

**CITY COUNCIL RESEARCH DIVISION
LEGISLATIVE SUMMARY**



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Bill Type and Number: Resolution 2022-174

Introducer/Sponsor(s): Council Members Newby, Freeman and Bowman

Date of Introduction: March 8, 2022

Committee(s) of Reference: R

Date of Analysis: March 10, 2022

Type of Action: Agreement to Procurement Code exception for direct contracting and Ordinance Code waiver

Bill Summary: The bill declares the City Council's agreement with and encouragement to the Tourist Development Council (TDC) to submit legislation invoking the direct contracting exception of the Procurement Code and waiving the Ordinance Code provision requiring not-for-profit agencies to receive City funding via a competitive evaluated proposal award process for the purpose of allowing the TDC to enter into a direct contract with Jacksonville & the Beaches Convention and Visitors Bureau, Inc. (d/b/a Visit Jacksonville) to provide tourist bureau information, marketing, and convention sales and services to the City for a term of not less than 10 years.

Background Information: Visit Jacksonville has provided tourism information and marketing services and convention recruitment services to the City for over 20 years via series of short-term (5 years or less) contracts. The agency's current 3 contracts (tourism marketing and promotion, visitor center operations, and convention sales and services) expire at the end of September 2022, although each has a renewal option at the TDC's discretion. The TDC board recently discussed initiation of a new RFP process to open competition for the contracts for the purpose of reformatting the contracts to make them more efficient and less prescriptive and cumbersome for the service provider. After some discussion the board decided that Visit Jacksonville's long history of service and improved performance in recent years under substantially revised contracts merits hiring the organization on a direct contract basis for a longer term. Having a long-term contract should enable Visit Jax to develop a longer-term strategic plan for tourism and convention promotion and to hire the best employees to execute that plan without concern that the agency's contract with the TDC expires every few years and requires re-competition which might not be successful. The council members on the TDC suggested that the City Council give the TDC its opinion on the concept of a long-term direct contract and therefore introduced this resolution to give the Council the ability to have its say before the TDC acts one way or the other on an RFP process or a long-term direct contract.

Policy Impact Area: Tourism and convention promotion

Fiscal Impact: None

Analyst: Clements