

**CITY COUNCIL RESEARCH DIVISION
LEGISLATIVE SUMMARY**



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Bill Type and Number: Ordinance 2019-865

Introducer/Sponsor(s): Council President Wilson

Date of Introduction: November 26, 2019

Committee(s) of Reference: NCSPHS, F

Date of Analysis: November 27, 2019

Type of Action: Appropriation; fund carry-over; one cycle emergency passage request

Bill Summary: The bill appropriates \$750,000 from the Tourist Development Council's Contingency Account to its Operations Account for the purpose of providing additional funding for marketing and event grants. The funds are authorized to carry-over to the next fiscal year. Emergency approval on one cycle is requested.

Background Information: A portion of the TDC's bed tax revenues are allocated to grants to marketing and direct support of special events that attract tourists to Jacksonville. The TDC budgeted \$800,000 for special event grants and \$100,000 for marketing grants for FY19-20. Initial applications from event organizers for event marketing and support grants for FY19-20 far exceed the amount budgeted for that purpose. The TDC's Contingency Account, which according to the Ordinance Code shall be used for "unforeseen opportunities of major significance to tourism to the City", currently contains \$2,513,000. Use of the Contingency Fund requires City Council appropriation. The TDC board at its last meeting recommended that \$750,000 be appropriated from the Contingency Account to an expenditure account to provide greater capacity to make event marketing and support grants.

Emergency passage on second reading is requested because the TDC wishes to grant support to an event in the spring of 2020 that requires a commitment of funds by December 15th and lacks the capacity to make the grant without the additional funding. The TDC has scheduled a special meeting on December 11th to make grant awards should the City Council approve this additional funding on the 10th.

Policy Impact Area: TDC event support grant funding

Fiscal Impact: The bill appropriates \$750,000 from the Tourist Development Council's Contingency Account to its Operations Account

Analyst: Clements