

**CITY COUNCIL RESEARCH DIVISION  
LEGISLATIVE SUMMARY**



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**Bill Type and Number:** Ordinance 2022-514

**Introducer/Sponsor(s):** Council President Freeman

**Date of Introduction:** July 28, 2022

**Committee(s) of Reference:** NCSPHS, F

**Date of Analysis:** July 30, 2022

**Type of Action:** Appropriation; request for one cycle emergency passage

**Bill Summary:** The bill appropriates \$938,000 from Tourist Development Council Fund Balance to TDC marketing activities (\$540,000), TDC convention sales and services activities (\$300,000) and tourist bureau activities (\$98,000) for allocation to Visit Jacksonville Inc. Passage of the bill as an emergency after one committee cycle is requested.

**Background Information:** Due to the drastic slowdown in travel during the height of the COVID pandemic, Visit Jacksonville Inc., the City's contractor for tourism, convention and group travel services, was instructed by the TDC to temporarily reduce its activities and therefore did not expend its full budget during FY19-20. The TDC board authorized a carry-over of those funds to the FY20-21 budget which due to an accounting error did not take place and the funds lapsed into TDC fund balance at the end of the fiscal year. This bill allocates those funds out of fund balance to the three contractual expenditure accounts – tourism marketing, convention sales and services, and tourist bureau services – in the FY21-22 budget to cover expenditures made by Visit Jax on multi-year purchase orders based on the understanding that the carry-over had taken place. Emergency action is requested because the failure of the carry-over process has left some accounts with insufficient funds to pay for recent expenditures.

**Policy Impact Area:** TDC finances

**Fiscal Impact:** The bill appropriates \$938,000 from Tourist Development Council Fund Balance to expenditure accounts for Visit Jacksonville.

**Analyst:** Clements