

## Exhibit 2

The Tourist Development Council members shall determine the final components required to implement the Sports Tourism Initiative, which may include, but is not limited to, the following sports related services and activities (subject to applicable procurement requirements):

- Asset assessment and packaging
- Strategic investment plan development
- Competitive analysis defining Jacksonville's advantages and opportunities compared to surrounding markets
- Sporting event facility/venue marketing materials
- Sports focused convention sales and service personnel
- Sports-related association memberships and bid fees and rights
- Sports incentive programs
- Sports infrastructure development
- Ongoing economic impact measurement and assessment