

* * *

70.105. - Administration of tourist development plan.

The Tourist Council shall be responsible for administration of the Tourist Development Plan prescribed in Section 666.108, *Ordinance Code*. Any deviation by the Tourist Council from the services, activities and uses described in the Tourist Development Plan shall require approval by the City Council by way of an amendment to the plan. The Tourist Council shall annually submit a proposed budget to the Mayor, at the time and in the manner specified by the Mayor, and the Mayor shall submit a legislative budget for the Tourist Council as a part of his annual budget proposal. The Tourist Council shall administer the budget approved by the City Council in accordance with the Tourist Development Plan, subject to the provisions of Chapter 106 and Chapter 666. The Tourist Council shall have authority to negotiate and award necessary contracts with organizations, firms and persons in order to implement and

1 administer the Tourist Development Plan, subject to the competitive
2 solicitation requirements of Chapter 126, *Ordinance Code*, unless
3 otherwise exempt under Chapter 126. For purposes of this section,
4 contract approval and awards by the Tourist Council shall be
5 approved by the Tourist Council in the same manner as independent
6 agencies as set forth in Section 126.303, *Ordinance Code*. The
7 Tourist Council, not the Mayor, shall have final approval of all
8 recommendations from the Professional Services Evaluation Committee
9 (PSEC), the Competitive Sealed Proposal Evaluation Committee
10 (CSPEC) and the General Governmental Awards Committee (GGAC). All
11 contracts negotiated and awarded by the Tourist Council shall be
12 executed by the Mayor and Corporation Secretary and countersigned
13 by the Tourist Council Chairman.

14 **Sec. 70.106. Review of expenditures from tourist development**
15 **tax special revenue fund.** The Tourist Council shall exercise and
16 perform a strict review of expenditures from the Tourist
17 Development Tax Special Revenue Fund as required by F.S. §
18 125.0104. At least quarterly, and more often if required by the
19 Tourist Council, the City Comptroller, or designee, shall furnish
20 the Tourist Council with a report of expenditures from the fund in
21 such detail as the Tourist Council prescribes. Private groups,
22 organizations, firms and persons entering into contracts with and
23 performing services for the Tourist Council shall also be required
24 to furnish reports on the application of funds disbursed to them
25 from the Tourist Development Tax Special Revenue Fund at least
26 quarterly, and more often if required by the Tourist Council, in
27 such form and detail as the Tourist Council prescribes. The Tourist
28 Council shall report unauthorized expenditures to the City Council
29 and to the State Department of Revenue as required by F.S. §
30 125.0104.

1 **Sec. 70.107 - Coordination of tourist development efforts;**
2 **advisory committees.** The Tourist Council shall be responsible for
3 coordination of tourist development efforts throughout the City. To
4 assist it in the fulfillment of this responsibility, the Tourist
5 Council may by rule create one or more advisory committees
6 consisting of representatives of the contract provider(s) of
7 Tourist Development Plan components performed on behalf of the
8 City, the Jacksonville Chamber of Commerce, Inc., the North Florida
9 Hotel & Lodging Association, Inc., or similar organizations, the
10 Jacksonville Aviation Authority, travel agencies, advertisers and
11 promoters of tourism for the Jacksonville area, airlines,
12 railroads, steamship companies and highway carriers and other
13 groups, organizations, businesses and persons who are involved in
14 the tourist industry and have demonstrated an interest in tourist
15 development. An advisory committee may be permanent or ad hoc and
16 its area of responsibility shall be established, expanded,
17 contracted or changed by the Tourist Council as it deems necessary
18 and advisable.

19 **Section 5. Amending Chapter 111 (Special Revenue and**
20 **Trust Accounts), Part 6 (Economic and Community Development),**
21 **Section 111.600 (Tourist Development Trust Fund), Ordinance Code.**
22 Chapter 111 (Special Revenue Trust Accounts), Part 6 (Economic and
23 Community Development), Section 111.600 (Tourist Development Trust
24 Fund), *Ordinance Code*, is hereby amended to read as follows:

25 **CHAPTER 111 SPECIAL REVENUE AND TRUST ACCOUNTS**

26 * * *

27 **PART 6 (ECONOMIC AND COMMUNITY DEVELOPMENT)**

28 * * *

29 **Sec. 111.600. - Tourist Development ~~Trust~~ Tax Special Revenue Fund;**
30 **Development and Contingency Accounts.**

1 (a) Creation. There is created the Tourist Development ~~Trust~~ Tax
2 Special Revenue Fund, a permanent ~~trust~~ special revenue fund of the
3 City, into which shall be paid all moneys received from the Tax
4 Collector as proceeds of the tourist development tax levied by the
5 City Council and approved by the people. The funds in the Tourist
6 Development ~~Trust~~ Tax Special Revenue Fund shall be expended in
7 accordance with the ~~tourist development plan~~ Tourist Development
8 Plan in Section 666.108, Ordinance Code, as approved by the people,
9 and thereafter as may be amended ~~enacted~~ by the City Council and
10 ~~approved by the people.~~ The Director of Finance and Administration
11 is authorized and directed to make disbursements from this fund
12 upon the written requisition of the Chairman of the Duval County
13 Tourist Development Council; provided, that payments of the debt
14 service requirements of any revenue bonds issued pursuant to the
15 Tourist Development Plan ~~tourist development plan~~ shall be made
16 from this fund as required by the revenue bonds. All revenues and
17 funds deposited into this fund shall not lapse to the General Fund.

18 (b) Development account; expenditures. There is hereby established,
19 in addition to the Tourist Development Tax Special Revenue Fund, a
20 separate development account ("Development Account") composed of
21 the balances transferred as required by Section 666.108 (d),
22 Ordinance Code, at the end of each fiscal year together with annual
23 budgeted allocations. The Executive Director and/or Administrator
24 of the Tourist Council shall keep a record of the balances so
25 transferred, and these funds shall be available for withdrawal as
26 provided in this Section. The Development Account funds shall be
27 for the purpose of acquiring, constructing, extending, enlarging,
28 remodeling, or improving publicly owned convention centers,
29 coliseums (e.g., arena), or auditoriums (e.g., performing arts
30 center) and aquariums or museums that are publicly owned and

1 operated or owned and operated by a not for profit organization and
2 open to the public. In acquiring, constructing, extending,
3 enlarging, remodeling, or improving such facilities, the usual City
4 procedures shall be followed. No funds in the Development Account
5 shall be used for the general or routine maintenance, operation or
6 promotion of such facilities. It is not required that the funds in
7 the Development Account be expended on an activity or project in
8 each fiscal year, and any such funds transferred or appropriated to
9 the Development Account pursuant to Section 666.108(d), Ordinance
10 Code, shall accumulate from year to year until sufficient funds are
11 available to adequately fund an acquisition, construction,
12 extension, enlargement, remodeling, or improvement project for such
13 facilities. All revenues and funds deposited into the Development
14 Account shall not lapse to the General Fund. Any projects and
15 activities funded from the Development Account shall be approved by
16 the City Council.

17 (c) Contingency Account; expenditures. There is hereby established,
18 in addition to the Tourist Development Tax Special Revenue Fund, a
19 separate contingency account ("Contingency Account") to receive the
20 funding allocations and appropriations to the Tourist Development
21 Plan component described in subsection 666.108(b)(7), Ordinance
22 Code, to be used for unforeseen opportunities of major significance
23 to tourism in the City. Any activities and projects funded from
24 the Contingency Account shall be approved by the City Council. Any
25 unspent and unencumbered funds in the Contingency Account at the
26 end of each fiscal year shall accumulate from year to year. All
27 revenues and funds deposited into the Contingency Account shall not
28 lapse to the General Fund.

29 **Section 6. Amending Chapter 666 (Duval County Tourist**
30 **Development Plan), Sections 666.104 (Definitions), 666.105**

(Construction), 666.106 (Tourist Development Tax), 666.107 (Remittance of Tax to City), and 666.110 (Repeal of tax), Ordinance Code. Chapter 666 (Duval County Tourist Development Plan), Sections 666.104 (Definitions), 666.105 (Construction), 666.106 (Tourist Development Tax), and 666.107 (Remittance of Tax to City), Ordinance Code, are hereby amended to read as follows:

CHAPTER 666 DUVAL COUNTY TOURIST DEVELOPMENT PLAN

* * *

Sec. 666.104. - Definitions.

* * *

(d) Tax means the two percent tourist development tax levied and imposed by this Chapter pursuant to F.S. § 125.0104(3)(c) for the Tourist Development Plan ~~plan~~; provided however, as used in Sections 666.106, 666.107, and ~~666.111~~ 666.110 hereof, the term "tax" shall also include, commencing on the effective date as provided by law, (i) the additional one percent tourist development tax levied and imposed by this Chapter pursuant to F.S. § 125.0104(3)(1) for payment of debt service on bonds issued to finance the construction, reconstruction, or renovation of the "Gator Bowl" municipal stadium as a professional sports franchise facility, and (ii) the additional one cent tourist development tax levied and imposed by this Chapter pursuant to F.S. § 125.0104(3)-~~e~~ (n) to finance the construction, reconstruction or renovation of a facility for a new professional sports franchise as defined in F.S. § 288.1162.

* * *

(g) Tourist means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations as described in F.S. § 125.0104(3)(a), or such other meaning as may be given under Section

1 125.0104, Florida Statutes, as amended.

2 **Sec. 666.105. - Construction; headings.**

3 This Chapter shall be ~~liberally~~ strictly construed to accomplish
4 its purposes. ~~Tourist development requires that innovative methods~~
5 ~~be devised and used and that the funds available for tourist~~
6 ~~development be expended in productive activities both within and~~
7 ~~without the City and State; therefore, the broadest latitude must~~
8 ~~be given the Tourist Council to use these methods and engage in~~
9 ~~these activities in furtherance of the purposes of this Chapter and~~
10 ~~the execution of the plan. The section and subsection headings~~
11 inserted in this Chapter are for convenience only and are not
12 intended to and shall not be construed to limit, enlarge or affect
13 the scope or intent of this Chapter, nor the meaning of any
14 provision, condition or term hereof.

15 **Sec. 666.106. - Tourist development tax.**

16 (a) *Amount; taxable privileges.* There is hereby levied and imposed
17 throughout the General Services District an "original" tourist
18 development tax at a rate of two percent pursuant to F.S. §
19 125.0104(3)(c), and, commencing on the effective date as provided
20 by law, an (i) "additional" tourist development tax at a rate of
21 one percent pursuant to F.S. § 125.0104(3)(1), and (ii) an
22 "additional" tourist development tax at a rate of one percent
23 pursuant to F.S. § 125.0104(3)~~(e)~~ (n) of the whole and major
24 fraction of each dollar of the total rental charged every person
25 who rents, leases or lets for consideration any living quarters or
26 accommodations in any hotel, apartment hotel, motel, resort motel,
27 apartment, apartment motel, rooming house, mobile home park,
28 recreational vehicle park, ~~tourist or trailer camp or~~ condominium,
29 or timeshare resort for a term of six months or less. When receipt
30 of consideration is by way of property other than money, the tax

1 shall be levied and imposed on the fair market value of such
2 nonmonetary consideration. The tax shall be in addition to any
3 other tax imposed pursuant to F.S. Ch. 212 and in addition to all
4 other taxes, fees and consideration for the rental or lease.

5 * * *

6 (c) *Administration; recordkeeping; audit; enforcement.* The initial
7 collection of the tax shall be made in the same manner as the tax
8 imposed under F.S. Ch. 212, pt. I. Tax revenues shall be used only
9 in accordance with F.S. § 125.0104. The Tax Collector shall keep
10 appropriate books, records and accounts for the purpose of the
11 collection, administration, and remittance of this tax. The
12 provisions for payment of a dealer's credit, as required by F.S.
13 Ch. 212, pt. I, shall be provided for by the Tax Collector and the
14 payment of such credit is hereby authorized. ~~The Tax Collector may~~
15 ~~retain a portion of the tax collected, not to exceed one percent,~~
16 ~~to pay for actual administrative costs incurred.~~ Pursuant to F.S. §
17 125.0104, three percent (3%) of the tax collected shall be used by
18 the City for actual administrative costs incurred. Such three
19 percent (3%) for administrative costs shall be allocated within
20 the City as follows: (i) one percent (1%) shall be allocated to
21 the Tax Collector, and (ii) two percent (2%) shall be allocated to
22 the Tourist Council ~~The Tax Collector may retain a portion of the~~
23 ~~tax collected, not to exceed one percent, to pay for actual~~
24 ~~administrative costs incurred.~~

25 * * *

26 **Sec. 666.107. - Remittance of tax to city.**

27 Monthly, the Tax Collector shall remit to the City collections
28 received by the Tax Collector, less one percent (1%) for the Tax
29 Collector's administrative costs of administration pursuant to
30 Section 666.106, Ordinance Code. Upon receipt of the such funds

1 from the Tax Collector, the Director of Finance and Administration
2 shall credit the Tourist Development ~~Trust~~ Tax Special Revenue Fund
3 established by Section 111.600, Ordinance Code, with the total
4 amount ~~se~~ received. The funds in the Tourist Development ~~Trust~~ Tax
5 Special Revenue Fund shall be expended in accordance with Section
6 111.600 and as provided in this Chapter and the annual budget
7 approved by the City Council.

8 * * *

9 **Sec. ~~666.110~~666.109.** - **Repeal of tax.** At any time after the
10 approval of the tax by the voters, a petition may be filed with the
11 Council Secretary requesting the holding of a referendum to repeal
12 the tax, which petition shall contain the signatures of at least 15
13 percent of the electors of the General Services District. Within
14 three days after he receives the petition, the Council Secretary
15 shall transmit the petition to the Supervisor of Elections, who
16 shall examine the petition and ascertain whether the petition is
17 signed by the required number of persons and whether such person
18 are electors as shown by the registration books as of the date the
19 petition was received by the Council Secretary. He shall attach to
20 the petition his certificate showing the result of his examination.
21 If the petition is insufficient, it may be amended within 15 days
22 from the date of the certificate and filed with the Supervisor of
23 Elections, who shall make a like examination of the amended
24 petition within 15 days after it is filed with him. If he again
25 ascertains that the petition is insufficient, it shall be returned
26 to the Council Secretary, who shall cancel the petition, and
27 thereafter no action shall be taken with respect to the petition,
28 without prejudice to the filing of a new petition to the same
29 effect. If the Supervisor of Elections ascertains that the petition
30 is duly executed and in proper form, he shall return it to the

Council Secretary, who shall transmit it to the appropriate Council committee for the introduction of the necessary legislation to call a special election, which may be held individually or at the same time as a statewide or Consolidated Government election in which all electors are eligible to vote. If a majority of the electors voting in the special election favor the repeal of the tax, then it shall stand repealed effective with the announcement of the results of the election by the Election Canvassing Board; otherwise, the tax shall continue in force and effect. If the tax is repealed, the Tourist Council may continue to expend funds and perform its duties until all of the funds in the Tourist Development Tax Special Revenue Fund, Development Account, and Contingency Account have been expended in accordance with the budget and Tourist Development Plan, but thereafter only with the approval of the Council.

* * *

Section 7. Repealing Sections 666.108 (Tourist Development Plan) and 666.109 (Administration of Plan), Ordinance Code. Section 666.108 (Tourist Development Plan), *Ordinance Code*, is hereby repealed in its entirety and a new amended Section 666.108 (Tourist Development Plan) shall be adopted in its place pursuant to Section 6 of this ordinance, and in accordance with Section 125.0104(4), *Florida Statutes*. Section 666.109 (Administration of Plan), *Ordinance Code*, is hereby repealed in its entirety. A copy of the repealed Sections 666.108 and 666.109 are attached hereto as **Exhibit 1**.

Section 8. Creating a new amended Section 666.108 (Tourist Development Plan), Ordinance Code. A new amended Section 666.108 (Tourist Development Plan), *Ordinance Code*, is hereby created to read as follows:

Chapter 666. DUVAL COUNTY TOURIST DEVELOPMENT PLAN

* * *

Sec. 666.108 - Tourist development plan.

(a) *Legislative findings; plan adoption.* The City Council finds and declares that the Duval County Tourist Development Plan ("Tourist Development Plan" or "Plan"), consisting of the seven (7) components described in Section 666.108(b) below, will provide for the advancement, generation, growth and promotion of tourism, enhancement of the tourist industry, attraction of conventioners and tourists from within and without the state to the City. The City Council hereby adopts, creates and establishes the Tourist Development Plan which shall be funded by the "original" tourist development tax revenues imposed by Section 666.106, Ordinance Code, and deposited into the Tourist Development Tax Special Revenue Fund pursuant to this Chapter and Section 111.600, Ordinance Code.

(b) *Plan components.* The Tourist Development Plan shall consist of the seven (7) components described in Section 666.108(b)(1)-(7). Tax revenues shall only be expended on the services, activities and/or uses described in each component. The Tourist Council shall implement and administer the Plan in strict compliance with the Plan components. The Tourist Council shall not deviate from the Plan components and the services, activities and/or uses described therein in the implementation and administration of the Plan without City Council approval pursuant to a Plan amendment. The seven (7) Plan components are as follows:

(1) *Tourist Bureau.* This component shall require the establishment of a tourist bureau, which shall operate and serve as the City's premier expert on tourist attractions, activities and events, accommodations, and restaurants available to tourists who visit the City, which includes Atlantic Beach, Neptune Beach,

1 Jacksonville Beach (collectively, the "Beaches") and the town of
2 Baldwin. Such tourist bureau shall provide the following services:

3 (i) *Visitor Centers*. The establishment, operation and
4 staffing of a visitor kiosk at the Jacksonville Airport, at
5 least one (1) visitor center in Downtown Jacksonville, and one
6 (1) visitor center in the Atlantic, Neptune and Jacksonville
7 Beaches area (individually and collectively, the "Visitor
8 Center" or "Visitor Centers"). Each Visitor Center shall be
9 open a minimum of 50 hours per week, including both Saturday
10 and Sunday for a minimum of 5 hours each day. The Visitor
11 Centers shall be located so as to maximize visibility and
12 accessibility by tourists and preference shall be given to use
13 of City-owned property for such purpose. Signage on the
14 Interstate directing tourists to the Visitor Center shall be
15 pursued and installed. Supplemental unstaffed kiosks at
16 strategic tourist attractions shall be pursued;

17 (ii) *Comprehensive listings*. The establishment of continually
18 updated comprehensive and all-inclusive listings of all public
19 and private museums including library special collections;
20 guided tours; event listings at all City-owned facilities such
21 as the arena, performing arts center, baseball grounds,
22 stadium and other City-owned venues; other events and
23 activities submitted to the website host which are open to the
24 public; golf courses and other sports facilities open to the
25 public; activity rentals (bicycle, kayak, power boats, etc.);
26 charter fishing captains; manufacturing facility tours; links
27 to Jacksonville Parks, Libraries and other public facilities
28 offered within the City of Jacksonville; hotels, motels, bed
29 and breakfasts and other accommodations; restaurants, bars,
30 clubs, and similar food and entertainment establishments; and

1 other similar listings of tourist oriented facilities and
2 activities. Such listings may not show preference to, or
3 otherwise emphasize, any particular event or service provider.
4 This service shall also include a pro-active development of
5 such listings by reaching out to a wide spectrum of community
6 organizations and resources to ascertain the activities,
7 facilities, and events currently available, and such activity
8 shall be an on-going and continuous effort to ascertain all
9 that the City has to offer tourists. While some listings may
10 be acquired by the purchase of prepared lists, others will
11 require in-house research and creation; and

12 (iii) *Assembly of available information.* The assembly of
13 available information on, or creation of new running
14 routes/trails; bicycling tour routes; scenic walks; historic
15 walking tours; tourist attraction and activity locations;
16 public docks, boat ramps, non-motorized launches and
17 waterfront facilities accessible to those on the water such as
18 restaurants with docks, etc., and such other maps and guides
19 that identify attributes of the City for which tourists
20 commonly search.

21 (2) *Marketing of existing tourist-oriented facilities,*
22 *attractions, activities and events, located or occurring within the*
23 *City, and identified in Plan component (1) above through*
24 *advertising and marketing campaigns as described below.* This
25 component shall require the marketing of existing tourist-oriented
26 facilities, attractions, activities and events identified in Plan
27 component (1) above through advertising and marketing campaigns
28 conducted outside the City, regionally, nationally and
29 internationally and through the maintenance of a website,
30 publication of an annual visitor magazine, and publication or

1 production of brochures, maps, videos and similar materials for
2 distribution at Visitor Centers and tourist facilities. Within the
3 overall funding allocation for this component (2), adequate funding
4 shall be set aside annually for subparts (v), (vii), (ix) and (x)
5 to perform the activities in each such subpart of this component.
6 The marketing services to be provided under this component shall
7 include, without limitation, the following advertising, tourist
8 engagement strategies and marketing services:

9 (i) *Name branding.* Branding of Jacksonville as a unique
10 destination focusing on our waterways, beaches, and parks and
11 opportunities for outdoor adventure; the City's extraordinary
12 cultural and historical resources; and the City's passion for
13 sports by showcasing the City's numerous sporting events and
14 teams at all levels (culinary destination, ale trail, and
15 medical tourism may be included in the branding but shall not
16 be a primary focus area of the branding plan);

17 (ii) *Market targeting.* Target markets based on study data and
18 past tourist tracking;

19 (iii) *Audience targeting.* Target audiences of the destination
20 branding attributes identified in (i) above, with advertising
21 and promotions, also including (a) Jacksonville Jaguars and
22 other professional sports teams' opponents around away game
23 cities and grow out of town visitation for home games, and
24 local leisure tourism by targeting opponent's cities, and (b)
25 audiences based on activities unique to the area and that
26 attract large numbers of tourists (i.e. golf, beaches and
27 watersports, etc.); and

28 (iv) *Targeting direct flight markets.* Coordination with
29 Jacksonville Aviation Authority to advertise in direct flight
30 markets.

1 (v) *Website.* The establishment and maintenance of a
2 continually updated website as the official tourist website
3 for the City. Such website shall contain comprehensive and
4 all-inclusive listings of all existing tourist oriented
5 facilities, attractions, activities and events identified in
6 (1) above. While accommodations and restaurants are recognized
7 as essential to the tourist experience, equal emphasis shall
8 be given to things to do and see in the City. Such listings
9 shall be all-inclusive and may not show preference to, or
10 otherwise emphasize, any particular event or service provider.
11 Listings shall be sortable by business type/special interest
12 category. Individual locations, venues and activities may be
13 featured in specific content articles and itineraries but
14 based on consumer interest ratings, or recognized tourist
15 attraction rating entities and not on any request or payment
16 by the entity advertised. If out of City day trips are
17 promoted through such website, contributions from the
18 jurisdictions in which such facilities are located shall be
19 negotiated and used to offset the expense of publication. In
20 no event shall the primary focus of any local webpage be
21 devoted to out of City activities, venues, or services unless
22 paid for by such jurisdiction;

23 (vi) *Social media sites and digital advertising.* The
24 maintenance of social media sites which shall include links
25 to, excerpts from, and mirror the material contained in the
26 website above. Individual locations, venues, and activities
27 may be featured in specific content articles and itineraries
28 but based on consumer interest ratings, or recognized tourist
29 attraction rating entities and not on any request or payment
30 by the entity advertised. This subpart shall also include

1 online digital advertising to targeted markets of the
2 destination branding attributes identified in (i) above;

3 (vii) *Visitor magazine*. The publication of a Visitor Magazine
4 no less often than annually which shall also include the
5 comprehensive listings described above. Individual locations,
6 venues, and activities may be featured in specific content
7 articles and itineraries but based on consumer interest
8 ratings, or recognized tourist attraction rating entities and
9 not on any request or payment by the entity advertised. If out
10 of City day trips are promoted through such Visitor magazine,
11 contributions from the jurisdictions in which such facilities
12 are located shall be negotiated and used to offset the expense
13 of publication. In no event shall the primary focus of any
14 publication be devoted to out of City activities, venues, or
15 services unless paid for by such jurisdiction;

16 (viii) *Media Relations*. Promotion of the City's tourist
17 related facilities and programs on a state, national and
18 international level to media writers of magazines, newspapers,
19 blogs, websites and other public relations oriented outlets;

20 (ix) *Maps*. The publication of maps on the website and in
21 print identifying running routes/trails; bicycling tour
22 routes; scenic walks; historic walking tours; tourist
23 attraction and activity locations; public docks, boat ramps,
24 non-motorized launches and waterfront facilities accessible to
25 those on the water such as restaurants with docks, etc.;

26 (x) *Topic specific brochures and videos*. The publication of
27 other topic specific brochures and videos, such as brochures
28 and videos focused on water related activities and parks and
29 outdoor adventures, area history trails and brochures or other
30 types of businesses if expressly requested by and deemed

1 appropriate by the Tourist Council; and

2 (xi) *Collection of brochures, videos, etc.* The collection and
3 distribution of brochures, videos, and other advertising
4 prepared by existing tourist oriented facilities, attractions,
5 activities, and events at all visitor centers, kiosks, and
6 such other opportunities as may arise.

7 (3) *Promotion of the City as a convention and meeting site.*

8 This component shall require the promotion and further expansion of
9 the City as a convention and meeting site for tourists. The
10 promotion services to be provided under this component shall
11 include:

12 (i) *Promotion to Tourist Groups.* Promotion and marketing of
13 the City as a convention and meeting destination to meeting
14 planners, trade associations, industry groups, professional
15 associations, etc.;

16 (ii) *Convention market targeting.* Target markets based on
17 study data and past tourist tracking;

18 (iii) *Convention sales activities.* Convention sales activities
19 actively pursuing potential meetings, conferences, conventions
20 and groups and coordinating bookings with conference and
21 convention facilities and accommodations that meet the
22 expressed needs of the group. In this regard, no preference
23 shall be shown to any particular private accommodation or
24 facility;

25 (iv) *Coordination with City convention center manager.*
26 Coordination with the City's convention center manager to
27 assist with fully booking that facility and meeting the
28 accommodation needs of conventions booked at the Convention
29 Center;

30 (v) *Convention service activities.* Convention service

activities that support the needs of tourists attending conventions and conferences in the City; and

(vi) *Convention grants.* Convention grants payable to or on behalf of convention or conference groups or businesses as incentives for selection of Jacksonville as their destination provided such conference or group shall have a minimum of 200 room nights and a minimum grant amount of \$1,000.

(4) *Development and planning of additional tourist facilities and attractions in the City.* This component shall require the development and planning of additional tourist facilities and attractions in the City. The services to be provided under this component shall include:

(i) *Identification of undeveloped tourist attractions.* Identification of potential or undeveloped tourist attractions, (other than a convention center), in the City which will include a study to determine the existence, location, and potential tourist benefit to the City of such attractions, and the beginning of a short range plan to develop such of these attractions as may indicate an economically feasible benefit; and

(ii) *Planning.* Development of a strategic plan for the expansion of business at existing tourist accommodations, and expansion of existing developed tourist attractions (attractions herein shall not include accommodations or dining, but entertainment and recreation venues and opportunities) for coordination of development efforts, advertising and promotion of such facilities.

(5) *Special Event grants.* This component shall authorize the Tourist Council to award special event grants to organizations or persons hosting an event in the City or surrounding areas. Any

1 event funded under this component shall have as one of its primary
2 purposes the attraction of tourists to the City as evidenced by the
3 promotion of such event to tourists. This component shall be
4 limited to the following grants:

5 (i) *Grant awards for attendance of 25,000 tourists or 10,000*
6 *room nights or greater.* The Tourist Council may award grants
7 for special events designed to attract a minimum of 25,000
8 tourists to the City, which grant award may not exceed
9 \$250,000 for any such event unless currently obligated by
10 contract until such obligation expires; and

11 (ii) *Grant awards for attendance of 5,000 tourists or greater*
12 *for events held at publicly owned venues.* The Tourist Council
13 may award grants for special events designed to attract a
14 minimum of 5,000 tourists to the City using publicly owned
15 tourist venues such as the arena, performing arts center, or
16 stadium or at the zoo or eligible museums. Such grant awards
17 may not exceed \$100,000 per event.

18 (6) *Acquisition of and improvements to certain publicly owned*
19 *facilities or certain facilities publicly owned and operated or*
20 *owned and operated by a not for profit and open to the public.* This
21 component shall consist of a development account used to acquire,
22 construct, extend, enlarge, remodel or improve publicly owned
23 convention centers, coliseums (e.g., arena) or auditoriums (e.g.,
24 performing arts center), or aquariums or museums that are publicly
25 owned and operated or owned and operated by a not for profit
26 organization. Such aquariums and museums owned and operated by a
27 not for profit corporation must be open to the public. Activities
28 and projects funded from this account shall be approved by the City
29 Council.

30 (7) *Contingency for any uses authorized under F.S.S*

125.0104(5)(a). This component shall consist of a reserve account used to fund unforeseen opportunities of major significance to tourism in the City. Activities and projects funded from this account shall be approved by the City Council.

(c) *Funding Allocations for Plan Components.* The Plan components shall be funded with tax revenues. Minimum and maximum funding levels, as applicable, for each Plan component shall be allocated over a three year period (fiscal years 2016-2017, 2017-2018, and 2018-2019), and it is anticipated that the tax revenues, less administrative costs pursuant to Section 666.106(c), will be at least \$6,500,000 per fiscal year during this period. The funding allocations for each Plan component are provided in Table 1.1 below. Allocations of tax revenues in future fiscal years will be made by the City Council by means of an amendment to the Plan in the manner prescribed in subsection (g) below. In the event that City Council does not amend the Plan prior to the end of the third fiscal year (2018-2019), the allocations listed for the third fiscal year in Table 1.1 shall also be applied to future fiscal years. The Tourist Council shall adhere to the minimum and maximum funding levels, as applicable, provided in Table 1.1 in the preparation of its annual budget submittal to the Mayor.

Table 1.1

Funding Allocations for Plan Components

<u>Plan components by abbreviated reference to Section 666.108 subsections only</u>	Min./Max. Funding Amount FY16-17	Min./Max. Funding Amount FY17-18	Min./Max. Funding Amount FY18-19
See Plan component descriptions in Section 666.108			

(b) (1) - (7) for full component descriptions			
(b) (1) Tourist bureau	\$300,000	\$300,000	\$300,000
(b) (2) Marketing	\$2,250,000	\$2,300,000	\$2,350,000
(b) (3) Promotion of the City as a convention and meeting site*(see note below)	\$2,000,000 (maximum of \$2,250,000)	\$2,000,000 (maximum of \$2,250,000)	\$2,000,000 (maximum of \$2,250,000)
(b) (4) Development and planning of additional tourist facilities	\$150,000	\$100,000	\$50,000
(b) (5) Special event grants	\$800,000	\$800,000	\$800,000
(b) (6) Acquisition of and improvements to certain publically owned facilities	\$500,000 plus any amounts transferred pursuant to Section 666.108(d)	\$500,000 plus any amounts transferred pursuant to Section 666.108(d)	\$500,000 plus any amounts transferred pursuant to Section 666.108(d)
(b) (7) Contingency	\$500,000	\$500,000	\$500,000

*This Plan component (Section 666.108(b) (3)) has a maximum funding level due to the limited nature of the City's existing convention center facility (i.e., Prime Osborn Center) as a tourist meeting site. At such time that the existing facility is improved, or a new

1 facility is constructed, to better accommodate tourist meetings
2 (e.g., substantial increase in meeting space, attached lodging,
3 etc.), the minimum funding level for this component may be
4 increased or the maximum funding level deleted.

5 (d) *Development account; contingency account established.*
6 There shall be a separate development account ("Development
7 Account") established, in addition to the Tourist Development Tax
8 Special Revenue Fund, to receive the annual budgeted allocations,
9 the unspent and unencumbered balances of appropriated funds
10 allocated to the Plan components described in subsection (b)(1)-(5)
11 above at the end of each fiscal year, and any unallocated funds
12 remaining in the special revenue fund at the end of each fiscal
13 year. The development account shall only be used to fund the Plan
14 component activities described in subsection (b)(6) (i.e.,
15 acquisition, construction, extension, enlargement, remodel or
16 improvement of publicly owned convention centers, coliseums (e.g.,
17 arena) or auditoriums (e.g., performing arts center), or aquariums
18 or museums that are publicly owned and operated or owned and
19 operated by a not for profit organization and open to the public).
20 Additionally, a separate contingency account ("Contingency
21 Account") shall be established within the Tourist Development Tax
22 Special Revenue Fund to receive the funding allocated to the Plan
23 component described in subsection (b)(7) to be used for unforeseen
24 opportunities of major significance to tourism in the City. The
25 Development Account and Contingency Account shall be created
26 pursuant to Section 111.600, *Ordinance Code*, and any activities and
27 projects funded from these account shall be approved by City
28 Council.

29 (e) *Contract providers.* Contract providers of Plan components
30 shall be procured pursuant to Chapter 126, *Ordinance Code*.

1 Contract providers that are contracted to market and promote the
2 area for tourism or convention business shall be deemed "county
3 destination marketing organizations" as defined in Section 288.923,
4 Florida Statutes.

5 (f) *Plan Review.* The Tourist Council pursuant to Chapter 70,
6 *Ordinance Code*, shall conduct a continuing review of the progress
7 of the Plan, the effectiveness of the current allocation of tax
8 revenues and the problems and deficiencies of the Plan in order to
9 make recommendations to the City Council for changes in the Plan,
10 including the addition or deletion of Plan components and changes
11 to the services, activities and/or uses contained therein.

12 (g) *Amendments.* As required by F.S. § 125.0104, the Plan
13 created and established in this Section may not be amended except
14 by an ordinance enacted by an affirmative vote of a majority plus
15 one additional member of the City Council.

16 **Section 9. Tourist Council to Establish Special Events**
17 **and Convention Grant Guidelines and Grant Application Fees.** The
18 Tourist Council shall recommend to the City Council for approval
19 within six (6) months of the date of enactment of this ordinance
20 grant guidelines and procedures for special events and convention
21 grants awarded pursuant to the Tourist Development Plan. Such
22 grant guidelines must include, without limitation, the following
23 requirements as provided by the grant recipients: (i) evidence of
24 growth or increase in tourism to the City; (ii) evidence of a
25 return on the City's investment; and (iii) evidence of the
26 marketing of City tourist-oriented facilities, attractions,
27 activities. Additionally, the Tourist Council shall review and
28 determine the feasibility of a grant application fee to defray the
29 costs of grant administration provided by the Tourist Council
30 staff, and if such fee is feasible, recommend a grant application

1 fee to City Council for approval.

2 **Section 10. Terms of Current Members Unaffected by**
3 **Changes to Membership Qualifications.** Nothing in this ordinance
4 shall be construed to affect the terms of those members serving on
5 the Tourist Council as of the effective date of this ordinance.

6 **Section 11. Amending the 2016-2017 Tourist Council**
7 **Budget.** The 2016-2017 Tourist Council budget is hereby amended and
8 adopted in the form attached hereto as **Revised Exhibit 3.**

9 **Section 12. Codification Instructions.** The Codifier
10 and the Office of General Counsel are authorized to make all
11 chapter and division "tables of contents" consistent with the
12 changes set forth herein, including renumbering of sections and
13 changing the term "Council" in Chapters 70 and 666, *Ordinance Code*,
14 to be "City Council" where such provision is referring to the City
15 Council of Jacksonville. Such editorial changes and any others
16 necessary to make the *Ordinance Code* consistent with the intent of
17 this legislation are approved and directed herein, and changes to
18 the *Ordinance Code* shall be made forthwith and when inconsistencies
19 are discovered.

20 **Section 13. Effective Date.** This ordinance shall
21 become effective upon signature by the Mayor or upon becoming
22 effective without the Mayor's signature.

23
24 Form Approved:

25
26 /s/ Margaret M. Sidman

27 Office of General Counsel

28 Legislation Prepared By: Lawsikia J. Hodges

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