



**OFFICE OF THE CITY COUNCIL**

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JACKSONVILLE, FLORIDA 32202

**MEMORANDUM**

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

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

**DATE:** June 25, 2018

**SUBJECT:** 2017-2018 Duval County Tourist Development Council Annual Report

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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, 2017, through June 30, 2018.

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, 2017 through June 30, 2018 were:

- Anna Lopez Brosche, Jacksonville City Council President, Board Chairperson (Elected Official)
- Aaron Bowman, Jacksonville City Council Vice President, Board Vice Chairperson (Elected Official)

- Lori N. Boyer, Council Member, District 5 (Elected Official)
- Barbara Goodman, TDC Board Member, Tourist Accommodation Representative
- M.G.Orender, TDC Board Member, Tourist Accommodation Representative (Term Ended 11/16/2017)
- Steven Grossman, TDC Board Member, Airline Industry Representative (Appointment Date 11/17/2017)
- Kirit Patidar, TDC Board Member, Tourist Industry Representative
- Craig Smith, TDC Board Member, Tourist Accommodation Representative
- Dawn Southworth -Tourist Industry Representative (Appointment Date 10/10/2017)
- Jeffrey Truhlar, TDC Board Member, 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, 2017 through June 30, 2018. The TDC “scheduled” quarterly meetings were held on the following dates:

- May 25, 2018
- February 18, 2018
- November 16, 2017
- August 16, 2017

The TDC Chair, Council President Anna Lopez Brosche, called six (6) TDC Special Meetings on the following dates:

- June 25, 2018
- April 11, 2018
- January 22, 2018
- December 14, 2017
- September 27, 2017
- July 27, 2017

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.

The following actions and initiatives were considered for the reporting period July 1, 2017 through June 30, 2018.

- Travel Policy for County Destination Marketing Organization (DMO)
- Tourist Development Council Grant Guidelines Proposed Legislation
- Review of Visit Jacksonville Marketing Services Annual Plan FY 2018-2019.
- Review of Visit Jacksonville Convention Sales and Services Annual Plan 2018-2019.

- Review of Visit Jacksonville Tourist Information Bureau Services Annual Plan FY 2018-2019.
- Review and approval of Duval County Tourist Development Council Budget for FY 2018-2019.
- Review of Grant Applications and Approval of TDC Grant Funds:
  - THE PLAYERS Championship (TPC) Regional Tourism Cooperative 2018
  - FHSAA Track & Field Championship 2018
  - Jacksonville Jazz Festival 2018
  - Spartan Race Opening Ceremony 2018
  - TaxSlayer Gator Bowl-2017
- Review and Approval of Marketing Initiative Grant Agreement Services:
  - Florida First Coast of Golf Marketing Cooperative FY 2017-18-Single Source Contract #10378
  - Jacksonville Gran Prix Power Boat P1 2018-Single Source Contract #10437
  - Jacksonville Zoo-African Forest Exhibit- Ordinance 2017-848-E/Contract # 7182-30
- Review and approval of twenty three (23) Convention Visitor Bureau Grants (d/b/a Visit Jacksonville)
- Ordinance 2018-236-E created a new Sec. 111.601 – Tourist Development Donations and Sponsorships Special Revenue Fund to receive donations, gifts and sponsorship monies intended to defray cost and expenses related to services to be provided under the auspices of the City’s Tourist Development Plan. (Attachment-Ordinance 2018-236-E)
- Duval County Tourist Development Council Request for Proposal (RFP ESC-575-17), awards, timeline, bid content, and procedure as outlined by the City of Jacksonville Procurement Division. 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 for Tourist Bureau Services:
  - RFP ESC-0575-2017
  - CSPEC Evaluation Scoring
  - CSPEC Interview Process Evaluation Scoring
  - RFP Award
  - Visit Jacksonville Contract Negotiation
- 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.

Establishment of Duval County Tourist Development Advisory Committee in accordance with Ordinance Code [Section 70.103\(b\)](#), the Tourist Development Council may establish an advisory body to carry out specialized and detailed projects within the scope of its

purpose. Such advisory body may include persons who are not members of the Tourist Development Council, and shall use the services and staff of the Tourist Development Council. (Attachment- Memorandum)

- Charge:  
In accordance with Ordinance Code Section 666.108, the Tourist Development Plan, and specifically stated in Ordinance Code Section 666.108(b)(5) related to special event grants, please prepare guidelines and procedures for awarding special event grants that the Tourist Development Council.
  
- Members:
  - Pegine Echevarria, Team Pegine, Inc., Chair
  - Monica Smith, Visit Jacksonville
  - Alan Verlander, JAXSPORTS Council
  - Nicole Chapman, Florida Restaurant & Lodging Association
  - Barbara Halverstadt, Jacksonville Airport Authority
  - Dave Herrell, City of Jacksonville Office of Sports and Entertainment
  - Maria Hane, MOSH
  - Bill McConnell, SMG
  - Maria Mark, UNF Environmental Center and Timucuan Park Foundation
  - Sean Satya, Baymont Inn & Suites Jacksonville
  
- Pegine Echevarria, Chair, called five (5) TDC Advisory Committee on the following dates:
  - February 8, 2018
  - February 5, 2018
  - January 30, 2018
  - January 22, 2018
  - January 17, 2018
  
- Tourist Development Council Advisory Committee Report February 8, 2018
  - Special Events and Convention Grant Guidelines (Attachment Report )
    - Recommendation, Guidelines, Evaluation Criteria

**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>**

Attachments:

Ordinance 2018-236-E

TDC Advisory Committee Memorandum

TDC Advisory Committee Report-February 8, 2018



**ANNA LOPEZ BROSCHÉ**  
**PRESIDENT**  
Council Member,  
At-Large Group 1  
E-Mail: ABrosche@coj.net

## OFFICE OF THE CITY COUNCIL

117 West Duval Street  
City Hall, Suite 425  
Jacksonville, FL 32202  
Office (904) 630-1393  
Fax (904) 630-2906

January 8, 2018  
4:00 p.m.

### MEMORANDUM **AMENDED**

**TO:** Honorable Members of the City Council  
Members of the Tourist Development Council

**FROM:** Council President Anna Lopez Brosche  
At-Large Group 1  
Chairman, Tourist Development Council

**RE:** Advisory Committee to the Tourist Development Council

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In accordance with Ordinance Code Section 70.103(b), the Tourist Development Council may establish an advisory body to carry out specialized and detailed projects within the scope of its purpose. Such advisory body may include persons who are not members of the Tourist Development Council, and shall use the services and staff of the Tourist Development Council.

On November 22, 2016, the City Council enacted 2016-599-E, Section 9 of which reads the Tourist Development Council shall recommend to the City Council for approval within six (6) months of the date of enactment of such ordinance grant guidelines and procedures for special events and convention grant awards pursuant to the Tourist Development Plan. Such grant guidelines must include, without limitation, the following requirements as provided by the grant recipients:

- i. Evidence of growth or increase in tourism to the City;
- ii. Evidence of a return on the City's investment; and
- iii. Evidence of the marketing of City tourist-oriented facilities, attractions, activities.

On Thursday, December 14, 2017, the Tourist Development Council held a special meeting to discuss the creation of this Advisory Committee. An excerpt of the minutes offering additional clarification on what the Tourist Development Council is seeking from the Advisory Committee is as follows:

Ms. Boyer noted that guidelines already exist for making application and processing of requests, but she wants the advisory committee's charge to clearly be much broader to

include policy research about what sorts of events to support and why, how other counties utilize their grants and what sorts of events they try to attract, etc.

**CHARGE:** In accordance with Ordinance Code Section 666.108, the Tourist Development Plan, and specifically stated in Ordinance Code Section 666.108(b)(5) related to special event grants, please prepare guidelines and procedures for awarding special event grants that the Tourist Development Council may use as a framework for providing 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 of Florida to the City of Jacksonville. These guidelines are intended to serve as criteria for considering and awarding special events grants and should be developed with the intention of facilitating the highest and best use of taxpayer dollars to increase tourism.

**MEMBERS:** Pegine Echevarria, Team Pegine, Inc., Chair  
Monica Smith, Visit Jacksonville  
Alan Verlander, JAXSPORTS Council  
Nicole Chapman, Florida Restaurant & Lodging Association  
Barbara Halverstadt, Jacksonville Airport Authority  
Dave Herrell, City of Jacksonville Office of Sports and Entertainment  
Maria Hane, MOSH  
Bill McConnell, SMG  
Maria Mark, UNF Environmental Center and Timucuan Park Foundation  
**Sean Satya, Baymont Inn & Suites Jacksonville**

**DEADLINE:** The Advisory Committee to the Tourist Development Council is tasked to provide a report of its recommendations on the charge set forth above by February 9, 2018.

I would like to thank the Advisory Committee members for their efforts to assist the Tourist Development Council in carrying out its duties to effect the Tourist Development Plan to the fullest extent possible.

ALB/js

cc: Council Members/Staff  
Cheryl Brown, Director/Council Secretary  
Jeff Clements, Chief, Research Division  
Carol Owens, Chief, legislative Services Division  
Paula Shoup, Information Systems Administrators  
Kyle Billy, Council Auditor  
Media Box



**Tourist Development Council  
Advisory Committee Report  
Special Events and Convention  
Grant Guidelines  
February 8, 2018**

**TDC Advisory Committee Members**

**Pegine Echevarria, Chair**

**Nicole Chapman**

**Barbara Halverstadt**

**Maria Hane**

**Dave Herrell**

**Bill McConnell**

**Maria Mark**

**Sean Satya**

**Monica Smith**

**Alan Verlander**

The TDC advisory Committee was charged with providing the Tourist Development Council with guidelines for the Special Events and Convention Grant guidelines under 2016-599-E.

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

(i) *Grant awards for attendance of 25,000 tourists or 10,000 room nights or greater.* The Tourist

Council may award grants for special events designed to attract a minimum of 25,000 tourists to the City, which grant award may not exceed \$250,000 for any such event unless currently obligated by contract until such obligation expires; and

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

The TDC Advisory Committee respectfully submits our report and following recommendations.

**Committee Members included**

**TDC Advisory Committee Members**

Pegine Echevarria, Chair

Nicole Chapman

Barbara Halverstadt

Maria Hane

Dave Herrell

Bill McConnell

Maria Mark

Sean Satya

Monica Smith

Alan Verlander

Annette Hastings, TDC Executive Director

Colleen Hampsey, Research Assistant

Kim Taylor, Assistant Council Auditor

Phillip Peterson, Principal Council Auditor

Lawsikia Hodges, Deputy General Counsel



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## Overview

The advisory committee used their expertise of having both reviewed and awarded grants and proposals and having experience submitting proposals for grants and contract procurement. Additionally, the committee reviewed what other communities around the state were doing regarding their special events in grants.

We found that most current processes and guidelines were effective. We did find areas where we were able to enhance the process, create a more objective assessment for the good of the city and our county, and streamline the evaluation process. Additionally, we were cognizant of changing social media and technology platforms, future development within Jacksonville and our ability to be nimble while being proactive as a community of choice for meetings, events, and conventions.

The application process will remain the same with some minor adjustments. These include educating the applicant on the evaluation criteria and points system.

The recommendations are for the evaluation, review and payment. Here are our recommendations and suggested guidelines.

This advisory report includes:

- 1) Recommendations
- 2) Evaluation criteria for the Special Events and Convention Grant guidelines.
- 3) Evaluation for payment to the grant winners.
- 4) Suggested topics for the TDC to review and discuss.

Further we defined the word “event” according to the Events Industry Council. The word event covers all meetings, trade shows, conventions, congresses, incentive events, exhibits, gatherings and other meetings.

## Recommendation 1 – Change Ordinance - Expand Venue Description

The addition of the words “**other Duval private assets, when publicly owned venues are not appropriate or available.**”

(ii) **Grant awards for attendance of 5,000 tourists or greater for events held at publicly owned venues** and **other Duval private assets, when publicly owned venues are not appropriate or available.** The Tourist Council may award grants for special events designed to attract a minimum of 5,000 tourists to the City using publicly owned tourist venues such as the arena, performing arts center, or stadium or at the zoo or eligible museums. Such grant awards may not exceed \$100,000 per event.

The committee had detailed discussions about Duval county’s private assets that are used by event producers and who would consider bringing their event to Duval County if they were eligible for the grant awards program. We have assets owned by private citizens (such as a world class motor cross track) that could be utilized for events that would bring in international guests if the producers are eligible for the grant process.

Competition in the events industry is fierce in the state of Florida. We have limited assets for events, compared to other cities. Embracing unique privately-owned venues provides COJ with additional marketing pull.

## Recommendation 2 – Change Ordinance - Add “any combination of”

Add the words “**and any combination thereof**”

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

### **Recommendation 3 – Use a Points System**

Utilizing a points system to evaluate each submission using an objective quality standard. This allows for transparency, clarity and innovation. The goal is to have applicants have a score of at least 40 with a goal of 60 for excellence. Visit Jacksonville will continue to review the Marketing Portion of the application.

The TDC could have subcommittees who review only one aspect of each proposal. They could stay focused on one aspect, allowing a deeper evaluation of the particular area of focus. Using the points system, they can determine the quality, effectiveness, and innovation of their area of focus.

<b>Criteria</b>	<b>Qualifier</b>	<b>Considerations / Factors</b>	<b>Maximum Points</b>	<b>Total Points</b>
Total Tourism Impact	Does the event or project drive tourism development, benefit economic prosperity and opportunity for Jacksonville?	Overall projected direct economic impact, room nights generated, hotel motel tax collections, calendar maximization, and potential for attendees outside of 150 mile radius.	25	
Brand Opportunity	Will be special event project successfully articulate competitively position and positively promote Jacksonville's brand?	Leadership position for the Jacksonville brand. National television broadcast. International exposure. Visibility of destination marketing logos imagery and media coverage.	15	
Marketing Plan	Does the special event project meet and demonstrate the necessary marketing plan requirements?	Traditional advertising electronic and social media, PR and earned media, collaborative, partnership and influence marketing. After review by Visit Jacksonville were their findings of innovation, uniqueness?	10	
Stewardship	Does the event/project have leverage opportunities for Jacksonville?	Use of city-owned public venues parks, attractions, museums, area assets and potential business opportunities. Use of local talent. Use of local suppliers.	5	
Quality of Life Impact	Does the event enhance the quality of life for the community?	Community engagement, civic, social and legacy impact.	5	
Total Points Achieved			60	

## **Recommendation 4 – Focused Category**

We recommend to the TDC that in evaluating grant applications, small groups of TDC members will look at one category for all applicants (ex. all marketing portions of all applications) rather than all TDC members looking at all applications in their entirety. This method is used by State and Federal levels of government and provides for enhanced effectiveness.

## **Recommendation 5 – Values and Brand Statement**

A strong brand opportunity exists with the alignment with special events and projects. The advisory committee suggests that the TDC have a clear brand and value statement of Jacksonville and communicate that to applicants. What are the values of Jacksonville? What is the brand we want to promote nationally and internationally?



## **Recommendation 6 – Evaluation for Payment to the Grant Winners**

To receive final payment applicants must follow current guidelines and:

- Submit specific social media advertisement purchases with the targeted geographic group (150 miles outside of Duval County or 2 hours drive).
- Submit links to influencers and personalities who are talking about the event in Duval County.
- Possible need to change the ordinance.

## Recommendation 7 – Guidelines for an Application Fee

The task force discussed the purpose of an application fee, and the pros and cons of having an application fee attached to the process. The task force analyzed the possible costs including the process, who is involved (various COJ employees, the staff of Visit Jacksonville, and volunteers of the TDC) and the time dedicated to the process.

After review, the task force agreed that there should be **no application fee** to submit a grant proposal.

## **The Evaluation Process**

The goal is to have applicants have a score of at least 40 with a goal of 60 for excellence.

The small TDC sub review committees will review only one aspect of each proposal.

The following pages have the specific questions and criteria for each area.

<b>Criteria</b>	<b>Qualifier</b>	<b>Considerations / Factors</b>	<b>Maximum Points</b>	<b>Total Points</b>
Total Tourism Impact	Does the event or project drive tourism development, benefit economic prosperity and opportunity for Jacksonville?	Overall projected direct economic impact, room nights generated, hotel motel tax collections, calendar maximization, and potential for attendees outside of 150 mile radius.	25	
Brand Opportunity	Will be special event project successfully articulate competitively position and positively promote Jacksonville's brand?	Leadership position for the Jacksonville brand. National television broadcast. International exposure. Visibility of destination marketing logos imagery and media coverage.	15	
Marketing Plan After Review from Visit Jacksonville	Does the special event project meet and demonstrate the necessary marketing plan requirements?	Traditional advertising electronic and social media, PR and earned media, collaborative, partnership and influence marketing. After review by Visit Jacksonville were their findings of innovation, uniqueness?	10	
Stewardship	Does the event/project have leverage opportunities for Jacksonville?	Use of city-owned public venues parks, attractions, museums, area assets and potential business opportunities. Use of local talent. Use of local suppliers.	5	
Quality of Life Impact	Does the event enhance the quality of life for the community?	Community engagement, civic, social and legacy impact.	5	
Total Points Achieved			60	

## Evaluation Category: Total Tourism Impact

### Criteria Category: Total Tourism Impact

Maximum Points: 25

Summary for Evaluator: Does this event drive tourism development benefit economic prosperity and opportunity for Jacksonville? Overall projected direct economic impact, room nights generated, hotel motel tax collections, calendar maximization, and potential for attendees outside of 150 mile radius.

Questions to Consider in Evaluation:

- Does the applicant show how many room nights and venues they will be using?
- How will they provide documentation that they have met room nights?
- How will they survey and show the results to count room nights?
- The onus is on the applicant to show the TDC how they will prove that they met the goals they set. The application states “How do you intend to provide a valid count of attendance of tourist and room nights at this year’s event?”
  - Are the evaluation tools specific and focused?
  - How will data be collected and by whom?
  - What is their back up assessment plan?

## Evaluation Category: Brand Opportunity

### Criteria Category: Brand Opportunity

Maximum Points: 15

Summary for Evaluator: Visibility of destination, marketing logos imagery and media coverage.

Will the special event successfully articulates, competitively position and positively promote the Jacksonville brand? Does the event yield a leadership position for the Jacksonville brand? Will Duval County or the City of Jacksonville have national television broadcast or international exposure?

Questions to Consider in Evaluation:

- How is the Jacksonville brand integrated into all the marketing and communication pieces?
- How does this event position Jacksonville's brand in a lead position?
  - Logo placement
  - The message platform
  - Significant brand alignment
- Is the special event in alignment with the updated Jacksonville values and vision of Jacksonville?
- Are there other complementary brands that will strengthen this position through collaboration or partnership?
- Does the event use influential personalities to promote the event and Jacksonville?

## Evaluation Category: Marketing Plan

### Criteria Category: Marketing Plan

Maximum Points 10 points

Summary for Evaluator: Does the special event project meet and demonstrate the necessary marketing plan requirements? Does the event incorporate traditional advertising, electronic and social media, PR and earned media, collaborative, partnership and influence marketing? Do they have a website with links back to Visit Jacksonville? After review by Visit Jacksonville what were their findings of innovation, uniqueness?

Questions to Consider in Evaluation: After the marketing review and approval from Visit Jacksonville.

- Did the applicant produce innovative and unique marketing plan?
- Is new technology being used? Video promotion?
- Does the applicant have enough time to execute their marketing plan?
- What are the specific ad purchases for promotion outside 150-mile radius.
- How will the objectives be measured?
- Does the marketing plan and the letter of acceptance of the proposal provide enough time for the event to follow through on all marketing commitments?

## Evaluation Category: Stewardship

### Criteria Category: Stewardship

Maximum Points: 5

Summary for Evaluator: The event shall be graded on the basis of the event increasing utilization and promotion of City of Jacksonville and Duval County public access sports and entertainment venues including parks, attractions, museums and other Duval County assets. Given that such utilization stimulates the vibrancy and relevance of Duval County's public access venues and unique private venues, the point value is given will reflect the impact of funded events that will increase the profile of the hosting venue. Does the event offer as an enhancement to the tourist experience in additional opportunities to tour Duval County gems on the date of the event? A strong score will weigh both utilization and promotion of the hosting venue.

Questions to Consider in Evaluation:

- Is the event to be held in a city, county or publicly-funded supported venue or destination?
- Is the venue for the event one in which tourists or visitors to our city might be inclined to visit at a time other than the funded event?
- Does a venue benefit from the event being hosted there?
- How important is the funding to the venue securing the event?
- Is there competition for the event such that it may be hosted at another private venue or similar public venue outside of Duval County?
- Are Duval County local talent and subcontractors utilized for the event?
- Will Jacksonville and/or Duval County lose the event if it is not hosted at a private unique venue within Duval County?
- Does the event integrate the utilization of or promotion of other county destinations outside of the actual event venue, during the event period (ie: promote to its guests to visit the zoo during their stay)?



## Evaluation Category: Quality of Life Impact

### Criteria Category: Quality of Life Impact

Maximum Points: 5

Summary for Evaluator: Does the event project enhance the quality of life for the community? Community engagement, civic, social and legacy impact. The inclusion of social effect awareness (the leave behind) as assessment criteria may diversify the applicant pool to include those who are concerned with such impact.

Questions to Consider in Evaluation:

- Is the applicant using underused venues (hidden gems)?
- Is the applicant using local service providers for their events?
- Does the applicant have a social impact plan of action that gives back to the community?
  - Free music, theatre, artistic or community outreach clinics for the community
  - Recycling initiative or youth initiative. Such as donations of goods or services- T Shirts recycled to a not for profit in town. Swag and/or bags donated to local charities.
  - Is the applicant utilizing programs for underserved youth, mothers and children, programs for job creation from not for profits?
  - Is the applicant providing services to enhance, or improve a community center, a park or building a playground?

## Topics for The TDC To Review And Discuss

During our meetings there were topics for discussion that were outside our scope of focus. We felt it was important for TDC members to be aware and to have further discussions and provide guidelines.

1. We highly suggest that the TDC consider removing the stipulation of a non-profit entity being the only type of organization that can apply for TDC support. This limits the opportunities Jacksonville could have to drive further tourism development. Having flexibility with either non-profit or for-profit entities being afforded the opportunity to submit applications puts Jacksonville and Northeast Florida in a competitive advantage against our peer cities.
2. Equestrian Center grant management.
3. Flexibility for Visit Jacksonville on the \$5/room night requirement for convention groups.
4. The use of private facilities for TDC funded events due to space availability or suitability for the specific event.
5. Policies for multi-year grants (special event and convention grants).
6. The need and process for a TDC budget category for requesting convention bid funds to host major meeting and even conventions in Jacksonville.
7. There are potential events that bring significant national and international television exposure to Duval County and the region that may not meet the tourist threshold. Some are made for television events but may not drive the hotel/motel tax. We recommend that the TDC develop a mechanism to have flexibility for considerations of certain events. The object is to provide the TDC with the authority and flexibility to make an investment decision if an event could deliver significant value for branding and exposure for Jacksonville.
8. Access to the waters ways. There may be a conflict between 7 new marine time enforcements rules and events. It is advised that the TDC review for possible issues for Duval County citizens.

1 Introduced by Council Member Boyer and amended by the  
2 Neighborhoods, Community Services, Public Health, and Safety  
3 Committee:

4  
5  
6 **ORDINANCE 2018-236-E**

7 AN ORDINANCE CREATING A NEW SECTION 111.601  
8 (TOURIST DEVELOPMENT DONATIONS AND  
9 SPONSORSHIPS SPECIAL REVENUE FUND), PART 6  
10 (ECONOMIC AND COMMUNITY DEVELOPMENT), CHAPTER  
11 111 (SPECIAL REVENUE AND TRUST ACCOUNTS),  
12 *ORDINANCE CODE*; PROVIDING FOR CODIFICATION  
13 INSTRUCTIONS; PROVIDING AN EFFECTIVE DATE.

14  
15 **BE IT ORDAINED** by the Council of the City of Jacksonville:

16 **Section 1. Creating a new Section 111.601 (Tourist**  
17 **Development Donations and Sponsorships Special Revenue Fund), Part**  
18 **6 (Economic and Community Development), Chapter 111 (Special**  
19 **Revenue and Trust Accounts), *Ordinance Code*.** A new Section 111.601  
20 (Tourist Development Donations and Sponsorships Special Revenue  
21 Fund), Part 6 (Economic and Community Development), Chapter 111  
22 (Special Revenue and Trust Accounts), *Ordinance Code*, is hereby  
23 created to read as follows:

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

25 \* \* \*

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

27 \* \* \*

28 **Sec. 111.601. - (Tourist Development Donations and Sponsorships**  
29 **Special Revenue Fund).**

30 There is created within the Special Revenue Funds a special revenue

1 fund account to be known as the Tourist Development Donations and  
2 Sponsorships Special Revenue Fund ("Fund"), into which shall be  
3 deposited all donations, monetary gifts, sponsorship monies, and  
4 other non-tourist development tax monies designated for the  
5 approved uses in this section. Monies deposited into the Fund  
6 shall be used to defray the costs and expenses related to (i) the  
7 Tourist Development Plan components described in Section 666.108,  
8 *Ordinance Code*; and (ii) existing and future tourist activities,  
9 tourist facilities and tourist attractions in Duval County.  
10 Expenditures from the Fund shall not be subject to the Tourist  
11 Development Plan requirements set forth in Chapter 666, *Ordinance*  
12 *Code*. All monies and interest placed into the Fund are hereby  
13 appropriated for the purposes of the Fund and such shall not lapse  
14 to the General Fund at the close of any fiscal year, but instead  
15 shall carry over to the next fiscal year. The Executive Director of  
16 the Tourist Development Council shall make expenditure  
17 recommendations to the Tourist Development Council ("TDC") for  
18 approval. The Director of Finance and Administration, or his  
19 designee, is authorized and directed to make disbursements from the  
20 Fund upon receipt of the Executive Director's written request and  
21 upon approval of such expenditure recommendations by the TDC,  
22 subject to the availability of funds in the Fund. Each Fund  
23 expenditure by the TDC in excess of \$75,000 shall require prior  
24 approval by the City Council.

25 \* \* \*

26 **Section 2. Codification Instructions.** The Codifier and  
27 the Office of General Counsel are authorized to make all chapter  
28 changes set forth herein in the *Ordinance Code*. Such editorial  
29 changes and any others necessary to make the *Ordinance Code*  
30 consistent with the intent of this legislation are approved and

1 directed herein, and changes to the *Ordinance Code* shall be made  
2 forthwith and when inconsistencies are discovered.

3       **Section 3.       Effective Date.** This ordinance shall become  
4 effective upon signature by the Mayor or upon becoming effective  
5 without the Mayor's signature.

6

7 Form Approved:

8

9                 /s/ Lawiskia J. Hodges          

10 Office of General Counsel

11 Legislation prepared by: Lawsikia Hodges

12 GC-#1209023-v1-2018-236-E.doc